**Making a business case to attend Bluenotes GLOBAL 2020**

*The purpose of this document is to provide an example letter you may use to request approval to attend the Bluenotes GLOBAL 2020 Conference. Additional information about the event is also provided below the signature line so you may include what details will be most relevant for your leaders.*

**Request Letter**

[Insert Name],

I would like to attend the Bluenotes GLOBAL 2020 Conference**,** August 2-5, 2020 in Chicago, Illinois. This is the 7th annual conference hosted by Explorance in collaboration with the University of Louisville. Here leaders and practitioners in institutional effectiveness, institutional research, teaching and learning, technology, and faculty are coming together to connect and share experiences in using data and analytics to **harness the power of feedback to advance transformation in teaching and learning**. The event is tailored to facilitate discussions of challenges, opportunities, solutions and lessons learned, all geared towards innovating and advancing student learning and development.

This event is unique and valuable because:

* Explorance clients will share **best practices**, experiences, and insights to learn from one another, both formally and informally, from conference sessions, workshops, roundtables, and discussions, to the many **networking** opportunities and social activities.
* I am able to participate in Bluenotes **Community Meetups** that are tailored to our needs.
* I can attend training to **be certified** as a Blue Administrator, Blue Expert, or Blue Report Master in one of the training camps being offered immediately before the conference, conveniently at the same venue.
* Clients have influence here. I can provide feedback about their **product road map** regarding Blue and guide them toward more beneficial solutions for us.
* Additionally, I can share our needs and concerns. With the onsite Explorance team, we can collaborate to solve problems on the spot. I can even schedule a one-on-one meeting with the Explorance CEO.

By attending, I will benefit from the experience and expertise of other Bluenotes Community colleagues for my professional development and leave with an expanded network of like-minded peers in Higher Education who are passionate about feedback-informed continuous improvement and innovation for student learning and development. I will acquire new knowledge and skills which I will be able to apply within our organization upon my immediate return. Please consider my request and grant my approval to attend. Thank you for your consideration.

Regards,

<<Insert Your Signature>>

**Attached:** Additional conference information

**Additional Conference Information**

**Conference Theme**

Harnessing the power of feedback to advance transformation in teaching and learning.

**LOCATION**

The Palmer House, by Hilton

17 East Monroe Street

Chicago, Illinois, USA 60603

**DATES**

|  |  |
| --- | --- |
| **March 20** | \*NEW\* Special Bundle Promotion Ends (see Fees below) |
| **July 30 – July 31** | [Blue Administrator Certification](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/#baccamp) (BAC) In-Person Training Camp |
| **July 30 – August 1** | [Blue Expert Certification](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/#beccamp) (BEC) In-Person Training Camp |
| **July 30 – August 1** | [Blue Report Master Certification](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/#brmccamp) (BRMC) In-Person Training Camp |
| **July 30 – August 1** | Blue 7 Expert In-Person Training Camp for Blue Experts |
| **August 2** | Bluenotes GLOBAL Pre-Conference Learning Activities |
| **August 2** | Architecting Change Leadership Roundtables |
| **August 3 – 5** | Bluenotes GLOBAL 2020 Conference |

**TRANSPORTATION**

Chicago O’Hare (ORD) International Airport is 17 miles from the hotel. Drive time is around 35-60 minutes and typical taxi fare is around $40 USD. There is also the option of taking the subway (the CTA train, also called the “L”) from the airport at $2.25 USD with a travel time of 45 minutes to downtown. When taking public transportation from O'Hare International Airport, take the Blue Line train to Monroe/Dearborn stop. Take Monroe east to the hotel and the Palmer House is on the south side of the street.

Chicago Midway (MDW) Airport is 11 miles from the hotel. Drive time is 30-40 minutes and typical taxi fare is around $40 USD. There is also the option of taking the subway (the CTA train, also called the “L”) from the airport at $2.25 USD with a travel time of 25 minutes to downtown. From Midway Airport, take the Orange Line to downtown, exiting at the Adams/Wabash stop. The Palmer House is located on the west side of Wabash Avenue.

**ACCOMMODATIONS**

A discounted room rate of $199 per night is available the Palmer Hotel for all Bluenotes GLOBAL 2020 attendees. This rate will be available for the nights of July 29 through August 8, 2020.

To reserve your accommodations at the special group rate, you may call the Palmer Hotel at 1-877-865-5321 referencing “Bluenotes GLOBAL 2020” or the code “EXP”. Alternatively, you may reserve your stay directly online via this [link](https://www.palmerhousehiltonhotel.com/about-our-hotel/). Note that this special group rate for Bluenotes GLOBAL 2020 attendees ends on July 17.

**CONFERENCE REGISTRATION FEE**

**Early Bird**: *(ends May 1, 2020)*  
Single Attendee Registration: $599 USD

Group of 3 Registration [Buy 2 Get 1 Free]: $1,198 USD (instead of $1,797 USD) for 3 people

**Regular**: *(ends July 17, 2020)*

Single Attendee Registration: $895 USD  
Group of 3 Registration [Buy 2 Get 1 Free]: $1,790 USD (instead of $2,685 USD) for 3 people

**\*\*NEW\*\* Faculty (Instructors & Professors)**: *(ends July 17, 2020)*

Single Attendee Registration (50% off): $450 USD

**\*\*NEW\*\* Students**: *(ends July 17, 2020)*

Single Attendee Registration (95% off): $50 USD

**\*\*NEW\*\* Special Bundle:***(ends March 20, 2020)*

Bluenotes GLOBAL registration + Blue Expert Certification camp (BRMC or BEC)\*

* $3,750 per seat (35% discount)
* $5,950 for two seats (50% discount)
* $7,750 for three seats (55% discount)

Original price per seat: $5,845 USD ($895 conference registration & $4,950 for BEC/BRMC)

*\*Includes a Learning Expediter session before the BEC, for those that do not have a BAC*

*\*Applies to attendees from the same organization*

**REGISTRATION FEE INCLUDES**: Full conference registration with option for Pre-conference Workshops or Architecting Change Leadership Roundtables at no additional fee; attendance to the opening reception on the evening of Sunday, August 2, 2020; breakfast, lunch, and refreshments throughout the conference; and attendance to the social activity and dinner on the evening of Tuesday, August 4, 2020.

**NOTE**: Submitting your conference registration form and completing the registration fee payment are done separately. Once you submit your conference registration, your attendance and selected preferences will be reserved for you. A conference registration confirmation email will be sent to the email address indicated on your registration form with payment details. You may complete your payment at any time prior to August 2, 2020. We strongly recommend registering your attendance as early as possible to ensure your preferred choices are available and your place is saved. Payments may be completed online via credit card [here](https://www.eventbrite.com/e/bluenotes-global-2020-conference-tickets-74448709093) or by contacting [BNG2020@explorance.com](mailto:BNG2020@explorance.com) directly.

**CONFERENCE SESSION TRACKS**

* Faculty Engagement
* Leadership and Analytics
* Implementation Insights: Course Evaluations
* Implementation Insights: General Feedback Processes (such as Surveys, 360, Formative Feedback)
* *New to 2020:* [Faculty Research](https://www.bluenotesgroup.com/the-2020-explorance-faculty-research-grant-recipients/)-centric Track

More information can be found in [Call for Presentations](https://www.bluenotesgroup.com/bng2020-call-for-presentations/).

**SCHEDULE**

The full program and agenda detailing the conference session topics and presenters, as well as social networking activities, will be posted on the [Bluenotes Group](https://www.bluenotesgroup.com/bluenotes-global-2020-conference/) website as they are finalized. Continue to check for updates.

**BENEFITS OF ATTENDING**

* **Share**experiences, best practices, and insights to learn from each other
* **Network** with your peers throughout the conference, formally and informally
* **Participate** in various Bluenotes Community Meetups such as the Blue Experts Community, Health & Science, Business Schools, and regional Bluenotes Chapters
* **Speak** directly with Explorance staff
* **Learn** about upcoming software releases and the product roadmap
* **Experience**hands-on software use during pre-conference workshops and Explorance-staffed stations
* **Attend** social events and dinners exclusive to the Bluenotes Community
* **Become** a certified Blue Administrator, Blue Expert, or Blue Report Master by participating in either the [BAC, BEC , or BRMC in-person training camps](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/) immediately preceding the conference

**CONFERENCE AUDIENCE**

The Bluenotes GLOBAL 2020 Conference will have sessions available for direct end users of Blue and Bluepulse, individuals that provide technical support, as well as mid-level to senior-level university administrators responsible for developing and implementing university policies relating to assessment, institutional effectiveness, and faculty development.

**PRE-CONFERENCE WORKSHOPS**

There will be seven pre-conference workshops on **Sunday, August 2, 2020**. You may opt-in to the pre-conference learning activities as you complete your conference registration form. The workshops do not require an additional fee however, space is limited so please register early.

* **Workshop #1 |** Beginner-Intermediate Level | 8:00 AM – 9:45 AM

**Optimizing Blue for End-to-End Course Evaluation Automation**  
**Learn how you can enhance the automation of your course evaluation process from beginning to end with Blue.**

* **Workshop #2** | Beginner-Intermediate Level | 10:15 AM – 12:00 PM

**Preparing your Data to Take Advantage of Relationship Demographics in Blue**

**Learn how to work with relationship demographics to provide more flexibility and control over the course evaluation and reporting processes.**

* **Workshop #3** | Beginner-Intermediate Level | 1:00 PM – 2:45 PM

**Tips, Tricks, and Troubleshooting – How to Identify and Prevent Common Issues in Blue**

**Learn how to verify, check, and test your data to prevent common issues when running projects in Blue.**

* **Workshop #4** | Beginner-Intermediate Level | 3:15 PM – 5:00 PM

**Making Data Quality Collaboration Easier with Data Integrity Gateway (DIG)**

**Come and learn how DIG can help you increase the accuracy of data while shortening the course-evaluation data preparation time. With DIG, data clean-up can be distributed to a wide group of users.**

* **Workshop #5** | Expert Level | 8:00 AM – 9:45 AM

**Managing Questionnaire Complexities with Blue Question Bank**

**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.**

* **Workshop #6** | Expert Level | 10:15 AM – 12:00 PM

**Pushing Blue to the Limit: Getting the Most out of Blue’s Functionality**

**Getting the Most Out of Blue’s Functionality**

* **Workshop #7** | Advanced-Expert Level | 3:15 PM – 5:00 PM

**Enhance your Reporting with Blue’s Reporting and IFD Functionalities**

**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? Come and learn.**

**PRE-CONFERENCE ARCHITECTING CHANGE LEADERSHIP & COMMUNITY MEETUPS**

There will be two pre-conference Architecting Change Leadership Roundtables  
and three Community Meetups on **Sunday, August 2, 2020**. The Change Leadership Roundtables are mainly for those who are addressing business challenges such as policies and faculty onboarding. You may opt-in to the roundtables as you complete your conference registration form. The Community Meetups are limited to the certified Blue Experts, the Medical and Health Science institutions, and Business Schools. The Meetups do not require an additional fee, however space is limited so please register early.

* **ACLR #1** | 1:00 PM – 2:45 PM, August 2, 2020

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

**Discussing strategies and approaches used to addressing such challenges, critical success factors for achieving desired response rates in a sustainable manner, and actions that the participants can take home.**

* **ACLR #2** | 3:15 PM – 5:00 PM, August 2, 2020

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

**This roundtable is to connect with your peers to discuss how to go about interpreting and using qualitative student feedback in a meaningful way to inform decisions.**

* **Community Roundtable #1** | 8:00 AM – 9:45 AM, August 2, 2020

**Medical and Health Sciences Community Meet-up**

**Join the Medical and Health Sciences Community meet-up and connect with your peers to share, discuss, and problem-solve together to address unique requirements and challenges.**

* **Community Roundtable #2** | 10:15 AM – 12:00 PM, August 2, 2020

**Business Schools Community Meet-up**

**Join the Business Schools Community meet-up and connect with your peers to share, discuss, and problem-solve together to address unique requirements and challenges.**

* **Community Roundtable #3** | 1:00 PM – 2:45 PM, August 2, 2020

**Blue Experts Community Meet-up**

**A closed session for certified Blue Experts only.**

**BLUENOTES GLOBAL CONFERENCE PROGRAM**

More details on the learning activities and presentations can be found in the [conference program draft on the Bluenotes GLOBAL 2020 webpage](https://www.bluenotesgroup.com/bluenotes-global-2020-conference/).

**BLUE CERTIFICATION TRAINING CAMPS**

Per popular demand, three Blue Certification Training Camps starting July 30, 2020 are available:

* [Blue Administrator](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/) Certification in-person training camp
* [Blue Report Master](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/) Certification in-person training camp
* [Blue Expert](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/) Certification in-person training camp
* Blue 7 Expert Certification in-person training camp

For more information and registration, visit the [Blue Certification Training Camps at Bluenotes GLOBAL 2020](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2020/) page.

**\*\*NEW\*\* Special Bundle:***(ends March 20, 2020)*

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*\*Includes a Learning Expediter session before the BEC, for those that do not have a BAC*

*\*Applies to attendees from the same organization*

**CONTACT**

For any questions or other information required, please contact: BNG2020@explorance.com

**EVENT WEBSITE**

[www.bluenotesgroup.com/bluenotes-global-2020-conference/](https://www.bluenotesgroup.com/bluenotes-global-2020-conference/)