**Make a Business Case to Attend the Bluenotes GLOBAL 2022 Conference**

*The purpose of this document is to provide an example letter you may use to request approval to attend the Bluenotes GLOBAL 2022 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**

Hello [Insert Name],

I would like to request approval to attend the **Bluenotes GLOBAL 2022 (BNG 2022) Conference**, July 30 - August 3, 2022, in Chicago, Illinois, for the following reasons.

**What is it?**

BNG 2022 is the 9th annual conference where Bluenotes Community institutions (leaders and practitioners in institutional effectiveness, institutional research, teaching and learning, technology, and faculty) are coming **together to share their experiences in using Blue to improve data collection (course evaluations, program evaluations, etc.), student engagement, and reporting for insight-informed actions to drive student success.**

**Why is it important?**

**This year’s theme “Insight to Action: Driving Student Success” seems particularly relevant at this time, as** Higher Education as we knew it will not return. We must successfully navigate the transformation from vision to sustainability by placing student success and experiences at the center. **Thus, as a user of Blue solutions, attending the conference will give us a great opportunity to provide input to the Explorance team on what’s important to our institution and influence their product direction.**

This event is unique and valuable because:

* Blue-using institutions will share **best practices**, experiences, and insights to learn from one another, both formally and informally, from conference sessions, workshops, roundtables, panel debates and discussions, to the many **networking** opportunities and social activities to discuss and problem solve together.
* 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, to advance my knowledge of Blue and return with actionable insights to improve how we utilize Blue suite of products at our institution.
* I can provide feedback about their **product road map** regarding Blue and guide them toward more beneficial solutions for us. We have influence here!
* 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 to discuss topics important to us.

**Conference Learning Activities**

* **Keynote Speech by Mark Bowden,** Expert in Body Language, Human Behavior, & Communication
  + Mark’s highly acclaimed TEDx talk “The Importance of Being In-Authentic” continues to reach millions of people, as does his own YouTube Channel and the weekly YouTube sensation “The Behavior Panel,” as recently featured on The Dr. Phil Show. He is a go-to media commentator on the body language of politicians, celebrities and public figures, appearing regularly on CNN, CBS, and Global News, and he is frequently quoted in The Wall Street Journal, Washington Post, and GQ Magazine.
* 7 Hands-on Workshops, covering topics such as:
  + Increasing faculty engagement with new features in Blue 8
  + Using LMS-integrated  BlueX to gain student feedback
  + Handling different course-evaluation periods in one project
  + Experiencing BlueML firsthand
  + Optimizing your enrollment data with DIG
  + Leveraging Blue Dashboard to tell teaching effectiveness stories
  + Blue User Experience Lab: Take an Active Part in Helping Perfect the Envisioned Blue 9 User Experience
* 4 Community Meetups, including:
  + Bluenotes Business Schools Community
  + Bluenotes Medical & Health Sciences Community
  + Bluenotes Reporting & Analytics Community
  + Blue Experts Community
* **Presentations by Bluenotes Community members**, including:
  + Faculty research grant recipients sharing their findings
  + Presentations by Blue-using institutions
* Presentations **by Experts at Explorance**, including:
  + CEO Update: From Insight to Action, the Road Ahead
  + Insights from over 200 Blue-LMS integrations
  + Measuring student experience beyond the classroom

Just in case, I have attached additional information including what previous attendees have said about Bluenotes GLOBAL conferences.

By attending, I can advance my professional development by gaining connections and experiences that provide the tools and knowledge to perform my job better and bring value to our institution.

Thank you for your consideration.

Regards,

[Insert Your Signature]

**Attached:** Additional conference information

**Additional Conference Information**

**Conference Theme**

Insight to Action: Driving Student Success

**WHY BLUENOTES GLOBAL 2022**

The **Bluenotes GLOBAL Conference** remains *the* place to meet, share, discuss, and learn about innovative solutions that Bluenotes community institutions in Higher Education are implementing to improve teaching effectiveness and enhance the student learning experience.

We hear increasingly from higher education leaders that the past two years have been an inflection point where much-debated transformations of higher education have accelerated. They also expressed that higher Education as we knew it will not return, and no institution can successfully navigate the transformation from vision to sustainability without placing student success and experiences at the center.

This has increased the focus on trying, evaluating, and improving various instructional approaches such as hybrid delivery with the underlying common questions such as “Is it working?”, “What are student, faculty, and staff experiences with them?” and “How can we compare these and see trends over time?” It is also increasingly of high priority to be able to synthesize information from multiple sources and to report on findings in ways that stakeholders will find understandable and meaningful. Bluenotes community academic institutions are automating feedback collection and analysis with Blue, an experience measurement platform.

**In 2022, Bluenotes community institutions are coming together to share their experiences in improving data collection, engagement, and reporting for insight-informed actions that can drive student success, problem solve together, and inform Explorance’s product directions.**

**BENEFITS OF ATTENDING**

Bluenotes GLOBAL 2022 provides excellent learning and development opportunities to:

* **Immerse** yourself in a community of like-minded peers who are passionate about sharing experiences, discussing new ideas, and innovating together for student success and teaching excellence
* **Make** friends, collaborate with others, and have fun at exclusive social networking events
* **Problem-solve** together, share lessons learned, feel inspired, and brainstorm new ways, while empowering others to do the same
* **Advance** your professional development through experience-rich sessions, hands-on workshops, [certification training camps](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2022/), and opportunities to speak directly with Explorance staff and influence Explorance product direction
* **Connect** with a global group of collaborative thinkers to expand your professional network of like-minded peers
* **Thrive** in the culture of continuous improvement by leveling up your skills, elevating your expertise, and growing your career

**LOCATION**

The Palmer House, by Hilton

17 East Monroe Street

Chicago, Illinois, USA 60603

**KEY DATES**

|  |  |
| --- | --- |
| **SEPTEMBER 2021:**NOW OPEN | [Explorance Faculty Research Grant Call for Proposals](https://www.bluenotesgroup.com/explorance-faculty-research-grant-2022-call-for-applications/) |
| **NOVEMBER 2021:**NOW OPEN | Early Bird Registration Opens |
| **DECEMBER 13, 2021:**  LAST DAY | Deadline for [Faculty Research Grant proposal](https://www.bluenotesgroup.com/explorance-faculty-research-grant-2022-call-for-applications/) submission |
| **JANUARY 20, 2022:**NOTIFICATION | Notification of Faculty Research Grant awards to selected faculty |
| **APRIL 25, 2022:**  LAST DAY | * Early Bird Registration Ends; Special Bundle Discount Ends; * Progress report due for Faculty Research Grant submissions |
| **MAY 23, 2022:**  LAST DAY | Faculty Research Grant presentation proposal due |
| **JUNE 10, 2022:**  LAST DAY | Call for Presentation Proposals Closes |
| **JULY 7, 2022:** LAST DAY | [Discounted Hotel Rate Ends](https://book.passkey.com/gt/218320028?gtid=9f21cf3dc498f4b323becbbcb1306a2d) |
| **JULY 15, 2022:**  LAST DAY | Conference Registration Closes; Blue Training Camp Registration Closes |
| **JULY 28 – 30, 2022:**  Training Camp | [Blue Report Master Certification (BRMC) & Blue Expert Certification (BEC) Training Camps](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2022/) |
| **JULY 29 – 30, 2022:**  Training Camp | [Blue Administrator Certification (BAC) Training Camp](https://www.bluenotesgroup.com/blue-administrator-training-and-certification/) |
| **JULY 30, 2022:** LAST DAY | Registration Fee Due **[Early bird rates honored to those who register before April 25, 2022]** |
| **JULY 30 - AUGUST 3, 2022** | **Bluenotes GLOBAL 2022 Conference [Pre-conference activities on July 30-31]** |

**SCHEDULE & CONFERENCE PROGRAM**

The full program and agenda detailing the conference session topics and presenters, as well as pre-conference learning activities (workshops and community meetups) and social networking activities, will be posted on the [**Bluenotes GLOBAL 2022**](https://www.bluenotesgroup.com/bluenotes-global-2022/) website as details are finalized. Please continue to check back regularly for updates.

**CONFERENCE STATIONS**

Throughout the conference, there will be four stations available for you to meet one-on-one with Explorance staff, including:

* **“I need help”** – Customer Support Station
* **“I have feedback”** – Product Management Station
* **“I want to see and try what’s new”** – Demo Station
* **“I want to speak with an expert”** – Explorance Experts Station

**CONFERENCE AUDIENCE**

The Bluenotes GLOBAL 2022 Conference will have sessions available for users of the Blue product suite such as Blue, Bluepulse, DIG, BTA, BlueML, and BlueX. The Bluenotes GLOBAL Conference is the unique place for “Feedback Matters” where various stakeholders in institutional research, institutional effectiveness, teaching and learning, IT, Faculty members and leaders come together to share, discuss, learn and problem-solve together how best to improve teaching effectiveness and enhance the student learning experience.

**PRE-CONFERENCE WORKSHOPS**

There will be 7 pre-conference workshops from **Saturday, July 30 to Sunday, July 31**. The pre-conference workshops are mainly for Blue Administrators who want to gain a better understanding of the Blue suite of products and to learn about recent product updates and releases. 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.

**Workshops on Saturday, July 30, 2022**

* **Workshop #1 |** 8:00 AM – 9:45 AM

**Using Delegation Features in Blue to Increase Faculty Engagement**

* **Workshop #2** | 10:15 AM – 12:00 PM

**Handling Different Course-Evaluation Periods in One Project Using Flexible Scheduling Functionality in Blue 8**

* **Workshop #3** | 1:00 PM – 2:45 PM

**Learn How BlueX, a Survey Solution Seamlessly Integrated with LMS, can Help Instructors Get Feedback from their Students – in Familiar Experience**

* **Workshop #4** | 3:15 PM – 5:00 PM

**Experience BlueML firsthand and Learn How to Get Actionable Student Experience Insights**

**Workshops on Sunday, July 31, 2022**

* **Workshop #5 |** 8:00 AM – 9:45 AM

**Optimize Your Enrollment Data to be Course Evaluation Ready, without Breaking Automation, with Data Integrity Gateway (DIG) 3.0**

* **Workshop #6** | 8:00 AM – 12:00 PM

**Blue User Experience Lab: Take an Active Part in Helping Perfect the Envisioned Blue 9.0 User Experience**

* **Workshop #7** | 10:15 AM – 12:00 PM

**Learn How to Tell Teaching Effectiveness Stories Leveraging the Latest Version of the Blue Dashboard**

**PRE-CONFERENCE COMMUNITY MEETUPS**

There will be four Community Meetups on **Saturday, July 30, 2022**. The community meetups are planned for the Blue Experts Community, the Business Schools Community, the Medical and Health Sciences Community, and the Reporting & Analytics Community. If you’d like to hold a Bluenotes Regional Chapter meetup, let us know by contacting [bncommunity@explorance.com](mailto:bncommunity@explorance.com). The meetups do not require an additional fee; however, space is limited so please register early.

* **Community Meetup #1** | 8:00 AM – 9:45 AM

**Business Schools or Medical and Health Sciences Community Meetup**

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

* **Community Meetup #2** | 10:15 AM – 12:00 PM

**Blue Experts Community Meetup – Part 1**

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

**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.**

* **Community Meetup #3** | 1:00 PM – 2:45 PM

**Blue Experts Community Meetup – Part 2**

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

**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.**

* **Community Meetup #4** | 3:15 PM – 5:00 PM

**Reporting & Analytics Community Meetup**

**Join the Bluenotes Reporting & Analytics Community meetup and connect with your peers to share, discuss, and problem-solve together to address unique requirements and challenges**

**PRE-CONFERENCE PRIZES**

Register early to enter a drawing for special lunches with Samer Saab, Explorance CEO. Winners will be drawn on the first Wednesday of the month beginning February 2022 and continuing through June 2022. Registering early increases your chances of winning!

**DOOR PRIZES**

Six door prizes will be awarded at the Bluenotes GLOBAL 2022 Conference. Attendees will be automatically entered to win 1 of 6 all-inclusive trips in 2023 – a value of up to $3,500 USD each!

* **Win 1 of 4 all-inclusive trips** to a Bluenotes Conference in 2023 or **1 of 2 all-inclusive “Explorance Immersion Tour”**trips to visit Montreal and the Explorance headquarters during the Montreal Jazz Festival in 2023

**SOCIAL NETWORKING EVENTS**

**Welcome Reception:** Sunday, July 31 | Palmer Hotel, 6pm

* Meet and greet your fellow Bluenotes Community members with cocktails and canapés

**Networking Dinner & Social Event:** Tuesday, August 2 | TBA

* Join your colleagues for a networking dinner and social activity, and continue to connect, share, learn, and expand your professional network

**SUPPORTING LOCAL CHARITIES**

Explorance focuses on people, those in the communities in which we host our conference as well as those attending the conference, with our passion for improving lives. **Your conference registration helps local charities.**Explorance is committing a $18,000 donation to local charities, and conference attendees will determine the allocation of this donation. Three local charities have been identified to receive a portion of the $18,000 commitment. At the time of registration, attendees will vote for their preferred charity. The charities selected to support at the Bluenotes GLOBAL 2022 conference are:

* [**Blessons for Women**](http://www.blessons.org)
* [**Prison + Neighborhood Arts/Education Project**](http://www.p-nap.org)
* [**Chicago HOPES for Kids**](http://www.chicagohopesforkids.org)

**BLUE CERTIFICATION TRAINING CAMPS**

Per popular demand, three Blue Certification Training Camps will be held immediately preceding the Bluenotes GLOBAL 2022 conference, on July 28-30: Blue Administrator Certification (BAC) training camp, Blue Report Master Certification (BRMC) training camp and Blue Expert Certification (BEC) training camp. Visit the [**Blue Certification Training at Bluenotes GLOBAL 2022**](https://www.bluenotesgroup.com/blue-certification-camps-at-bluenotes-global-2022/) page for more information and registration. Special learning bundle discounts are available. Please note: separate registration is required for the certification training camps.

* **July 28, 29, 30:**BEC & BRMC Training Camps
* **July 29, 30:**BAC Training Camp

**Special Learning Bundle:** *(ends April 25, 2022)*

Bluenotes GLOBAL registration + Certification Camp (BRMC or BEC)

* + $3,800 per seat (35% discount)
  + $5,845 for two seats (50% discount)\*
  + $7,890 for three seats (55% discount)\*

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

\*Applies to attendees from the same institution

**CONFERENCE REGISTRATION FEE**

**Early Bird**: *(ends April 25, 2022)*  
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 15, 2022)*

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

**Faculty (Instructors & Professors)**: *(ends July 15, 2022)*

Single Attendee Registration: $350 USD

**Special Learning Bundle:** *(ends April 25, 2022)*

Bluenotes GLOBAL registration + Certification Camp (BRMC or BEC)

* + $3,800 per seat (35% discount)
  + $5,845 for two seats (50% discount)\*
  + $7,890 for three seats (55% discount)\*

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

\*Applies to attendees from the same institution

**Conference Registration Fee includes:**Bluenotes GLOBAL 2022 conference attendance including pre-conference workshops, breakfast, lunch, and refreshments daily, a welcome cocktail reception, and social networking dinner.

**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 July 30, 2022. We will honor the special learning bundle rate or the early bird rate, as long as your conference registration is made prior to the discount expiration date. We strongly recommend that you register as early as possible to ensure your preferred choices are available and your place in various learning activities and social networking activities are saved. Payments may be completed online via credit card [**here**](https://www.eventbrite.com/e/bluenotes-global-2022-conference-tickets-204580003297) or by contacting [BNG2022@explorance.com](file:///C:\Users\ltang\Explorance%20Inc\Customer%20Feedback%20and%20Community%20-%20Documents\Community%20events\Bluenotes%20Conferences\BNG%202022\Make%20a%20Case%20&%20FAQ\BNG2022@explorance.com) directly.

**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 $5 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 $2.50 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 $179 per night is available at the Palmer Hotel for all Bluenotes GLOBAL 2022 attendees. This rate will be available for the nights of July 24 through August 5, 2022. This discounted rate expires on July 7, 2022, so please reserve early.

To reserve your accommodations at the special group rate, you may do so:

* **By Phone**: If you wish to reserve your room by telephone, please call the Palmer Hotel reservation line at 1-800-445-8667 and reference “Bluenotes GLOBAL 2022” to receive the nightly rate of $179 USD.
* **Online**: If you wish to reserve your room online, please book your reservation through [**this link**](https://book.passkey.com/go/bluenotes)to have the discounted rate automatically applied.

**TESTIMONIALS**

[**To read all about what happened at Bluenotes GLOBAL 2021 VX**](https://explorance.com/blog/bluenotes-global-2021-xv-re-imagining-feedback-assessment-in-a-post-pandemic-world-of-higher-education/)**, click here!**

**What past Bluenotes GLOBAL attendees have said:**

* *“The Bluenotes GLOBAL Conference continues to be the best professional development opportunity each year. The community is so supportive and open to sharing their knowledge. The conference balances sessions focusing on the pragmatic details of implementing Blue with sessions expanding on broader perspectives like the relevance of course evaluations and incorporating feedback in decision–making processes. Most of all, the wonderful people at both Explorance and the Bluenotes community is what keeps me coming back every year!”* **– Christina Pomykal, University of North Carolina at Chapel Hill, Eshelman School of Pharmacy**
* *“Again another epic Bluenotes conference despite joining remotely. The ability to talk not only to Explorance Experts but to network with community members and share experiences made this an extremely valuable conference. Thanks to all the organisers, Explorance and attendees for making this definitely worth my while attending!“* **– Julie Mulvey, Durham University**
* *“Bluenotes GLOBAL is a great opportunity to share ideas and engage with the excellent community around Blue and course evaluations more broadly.”* **– Gregory Hum, University of Toronto**
* *“The conference is a valuable opportunity to network with peers at other institutions and to share pain points, innovative solutions and best practices. I’ve been able to attend three years in a row and each year I’ve gotten left with plans to improve my processes in Blue based on what I learned from conference sessions and discussions.”* **– Heather Thompson, University of North Carolina at Chapel Hill**
* *“I attend a variety of higher education professional development conferences. My first Bluenotes was among the best in my career. This excellent event is a continuation of the product/service excellence we receive from Explorance. Thank you.”* **– Rob Downie, Fanshawe College**
* *“A great conference that was very worthwhile attending, both for meeting practitioners from around the world, and the high-quality papers and mix of topics from increasing response rates through to machine learning applied to text analytics. There were so many good sessions, and I am still writing up all of my notes.”* **– Tim Linsey, Kingston University**

**CONTACT**

For any questions or other information required, please contact the Bluenotes GLOBAL Organizing Team at [BNG2022@explorance.com](file:///C:\Users\ltang\Explorance%20Inc\Customer%20Feedback%20and%20Community%20-%20Documents\Community%20events\Bluenotes%20Conferences\BNG%202022\Make%20a%20Case%20&%20FAQ\BNG2022@explorance.com)

**EVENT WEBSITE**

[**www.bluenotesgroup.com/bluenotes-global-2022**](http://www.bluenotesgroup.com/bluenotes-global-2022/)

**FAQ WEBSITE**

**www.bluenotesgroup.com/bluenotes-global-2022-faqs**