



Bluenotes **GLOBAL** 2020
CONFERENCE

Conference Program

AUG 2-5

2020

**Harnessing the
Power of Feedback to
Advance Transformation in
Teaching and Learning**





About Explorance

Explorance is a Journey Analytics provider that empowers organizations in making the right decisions with fact-based feedback data. Through its main offerings Blue and Metrics That Matter (MTM), Explorance is at the heart of the learning organization's continuous improvement strategy.

Founded in 2003, Explorance is headquartered in Montreal with business units in Chicago, Chennai, Melbourne, Amman, and London. Since 2014, Explorance has been consecutively ranked as a top employer by the Great Places to Work Institute. Explorance's clients include a wide variety of learning organizations from various segments including academia, enterprise, consulting, and government across the globe. Learn more about the [Explorance approach](#).



Explorance is honored to sponsor the Bluenotes Group's learning activities. The Bluenotes Group is a united family of Blue users in Higher Education who connect to share successes and lessons learned and discuss new ideas. Since 2014, the Bluenotes Group hosts annual conferences and local chapter activities connecting community members regardless of where they are located. The Bluenotes conferences, aspiring to be a global exchange of ideas for feedback-based continuous improvement in student learning and development, have been attended by over 750 community members from nearly 300 institutions globally. Follow the Bluenotes Group on [LinkedIn](#), [Facebook](#), [Twitter](#) and join in the conversation!

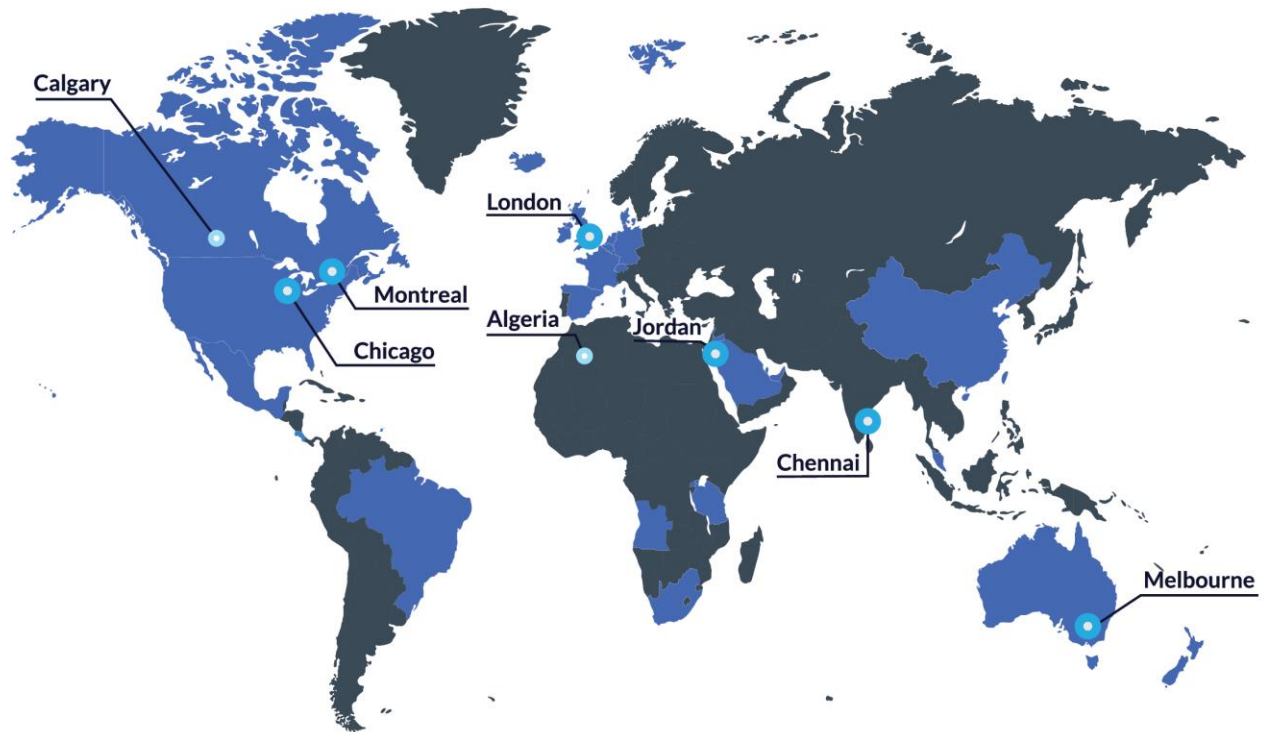


Explorance

- Explorance Office
 - Explorance Satellite Employee
- 250 Employees

Customers Worldwide

- 45 Countries
- ~1000 Institutions and Organizations





Keynote Speakers



Salma Ghanem, PhD, Provost, DePaul University

Keynote Speech: Coming Soon

Dr. Salma Ghanem was appointed Interim Provost on July 1, 2019. She had served as Acting Provost since October 2018. Ghanem joined DePaul in August 2014 as dean of the College of Communication. Prior to joining DePaul, she served as dean of the College of Communication and Fine Arts at Central Michigan University. She also held the position of chair of the Department of Communication at the University of Texas Pan American. Dr. Ghanem embraces diversity both personally and professionally.

Her intercultural experiences have helped her transcend cultural and racial boundaries. She is fluent in Arabic and French and has considerable skill in Spanish. She taught for 15 years at the University of Texas-Pan American, a Hispanic Serving Institution. She also taught in several study-abroad programs in Spain, Egypt, Turkey, Austria and Germany. Ghanem received multiple awards for research and teaching and has published and presented nationally and internationally. She is the founding editor of the *Agenda Setting Journal* and a board member of the International Association for Intercultural Communication Studies. She earned a PhD in Journalism from the University of Texas at Austin in 1996.



Speak with Explorance Staff

Monday, August 3			
"I need help with Blue functionality" (Customer Support station)	Luigi Petrolito, <i>Director of Customer Support</i>	Andres Rodriguez, <i>Customer Support Engineer</i>	Kris Leblanc, <i>Customer Support Engineer</i>
"I have feedback" (Product Management station)	Zelbrey Bedard, <i>VP-Product Management</i>	Long Hua, <i>Product Management Executive</i>	Nitin Sharma, <i>Cross-platform Product Manager</i>
"I have challenges" (Consultation station)	Alex Alferov, <i>Consultant, PS</i>	Khalid Marbou, <i>Consultant, PS</i>	Michael Lee Jones, <i>Consultant, PS</i>
"I want to see and try what's new" (Demo Lab)	François Bénéteau, <i>VP of Sales Operations</i>		Kimberlee Stedl, <i>Solutions Engineer</i>
Tuesday, August 4			
"I need help with Blue functionality" (Customer Support station)	Luigi Petrolito, <i>Director of Customer Support</i>	Andres Rodriguez, <i>Customer Support Engineer</i>	Kris Leblanc, <i>Customer Support Engineer</i>
"I have feedback" (Product Management station)	Zelbrey Bedard, <i>VP-Product Management</i>	Long Hua, <i>Product Management Executive</i>	Nitin Sharma, <i>Cross-platform Product Manager</i>
"I have challenges" (Consultation station)	Alex Alferov, <i>Consultant, PS</i>	Khalid Marbou, <i>Consultant, PS</i>	Michael Lee Jones, <i>Consultant, PS</i>
"I want to see and try what's new" (Demo Lab)	François Bénéteau, <i>VP of Sales Operations</i>		Kimberlee Stedl, <i>Solutions Engineer</i>
Wednesday, August 5			
"I need help with Blue functionality" (Customer Support station)	Luigi Petrolito, <i>Director of Customer Support</i>	Andres Rodriguez, <i>Customer Support Engineer</i>	Kris Leblanc, <i>Customer Support Engineer</i>
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Pre-conference Learning Activities, August 2

(Light blue background: Workshops; Light purple background: Community Meetups; Light green background: ACL¹ Roundtables)

7:15 AM to 8:00 AM (Mezzanine)		7:00 AM – 5:00 PM (Registration Bays)	
Breakfast		Conference Registration	
8:00 AM to 9:45 AM			
Workshop (Beginner-Intermediate Level) Optimizing Blue for End-to-End Course Evaluation Automation Instructors: Andres Rodriguez & Khalid Marbou, Explorance	Workshop (Advanced Topics) Managing Questionnaire Complexities with Blue Question Bank Instructors: Michael Cochrane & Michael Lee Jones, Explorance	Community Roundtable: Medical/Health Sciences Community Meetup Facilitated by Co-chairs: Lawrence Williams, Oregon Health & Science University; TBA	
9:45 AM to 10:15 AM (Foyer)			
Morning Break			
10:15 AM to 12:00 PM			
Workshop (Beginner-Intermediate Level) Preparing your Data to Take Advantage of Relationship Demographics in Blue Instructors: Andres Rodriguez & Kris Leblanc, Explorance	Workshop (closed session – Certified Blue Experts) Pushing Blue to the Limit: Getting the Most Out of Blue’s Functionality Facilitated by Co-chairs: Daniel Glover, University of Minnesota; Miles Lincoln, UC Berkeley	Community Roundtable: Business School Community Meetup Facilitated by Co-chairs: Rocky Moran, UC Berkeley; TBA	
12:00 PM to 1:00 PM (Mezzanine)		12:00 PM to 3:00 PM	
Lunch			
1:00 PM to 2:45 PM			
Workshop (Beginner-Intermediate Level) Tips, Tricks, and Troubleshooting: How to Identify and Prevent Common Issues in Blue Instructors: Margot MacNutt & Alex Alferov, Explorance	Community Roundtable: Blue Experts Community Meetup Facilitated by Co-chairs: Daniel Glover, University of Minnesota; Miles Lincoln, UC Berkeley	ACL¹ Roundtable Achieving Response Rates: How Blue Features are Used and What’s Missing? Facilitated by: Miltiadis Vadrhanis & Mohammed Sheraidah, Explorance	Workshop for Those Interested in Serving as Faculty Grant Proposal Reviewers: Led by Review committee Chair: Bob Goldstein, University of Louisville Lunch + Input regarding changes needed to the rubric + Reviewer training
2:45 PM to 3:15 PM (Foyer)			
Afternoon Break			
3:15 PM to 5:00 PM			
Workshop (Beginner-Intermediate Level) Making Data Quality Collaboration Easier with Data Integrity Gateway (DIG) Instructors: Mohammed Sheraidah & Michael Cochrane, Explorance	Workshop (Advanced Topics) Enhance your Reporting with Blue’s Reporting and IFD Functionalities Instructors: David Norenberg & François Bénéteau, Explorance	ACL¹ Roundtable: Using Qualitative Feedback in a Meaningful Way - Support Policies, Processes, Frameworks and Competencies Facilitated by: Gregory Hum, University of Toronto; Brad Wuetherick, Dalhousie University	
6:00 PM to 8:00 PM (Empire Room at the Lobby Level)			
Opening Night Cocktail Reception @ Historic Empire Room, Palmer Hotel, 6:00 PM			

¹ ACL (Architecting Change Leadership) Roundtable is a roundtable to discuss and problem-solve together organizational challenges that institutions are facing, as they implement technology-enabled feedback processes, for successful adoptions and use of the data.



Conference Schedule at a Glance, August 3-5

(NOT FINAL – SUBJECT TO CHANGE)

The [Faculty Research Grant Recipients](#) will be sharing their Research Findings in the Faculty-centric Track)

Monday, August 3

7:40 AM to 8:40 AM (State Ballroom)	7:00 AM – 5:00 PM (Registration Bays)
Breakfast	Conference Registration
8:40 AM to 8:50 AM (Grand Ballroom)	
Opening and Welcome Remarks Yeona Jang, Explorance	
8:50 AM to 9:50 AM (Grand Ballroom)	
Keynote Speaker: TBA	
9:50 AM to 10:50 AM (Grand Ballroom)	
Explorance CEO Update and Looking Forward Samer Saab, Explorance	
10:50 AM to 11:00 AM (State Ballroom)	
Congratulation to Explorance 2020 Faculty Research Grant Recipients Robert Goldstein, University of Louisville	
11:00 AM to 11:20 AM (State Ballroom)	
Morning Break	
11:20 AM to 12:00 PM	
<p style="text-align: center;">Session: <i>Salon 3</i> Creating Clinical Surveys for Students to Provide Feedback on Clinical Faculty & Sites Presenter(s): Christina Bifulco & Joe Delaney, Rutgers University</p>	<p style="text-align: center;">Session: <i>Salon 4&9</i> Faculty Grant Research #1 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p style="text-align: center;">Session: <i>Salon 5&8</i> Assessing Graduate Attributes with Blue 360 Presenter(s): Evangeline Cheng & Ong Yi Ling, Singapore Polytechnic</p>	<p style="text-align: center;">Session: <i>Salon 6&7</i> Product Roadmap Updates – Unified Convergence for Blue Student Journey Analytics Presenter(s): Samer Saab, Explorance</p>
12:00 PM to 1:00 PM (Exhibit Hall)	
Lunch	



1:00 PM to 1:50 PM (Grand Ballroom)	
Structured Networking	
1:50 PM to 2:00 PM (Grand Ballroom)	
Announcement of Blue Experts Certified Since September 2019	
2:10 PM to 2:50 PM	
<p style="text-align: center;">Session: Salon 3</p> <p>Developing Student Agency as a Strategy for Encouraging Participation in Course Evaluations Presenter(s): Rejoice Nsibande & Nompumelelo Mazibuko, University of the Witwatersrand</p>	<p style="text-align: center;">Session: Salon 4&9</p> <p>Faculty Grant Research #2 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p style="text-align: center;">Session: Salon 5&8</p> <p>In Just a Few Clicks of the Mouse! Automate and Save Valuable Time with Blue Presenter(s): Steven Szesko, Alamo Colleges District; Michael Lee Jones, Explorance</p>	<p style="text-align: center;">Session: Salon 6&7</p> <p>Explorance’s Machine Learning Framework for Text Analytics to Provide Insights and Value Presenter(s): Samer Saab, Explorance</p>
2:50 PM to 3:20 PM (State Ballroom)	
Afternoon Break	
3:20 PM to 4:00 PM (Grand Ballroom)	
<p>Great Debate: Debaters: TBD Debate Moderator: TBD</p>	
4:10 PM to 4:50 PM	
<p style="text-align: center;">Session: Salon 3</p> <p>Promoting Evidence-based Decisions in a Tertiary Education Setting: A Case-study of a Start-up University of Medicine and Health Sciences, MBRU Presenter(s): Farah Otaki, Mohammed Bin Rashid University of Medicine and Health Sciences</p>	<p style="text-align: center;">Session: Salon 4&9</p> <p>Faculty Grant Research #3 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p style="text-align: center;">Session: Salon 5&8</p> <p>Faculty Grant Research #4 on use of student feedback data in curricular change, student learning and student success Presenter(s):</p>	<p style="text-align: center;">Session: Salon 6&7</p> <p>Continuous Listening with Bluepulse Presenter(s): Nitin Sharma, Explorance</p>
5:00 PM to 5:10 PM (Grand Ballroom)	
<p>Door Prize Drawing (must be present to win) Presentation of Charity Check (\$2,000) Close for the Day</p>	



Tuesday, August 4

7:40 AM to 8:40 AM (State Ballroom)	7:00 AM – 5:00 PM (Registration Bays)
Breakfast	Conference Registration
8:40 AM to 9:20 AM	
<p>Session: Salon 3 The Mystery of Evaluating Custom Executive Education Programs: Revealed! Presenter(s): Pamela Knight & Virginia Sayer, University of Pennsylvania Wharton School; Michael Lee Jones, Explorance</p>	<p>Session: Salon 4&9 Faculty Grant Research #5 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p>Session: Salon 5&8 TBD Presenter(s): TBD</p>	<p>Session: Salon 6&7 Product Architecture Update: Explorance API Ecosystem for Blue Student Journey Analytics Presenter(s): Jonathan Lapierre, Explorance</p>
9:30 AM to 10:30 AM (Grand Ballroom)	
<p>Keynote Speaker: Salma Ghanem, PhD, Provost, DePaul University</p>	
10:40 AM to 11:20 AM	
<p>Session: Salon 3 Understanding the Impact of An 'Overall' SRI Question Presenter(s): Brad Wuetherick & Roy Bruno, Dalhousie University</p>	<p>Session: Salon 4&9 Faculty Grant Research #6 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p>Session: Salon 3 TBD Presenter(s): TBD</p>	<p>Session: Salon 6&7 11 Ways to Make Your Course Evaluation Process More Efficient Presenter(s): Khalid Marbou, Explorance</p>
11:30 AM to 12:10 PM	
<p>Session: Salon 3 The Only Constant is Change: Constantly Learning, Constantly Improving, The Case of the University of North Carolina at Chapel Hill's College of Arts and Sciences Presenter(s): Heather Thompson, University of North Carolina at Chapel Hill</p>	<p>Session: Salon 4&9 Faculty Grant Research #7 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p>Session: Salon 5&8 TBD 1 Presenter(s): TBD</p>	<p>Session: Salon 6&7 BlueX - Survey software that anyone in your institution can use Presenter(s): François Bénéteau, Explorance</p>
12:10 PM to 1:10 PM (Exhibit Hall)	
<p>Lunch</p>	



1:10 PM to 1:50 PM	
<p>Session: Salon 5&8 More Than TWO Birds with One Stone Presenter(s): Bongani Mashaba, University of Johannesburg</p>	<p>Session: Salon 4&9 Faculty Grant Research #8 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p>Session: Salon 5&8 Faculty Grant Research #9 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>	<p>Session: Salon 6&7 Verifying Your Project Before It Goes Live Presenter(s): Andres Rodriguez & Michael Cochrane, Explorance</p>
2:00 PM to 2:40 PM	
<p>Session: Salon 3 TBD 3 Presenter(s): TBD</p>	<p>Session: Salon 4&9 Faculty Grant Research #10 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p>Session: Salon 5&8 TBD 4 Presenter(s): TBD</p>	<p>Session: Salon 6&7 Report Distribution Gets Easier with Dynamic Report Viewer Presenter(s): Alex Alferov, Explorance</p>
2:40 PM to 3:00 PM (State Ballroom)	
<p>Afternoon Break</p>	



3:00 PM to 3:40 PM	
Session: Salon 3 TBD 5 Presenter(s): TBD	Session: Salon 4&9 Faculty Grant Research #11 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD
Session: Salon 5&8 TBD 6 Presenter(s): TBD	Session: Salon 5&8 How to Design a Good Survey Presenter(s): John Heffernon & Yeona Jang, Explorance
3:50PM PM to 4:30 PM	
Session: Salon 3 TBD 7 Presenter(s): TBD	Session: Salon 4&9 Faculty Grant Research #12 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD
Session: Salon 5&8 TBD 8 Presenter(s): TBD	Session: Salon 6&7 More Than a Handshake: Insights from over 150 Blue-LMS Integrations Presenter(s): Georges Geha and Luigi Petrolito, Explorance
4:40 PM to 5:00 PM (Grand Ballroom)	
Door Prize Drawing (must be present to win) Presentation of Charity Check (\$3,000) Close of the Day	
5:50 PM to 9:00 PM	
<i>(Bus leaves @ 6PM. Please be in the hotel lobby no later than 6PM for transportation to the lakefront.)</i>	
Social Dinner: Spirit of Chicago Lakefront Cruise Dinner <i>Boarding for the Spirit of Chicago will begin at 6:30 PM.</i>	



Wednesday, August 5

7:40 AM to 8:45 AM (State Ballroom)	7:30 AM to 12:00 PM (Registration Bays)
Breakfast	Conference Registration
8:40 AM to 9:20 AM	
<p style="text-align: center;">Session: Salon 5&8</p> <p>Leveraging data to improve feedback processes: what counts in the journey from source to analysis</p> <p>Presenter(s): Rita Kizito & Nthabiseng Mokoena, University of the Witwatersrand</p>	<p style="text-align: center;">Session: Salon 5&8</p> <p>Faculty Grant Research #13 on use of student feedback data in curricular change, student learning and student success</p> <p>Presenter(s): TBD</p>
<p style="text-align: center;">Session: Salon 5&8</p> <p style="text-align: center;">TBD 9</p> <p>Presenter(s): TBD</p>	<p style="text-align: center;">Session: Salon 6&7</p> <p>Automatically Update Demographic Information in Live Projects</p> <p>Presenter(s): Kris Leblanc & Margot MacNutt, Explorance</p>
9:30 AM to 10:10 AM	
<p style="text-align: center;">Session: Salon 3</p> <p style="text-align: center;">TBD 10</p> <p>Presenter(s): TBD</p>	<p style="text-align: center;">Session: Salon 4&9</p> <p>Faculty Grant Research #14 on use of student feedback data in curricular change, student learning and student success</p> <p>Presenter(s): TBD</p>
<p style="text-align: center;">Session: Salon 5&8</p> <p style="text-align: center;">TBD 11</p> <p>Presenter(s): TBD</p>	<p style="text-align: center;">Session: Salon 6&7</p> <p style="text-align: center;">TBD</p> <p>Presenter(s): TBD</p>
10:10 AM to 10:40 AM (State Ballroom)	
Morning Break	



10:40 AM to 11:20 AM	
<p>Session: Salon 3 TBD 12 Presenter(s): TBD</p>	<p>Session: Salon 4&9 Faculty Grant Research #15 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p>Session: Salon 5&8 TBD 13 Presenter(s): TBD</p>	<p>Session: Salon 5&8 TBD 13 Presenter(s): TBD</p>
11:30 AM to 12:10 PM	
<p>Session: Salon 3 TBD 14 Presenter(s): TBD</p>	<p>Session: Salon 4&9 Faculty Grant Research #16 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
<p>Session: Salon 5&8 TBD 15 Presenter(s): TBD</p>	<p>Session: Salon 6&7 What We Heard: 2020 CSAT Update Presenter(s): Justin Taylor, Explorance</p>
12:10 PM to 1:00 PM (Grand Ballroom)	
<p>Lunch 12:45 PM: Door Prize Drawing (must be present to win) Presentation of Charity Check (\$5,000) Closing Remarks</p>	



Pre-conference Learning Activity Descriptions

Sunday, August 2

Workshop #1: Optimizing Blue for End-to-End Course Evaluation Automation

Instructors: Andres Rodriguez & Khalid Marbou, Explorance

In this workshop, we will show you how you can enhance the automation of your course evaluation process from beginning to end. We will also show how to automate data imports to Blue, how to automatically update projects and reports, how to automatically update report distribution, and how to monitor automated course evaluations in Blue.

Workshop #2: Preparing your Data to Take Advantage of Relationship Demographics in Blue

Instructors: Andres Rodriguez & Kris Leblanc, Explorance

In this workshop, we will show you how to work with relationship demographics to provide more flexibility and control over the course evaluation and reporting processes. Utilizing additional data fields will offer you more options for setting triggers, different types of filters, and other conditional rules. As a result, students can select whom or what to evaluate while providing more granular options for reporting.

Workshop #3: Tips, Tricks, and Troubleshooting – How to Identify and Prevent Common Issues in Blue

Instructors: Margot MacNutt & Alex Alferov, Explorance

Why aren't my emails going out? Why aren't students able to access the evaluation forms? Why is the wrong teacher being evaluated? Why are my report viewers all wrong? How do I get Dynamic Report Access to work? In this workshop, you will learn how to verify, check, and test your data to prevent common issues when running projects in Blue. You will learn how to identify other common configuration issues and what to do to prevent them. These tips and tricks will help to ensure a successful course evaluation process and improve your day-to-day efficiencies when administrating Blue.

Workshop #4: Making Data Quality Collaboration Easier with Data Integrity Gateway (DIG)

Instructors: Mohammed Sheraidah & Michael Cochrane, Explorance

The Data Integrity Gateway (DIG) is a tool that will help you prepare your data for survey and evaluation automation. In this workshop, we will show you how you can use DIG to increase the accuracy of data while shortening the course-evaluation data preparation time, seamlessly integrating with any information system (SIS, LMS, etc.). We will also show how DIG can help you distribute data clean-up to a wide group of users for course evaluation data preparation, facilitating stakeholder engagement and collaboration.

Workshop #5: Managing Questionnaire Complexities with Blue Question Bank

Instructors: Michael Cochrane & Michael Lee Jones, Explorance

Learn how Blue Question Bank, a repository of questions that can be used across multiple projects, can help you manage various questionnaires without the need for special triggers. We will also discuss tips on when to use Question Banks and when to use triggers.



Workshop #6: Enhance your Reporting with Blue's Reporting and IFD Functionalities

Instructors: David Norenberg & François Bénéteau, Explorance

Are you making best use of report blocks and functionalities in Blue to provide key information to your audience? Is there a more efficient way to provide key insights to your stakeholders using Blue Reporting and Instructor Feedback Dashboard (IFD)? Come and gain the knowledge to enhance your reporting such as combining condensed layouts, summary reports, export reports, BPI feedback views, and IFD.

Workshop #7 (Advanced Expert-Level):

Pushing Blue to the Limit: Getting the Most Out of Blue's Functionality

Co-chairs: Daniel Glover, University of Minnesota & Miles Lincoln, UC Berkeley

TBA

Architecting Change Leadership (ACL) Roundtable #1:

Achieving Response Rates: How Blue Features are Used and What's Missing?

Facilitators: Miltiadis Vadrhanis & Mohammed Sheraidah, Explorance

The response rate of a course evaluation survey is important to the credibility of the results, as a low response rate may decrease the statistical power of the data collected and undermine the reliability of the results. This is a roundtable to connect with your peers who are working on improving response rates, and share and discuss how Blue features are used to support strategies for, and address challenges in, achieving response rates that give statistical confidence, as well as features and support that are not currently available but will be helpful to institutions to achieve a desired level of response rates.

Architecting Change Leadership (ACL) Roundtable #2:

**Using Qualitative Student Feedback in a Meaningful Way –
Support Policies, Processes, Frameworks and Competencies**

Facilitators: Gregory Hum, University of Toronto & Brad Wuetherick, Dalhousie University

As institutions are paying attention to students' comments, there is realization that just having the analysis done has limited value, as we can better understand *what* students say, but not necessarily how these might inform actionable insights. In this roundtable, the participants will discuss specific support policies, processes, frameworks and competencies that need to be put in place to help stakeholders such as instructors and academic leaders to use the analysis results in a meaningful, impactful manner.

Community Roundtable #1: Medical/Health Sciences Community Meetup

Co-chairs: Lawrence Williams, Oregon Health & Science University; TBA

Join the Medical and Health Sciences community meetup and connect with your peers to share, discuss, and problem-solve together to address unique requirements and challenges, which helps shape Explorance's future product directions.

Community Roundtable #2: Business School Community Meetup

Co-chairs: Rocky Moran, UC Berkeley; TBA

Join the Business School community meetup and connect with your peers to share, discuss, and problem-solve together to address unique requirements and challenges, which helps shape Explorance's future product directions. This is the inaugural meetup.



Community Roundtable #3: Blue Experts Community Meetup
Co-chairs: Daniel Glover, University of Minnesota & Miles Lincoln, UC Berkeley

The Blue Experts community meetup is for certified Blue Experts to connect with each other, share what they are working on, and discuss how to grow the Blue Experts Community together to make Blue Experts more effective in their institutions. It is a closed session for the certified Blue Experts.

Conference Session and Panel Descriptions

Title: Creating Clinical Surveys for Students to Provide Feedback on Clinical Faculty & Sites

Presenter(s): Christina Bifulco & Joe Delaney, Rutgers University

Professional schools that utilize clinical placements want student feedback on the faculty, but also on the sites themselves. This presentation will explain how we utilized DIG, relationship demographics, and project triggers to create surveys where students comment on all aspects of the clinical experience. The impact of these decisions on reporting and how reports are handled will also be explained.

Title: Assessing Graduate Attributes with Blue 360

Presenter(s): Evangeline Cheng & Ong Yi Ling, Singapore Polytechnic

The responsibility of higher learning (IHLs) to produce graduates with competencies beyond technical ones is all the more important given that skills of today quickly evolve alongside new industry disruptions. Stakeholders are also looking for tangible indicators that demonstrate work-readiness to meet job demands. However, measurement of such graduate attributes has been tenuous despite its known merits. Although widely used in corporate setting to assess employee performance, 360-degree evaluation in academic settings is still patchy at best. In this pilot study, the initial results of how a 360-degree evaluation enabled by Explorance’s Blue 360 of self by student and academic staff in Singapore Polytechnic allows both students and staff to make informed decisions on the acquisition of such attributes.

Title: Developing Student Agency as a Strategy for Encouraging Participation in Course Evaluations

Presenter(s): Rejoice Nsibande & Nompumelelo Mazibuko, University of the Witwatersrand

The presentation reflects on a strategy used at Wits University to encourage student participation in course evaluations. Student participation is critical for evaluation effectiveness yet often response rates are low. Students may experience evaluation fatigue and perceive the evaluation process as of no benefit to them. As Wits moved to online evaluation using Explorance’s Blue, Wits needed to address one more dimension of students’ fear that came to light – the fear that it is easier for academics to identify them and they will be penalized for their feedback. Our approach focuses on changing attitudes, developing feedback literacy and skills as key elements to encourage student engagement. We will share our experiences that reliance only on incentives and novelty of system has its limits, and we advocate for student agency as an imperative. The approach prioritises partnership between students and academics in efforts to enhance quality of teaching and learning with feedback.



Title: In Just a Few Clicks of the Mouse! Automate and Save Valuable Time with Blue

Presenter(s): Steve Szeszko, Alamo Colleges District; Michael Lee Jones, Explorance

Do you set up a course evaluation survey for each part of term, every term, every time? The Alamo Colleges District is comprised of 5 Colleges with 9 different parts of term, all surveying at the same time. The impact would have been 45 survey instances, until we were able to configure and structure the data so that we could set up one survey project to cover over 8,000 courses. We were able to automate over 181,000 surveys to be sent within the one survey instance in just a few clicks of the mouse, even the reports are automated to go out to the faculty. Join us as we show you what we did to automate using Blue, so you can replicate this too and save yourself some valuable time.

Title: Promoting Evidence-based Decisions in a Tertiary Education Setting: A Case-study of a Start-up University of Medicine and Health Sciences, MBRU

Presenter(s): Farah Otaki, Mohammed Bin Rashid University of Medicine and Health Sciences

Over the past decade, a lot of attention has been directed towards improving the quality of tertiary education. This mainly involves requiring institutions to live up to pre-set criteria. Integral to this approach is the paradigm of Quality Assurance (QA) that proved to be of great added value to the sector. In its continuous quest for excellence, the Mohammed Bin Rashid University of Medicine and Health Sciences (MBRU) adapted an innovative QA and Institutional Effectiveness framework that not only meets any pre-set criteria but also instils and sustains a culture of Continuous Quality Improvement. In this session, we will share our experience in MBRU's framework which relies primarily on engaging with all the University stakeholders, moving away from viewing processes linearly, to a more holistic perspective: Systems Thinking, that takes all aspects of the University and their interrelations into account.

Title: The Mystery of Evaluating Custom Executive Education Programs: Revealed!

Presenter(s): Pamela Knight & Virginia Sayer, University of Pennsylvania Wharton School; Michael Lee Jones, Explorance

Executive Education programs for custom clients represent a unique challenge to course evaluation. Programs are usually a week long, can occur several times in any given week, with faculty teaching in multiple programs, not to mention that the students are non-traditional learners from large corporations. All of these elements set the stage for quite a unique implementation. See what happened behind the curtains when Wharton Executive Education and the Blue Professional Services team set up an ongoing Blue Project with specific data elements to support these particular scenarios; how Blue's Question Bank functionality played a supporting role, and how reports were ultimately designed.

Title: Understanding the Impact of An 'Overall' SRI Question

Presenter(s): Brad Wuetherick & Roy Bruno, Dalhousie University

One of the key areas of concern raised at our institution, and in the literature broadly, is the inappropriate use of an 'overall' question on student ratings of instruction. Overreliance on the "overall" question as a measure of teaching effectiveness, to the exclusion of other dimensions of teaching captured in other questions on an institutional survey instrument, by academic leaders, tenure and promotion committees, and individual faculty members can result in the misuse and/or misinterpretation of the results. Dalhousie University has undertaken an analysis of the differences when an "overall" question is replaced with the composite mean of the results of the other seven questions used across our institution on our survey instrument, paying specific attention to the



contexts where individuals are impacted by such a change. The results of our analysis have policy and practice implications for the SRI process on our campus.

Title: The Only Constant is Change: Constantly Learning, Constantly Improving,
The Case of the University of North Carolina at Chapel Hill's College of Arts and Sciences

Presenter(s): Heather Thompson, University of North Carolina at Chapel Hill

As a centralized piece within a decentralized university course evaluation process, the College of Arts & Sciences has some unique challenges at the University of North Carolina at Chapel Hill that I've learned aren't necessarily unique in the Bluenotes Community. Every institution has its quirks, but after two Explorance training certifications, four full years using Blue and DIG, sixteen evaluation cycles, implementing Q Bank, four Bluenotes conferences, and a myriad of phone calls and meetings with new Blue users within and outside UNC as well as Explorance professional services and customer support staff, I've learned that there's always something to teach and something to learn. In this presentation I'll be discussing the basics of how UNC administers course evaluations, some of the unique challenges the College of Arts & Sciences faces, and the lessons I've learned along the way.

Title: More Than TWO Birds with One Stone

Presenter(s): Bongani Mashaba, University of Johannesburg

The University of Johannesburg (UJ)'s Teaching and Module Evaluation policy mandates 'anonymity and confidentiality' to survey participants. For the past few years before Blue implementation this policy only existed in 'text' but absent in practice due to capacity constraints. CASD, a unit of 8 people lacked the capacity to conduct paper-based evaluations to its more than 1,500 lecturers and more than 7,000 modules, thus lecturers being required to get assistance from their colleagues or students in conducting evaluations, which compromised the 'anonymity and confidentiality' of students. This caused a misalignment between text and as discourse. Even though Blue was introduced to address the upsurge in evaluation requests, it resulted in a more important outcome from policy implementation perspectives - to effectively enforce the UJ's policy imperative of confidentiality and anonymity. I will present how the University was able to close the misalignment between policy as text and policy as discourse with Blue, giving the teaching evaluation more legitimacy from students and preventing any possible tempering from academic staff".

Title: Explorance's Machine Learning Framework for Text Analytics to Provide Insights and Value

Presenter(s): Samer Saab, Explorance

Student comment analysis brings additional meaning and insight to quantitative results. However, analyzing comments is often a time-consuming and tedious process, especially when large enrollments yield large data sets. These situations are perfect for machine learning applications to drive text analytics. Come hear how with Explorance's framework for machine learning the analysis gets better with every qualitative feedback submitted and how it provides value to various stakeholders in your institutions.

Title: Product Architecture Update: Explorance API Ecosystem for Blue Student Journey Analytics

Presenter: Jonathan Lapierre, Explorance

APIs bring new value to Explorance and its customers by driving innovation and connectivity. In an era of IoT, web hooks or reverse APIs creates an opportunity for our systems to be more interactive and interconnected securely than ever before. In this session, we will cover Explorance's vision to participate to this ecosystem and how this can enhance workflow automations and create valuable insights.



Title: BlueX – Survey Software that Anyone in Your Institution Can Use

Presenter(s): François Bénéteau, Explorance

After working with dozens of institutions for over three years, Explorance has developed BlueX to be familiar, flexible, and able to create any survey and form that you can imagine. In this session, we will showcase how institutions' various data collection and analysis needs in institutions are met with BlueX in a familiar and flexible manner, making BlueX the future of survey software.

Title: Continuous Listening with Bluepulse

Presenter(s): Nitin Sharma, Explorance

In this session, we will review and discuss different ways in which a continuous listening strategy can compliment the formal touch points at an institution, from scheduled, recurring and on-the fly questions, to leveraging demographics information to tracking trends. See how a continuous listening tool like Bluepulse can help fill-in the gaps between your more formal touch points for improved campus teaching and learning experience.

Title: More Than a Handshake: Insights from over 150 Blue-LMS Integrations

Presenter(s): Georges Geha & Luigi Petrolito, Explorance

Our Native Blue-LMS Integrations are more and more becoming the main drivers to increase response rates. In this presentation, we will be sharing with you our experience-based knowledge that has been acquired through integrating more than 150 institutions. We will also walk through some of the best practices highlighting their impacts on the different stakeholders which will help you gain the upmost value rolling-out the different available features (ex: Popups, Calendars, announcements, etc.).

Title: 11 Ways to Make Your Course Evaluation Process More Efficient

Presenter(s): Khalid Marbou, Explorance

We will present a rundown of the best strategies that you can use to make the various steps of the course evaluation process more efficient, while maximizing the use of the built-in features in Blue.

Title: Verifying Your Project Before It Goes Live

Presenter(s): Andres Rodriguez & Michael Cochrane, Explorance

Have you experienced a situation where you published a project and then realized that you do not have the proper settings you would have liked or forgot to change some settings as it was a copy from a previous project? We will be presenting best practices when creating your project and what to verify before your project gets published. We will show you on how to check your data, filters, and triggers, as well as if your email content is ready for publishing.

Title: Automatically Update Demographic Information in Live Projects

Presenter(s): Kris Leblanc & Margot MacNutt, Explorance

Increasingly, institutions are launching course evaluation projects at the beginning of the term which allows them to capture feedback for shorter term and online courses. This requirement has put an extra challenge on the SIS/Blue data admin to ensure that course data is accurate before the evaluation project is published in Blue. Automatically updating demographic information in live projects, the eagerly anticipated functionality, allows specific course and student demographic data to be updated daily after the project has been published.



We will walk through the process of setting up this functionality, configuring it, and examining various important use cases and the impact that this functionality will have on these projects.

Title: What We Heard: 2020 CSAT Update

Presenter: Justin Taylor, Explorance

We will share the results of the 2020 customer satisfaction (CSAT) survey. We will also summarize the strengths and short comings that you have identified through the survey; and per our commitment to continuous improvement, we will share what lies ahead to offer a stronger customer experience.

BN GLOBAL 2020 Call for Presentations is Open!

Will you be joining your Blue community colleagues to connect and learn from one another? Are you interested in sharing your own Blue stories with your like-minded colleagues to further develop Blue skills and knowledge and innovate together? We encourage you to submit your presentation proposal, following the conference theme: ***Harnessing the power of feedback to advance transformation in teaching and learning.***

Suggestions for developing your presentation proposal, tips for preparing your presentation, and the submission form for your proposal can all be found on [this page](#). We hope to ease your presentation proposal submission process, and look forward to working with you as needed to ensure that everyone who wishes to present has an opportunity to do so.

[Submit Your Presentation Proposal](#)

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