www.bluepulsehub.com

CLOSING THE LOOP WITH BLUEPULSE®

Using Instant Social Feedback to Deliver an Improved Student Experience at RMIT

bluepulse
by eXplorance

THE GENESIS OF **SOCIAL FEEDBACK**

STEPWISE PATH FEEDBACK

End-of-term Course Evaluations

INCREASED FREQUENCY

Mid-term Course Evaluations

CONTINUOUS IMPROVEMENT

Daily Validated Feedback

bluepulse
by eXplorance

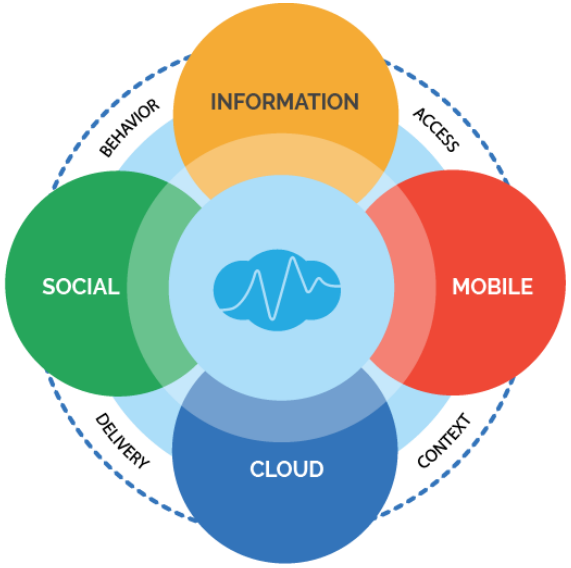
CONTEXT OF **BLUEPULSE**

GARTNER REPORT

Gartner 2014 Cool Vendor

LEM

NEXUS OF FORCES



CONTEXT OF **BLUEPULSE**

WHAT IS BLUEPULSE ?

Bluepulse is a unique social feedback platform designed to help teaching staff deliver a better teaching and learning experience.

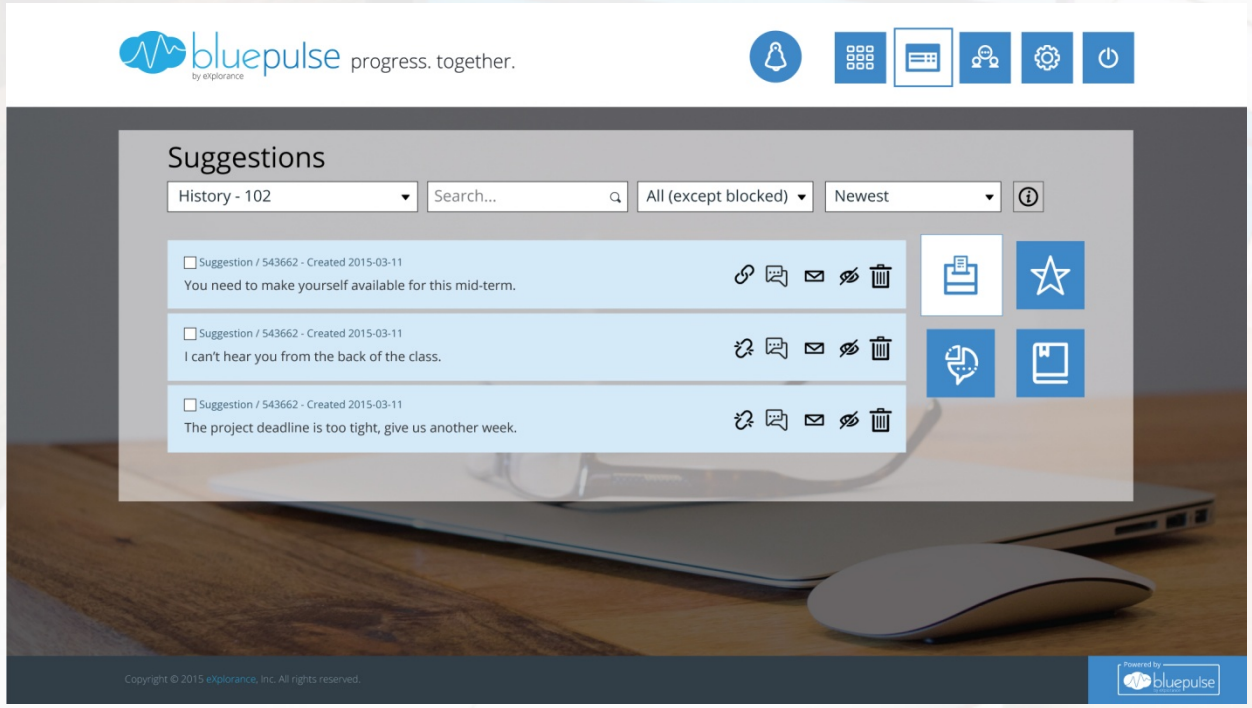
3 Pillars of Bluepulse

SUGGEST

RATE

IMPROVE

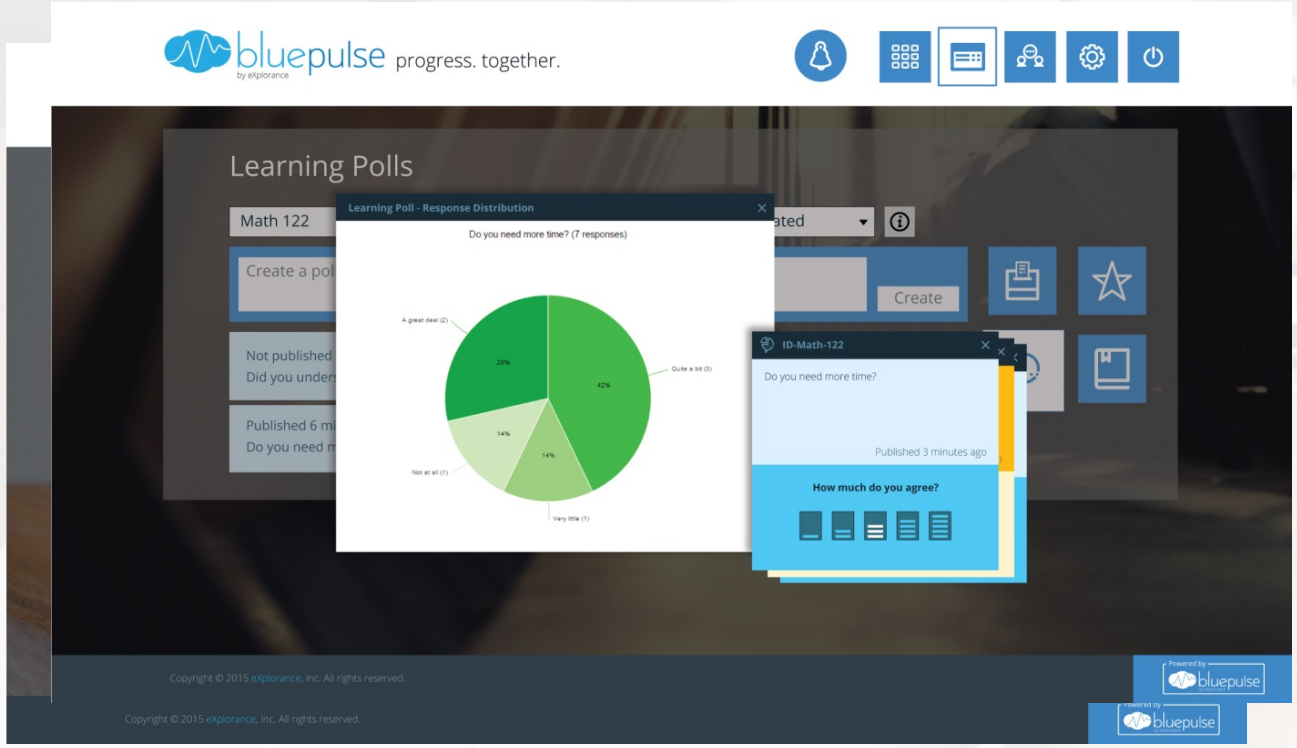
BLUEPULSE:
THE 3 PILLARS



Suggest

- Students make one suggestion per day, per course
- Teachers can use suggestions to create improvement opportunities
- 160 characters max

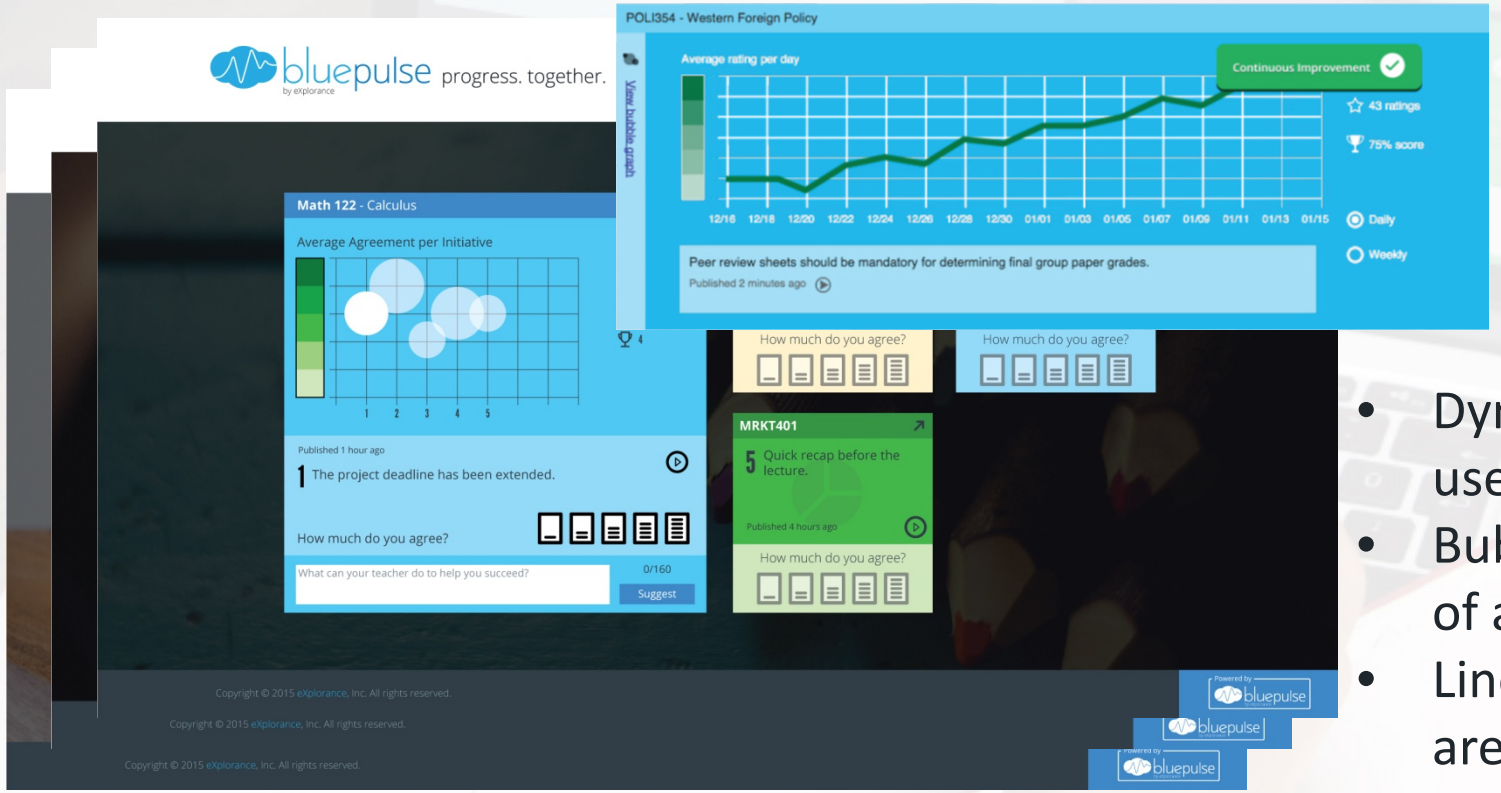
BLUEPULSE:
THE 3 PILLARS



Rate

- Teachers create initiatives; students rate initiatives
- One rating per initiative, per day, per course
- Students can change rating or abstain all together even after rating

BLUEPULSE:
THE 3 PILLARS



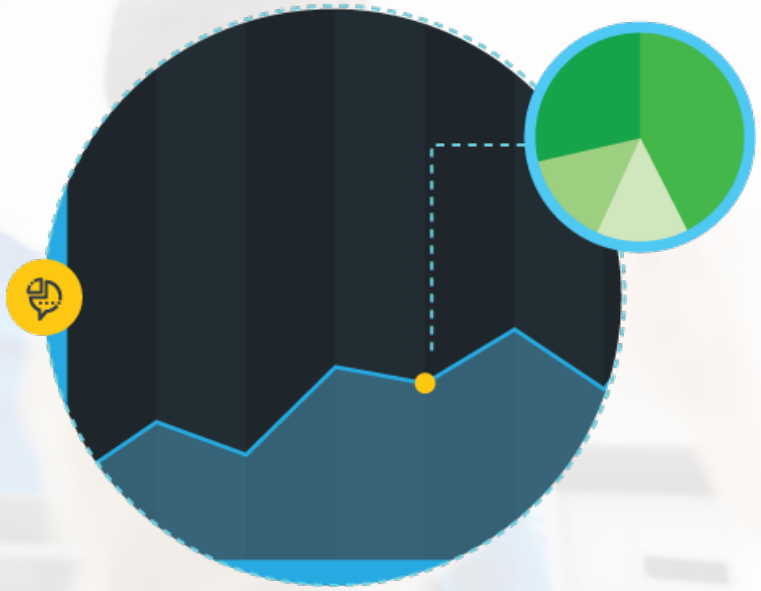
Improve

- Dynamic improvement graphs – visible to all users: teachers and students
- Bubble chart – volume and aggregate rating of an initiative
- Line chart – improvement delta; how ratings are changing over time

BLUEPULSE 1.5:
SUGGESTION LINK

- Leverage Student Input & Engage Students
- Connect Student Suggestions With Initiatives
- Bluepulse Notifications
- Inform Students

BLUEPULSE 1.5:
LEARNING POLL



- Instant feedback for in-the-moment assessment
- Retroactively assess & proactively address
- Segment students based on responses
- Graphical results

BLUEPULSE 1.5:
BROADCAST

- Teacher-controlled Broadcast Mechanisms
- Respond to suggestions, initiatives, or learning polls
- Student-enabled replies if desired
- Used for clarification & engagement

BLUEPULSE 1.5:
1ON1 (Patent Pending)

- Activated from the Broadcast feature
- Students and teachers connect for personalized help & open dialogue
- Private, anonymous and two-way communication
- Focus is on engagement

About **RMIT**

RMIT-Global university of technology and design

- Research and industry partnerships on **every continent**
- **Campuses:**
  - 3 in Melbourne, Australia
  - 2 in Vietnam
  - 1 in Spain
- **Partnerships** in Singapore, Hong Kong, China, Laos, Indonesia, Sri Lanka, Belgium, Spain and Germany,

About **RMIT**

Student Population:

82,000

37% **International students**

24% **Taught outside of Australia**

RMIT: Leader in engineering, accounting and finance, computer science and information systems, communication and media studies, psychology, education, law and economics

RMIT – From Static to Dynamic Feedback

Invested in Bluepulse Autumn 2014

Moving to full campus implementation

Emphasis on improving teaching, learning and student services

RMIT – From Static to Dynamic Feedback

Important Criteria

What is the student/graduate/ customer experience?

How do we know we are on the right track?

How do we improve the timeliness of student feedback and outcomes?

What is being done to assist teaching staff?

How do we collect feedback outside of Learning and Teaching?

RMIT – Bluepulse Pilot

How does this align with your institutional goals?

How does this align with your institutional goals?

Alignment of results with strategic/business plan

Alignment with policy

Ideal tool for continuous improvement

Good response from staff who have reported dissatisfaction with the CES

Support at the highest levels of the institution

RMIT – Bluepulse Pilot

What was the ‘AHA’ moment for you and your team?

What was the ‘AHA’ moment for you and your team?

University of Technology and Design

Changes in the external environment – Quality Indicators for Learning and Teaching (QILT)

Clear feedback channels for students

Supports Learning Experience Management (LEM)

RMIT – Bluepulse Pilot

What were some of the challenges you faced adopting Bluepulse?

Challenges

- Integration
- Wave of enthusiasm
- Licence
- In-class vs. online feedback
- Terminology (e.g. opportunities)

RMIT – Bluepulse Pilot

What were some of the opportunities you identified in adopting Bluepulse?

What were some of the opportunities you identified in adopting Bluepulse?

- Empower teaching staff
- Engage students in the improvement process
- Arrest declining survey response rates
- Richness of qualitative feedback
- Flexibility to innovate

RMIT – Bluepulse Pilot

How did you go about choosing the participants for the pilot?

Bluepulse Proof of Concept

3 colleges representative of **23** schools

Mix of courses – full semester, intensives, face-to-face, online and Open Universities Australia (OUA)

14 courses selected

RMIT – Bluepulse Pilot

Can you describe the working relationship between RMIT and eXplorance?

Can you describe the working relationship between RMIT and eXplorance?

Long standing relationship since 2006

eXplorance seeks to understands our needs and delivers solutions

RMIT works in collaboration with eXplorance

Responsiveness

RMIT – Bluepulse Pilot

Can you describe the implementation process?

Can you describe the implementation process?

Simple, smooth implementation

Minimal training

Availability of resources

YouTube videos

Emails and documentation

Technical support

RMIT – Bluepulse Pilot

How are you monitoring and evaluating the impact of Bluepulse?

How are you monitoring and evaluating the impact of Bluepulse?

Monitoring the number and frequency of suggestions and improvement initiatives

What interventions are being made?
What are the themes?

Ratings –
is there improvement?

Meetings with users

Will the Course Experience Survey, both results and responses, be impacted by Bluepulse?

RMIT – Bluepulse Pilot

What were some of the lessons learned during this pilot?

What were some of the lessons learned during this pilot?

- Encourage staff as much as students
- Frequency: reviewing suggestions and posting opportunities
- Phrasing of opportunities to suit rating scales
- Transparency: How the data will be used
  - Anonymity versus confidentiality
- Additional features such as Broadcast and Learning Poll

RMIT – Bluepulse Pilot

What are the next steps for RMIT?

	S1 2015 Proof of Concept	S2 2015 Pilot
Participants	All 3 Colleges	All 23 Schools within the 3 Colleges
Scope	Learning and Teaching focus only	Learning and Teaching plus service areas
Licence	Limited number of users	Site-wide licence
Version	V 1.4	V 1.5
Resources	Under development	Resource kit for participants
Locations offered	Onshore only	All points of presence
Accountability	Informal structure	Formal structure
Training	Devolved	Centralised

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RMIT UNIVERSITY

WANT TO JOIN A COMMUNITY OF TERTIARY INSTITUTIONS?

ASK US ABOUT THE BLUENOTES GROUP

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THANK YOU
Q & A

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