

We help learners learn more,
by learning from each other.

Circles vs Half Circles

Jan 12th 2022



For 18 months we deeply researched this powerful question, going back to our Phase I NSF Grant, "Why does CircleIn have incredibly high engagement in some classes and low engagement in others?"

We tested some of the following variables to look for clues and patterns...

- Type of course
- Type of institution
- Class size
- Class type (online, face to face, etc)
- Residential vs commuter
- Length of time of school partnership with CircleIn
- Schoolwide adoption
- 1st year students versus upperclassmen
- Access: Partial launch (select students in select courses have access) versus all students have access
- Campus communication/marketing
- Etc

After 18 months, we found our predictable metric of high engagement that answers this question with a definitive answer, "Why does CircleIn have incredibly high engagement in some classes and low engagement in others?"

We call it Circles and Half Circles...

Circle: A collaboration ready network due to 10 or more students in a course active on CircleIn

Half Circle: A non collaboration ready network because less than 10 students in a course are active on CircleIn

We found that Circles average 23 study actions versus Half Circles average 4.2 study actions. **Circles have 460% more engagement than Half Circles.**

November 2021 we cracked the code!

Now we're putting all our resources (product, success, implementation support, etc) into our predictable metric of high engagement. We now call it **"Closing the Circles"**.

We are now coaching all of our schools on **Circles and Half Circles**, putting the emphasis not on overall adoption, but on the percentage of courses where there are **Circles** (A collaboration ready network due to 10 or more students in a course active on CircleIn).

We should focus on going from 10%, to 20%, to 30% to 50%+ **Circles** at every institution.

Very exciting times ahead and our teams are all ready to partner together - to **close the Half Circles into Circles** with you, to help make success more attainable,