



## **SIIA CODiE Awards**

March 2021

### **Response to COVID-19**

Best Student Experience Response

## **Category: Best Student Experience Response**

Intro:

During the distance learning period, there were several notable positive impacts that occurred from March - June 2020:

- 4.5% increase in the number of daily active students who regularly used the Alef Platform (to above 90% daily active usage)
- 11.8% increase in the number of daily active teachers (to above 90% daily active usage)
- 76% engagement for students and teachers regularly using the Alef Platform after school hours

Were there measurable long-term changes and/or benefits from the response?

Usage of Alef during distance learning increased substantially during distance learning with over 90% of students and teachers using the Alef Platform on a daily basis. As well, teachers and students spent more time after school hours on the platform vs. before COVID.

How effective was the response? Support with examples.

Covered in CSAT, NPS and Survey results in Customer Satisfaction Section

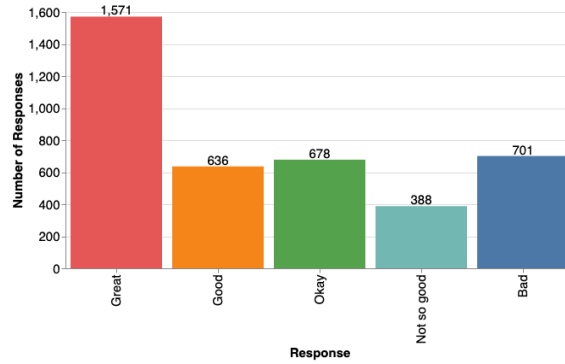
How well did the response benefit learners and on what scale? Provide detailed examples.

During the distance learning

### 1. Student survey responses:

During the Distance Learning period from March - June 2020, a survey was launched to solicit feedback from students.

Students were asked to rate their overall distance learning experience by selecting from the five options, "Great", "Good", "Okay", "Not so good", and "Bad". The distribution of responses is shown below.

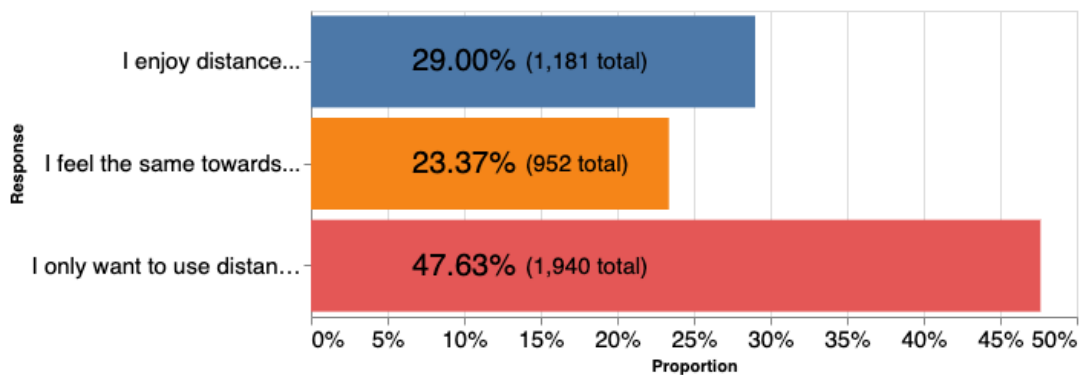


As we can see, more than half of the students (2,207, or 56%) reported that their experience of distance learning was either good or great.

Students were asked on their feelings towards distance learning, with three responses available:

- I enjoy distance learning more than learning by attending school;
- I feel the same towards learning at home or at school;
- I only want to use distance learning until I can go back to class in person.

The chart below shows the distribution of the responses.



How did the nominee go above and beyond for students? What were the details involved and how was it implemented?

Everything we do at Alef Education is designed to go above and beyond for students! Here are a few notables:

- Providing 1:1 access for students across the UAE (46,441 devices for public schools and 15,000 for private schools)
- Providing feedback tools and surveys for students to share their ideas and suggestions
- YouTube videos with student resources to support learners in using Alef effectively

- Awards program: Alef Education also launched an Awards program with prizes to celebrate improvements in student achievement.