Bluenotes **EMEA** 2017
CONFERENCE

# CONFERENCE PROGRAM

NOV. 13TH - NOV 14TH 2017

التعليم العالي في القرن الحادي والعشرين: استخدام البيانات للاستجابة للفرص والتحديات

**Higher Education in the 21st Century:**
**Using Data to Respond to Opportunities and Challenges**

explorance
Improvement at heart.

ZAYED UNIVERSITY
جامعة زايد

bluenotes
group

Bluenotes EMEA 2017
CONFERENCE

ZAYED UNIVERSITY

bluenotes group

eXplorance
Improvement at heart.

# Bluenotes EMEA 2017 Conference

**About eXplorance**

At eXplorance, a Learning Experience Management (LEM) solutions provider, we empower organizations in making the right decisions with fact-based learning analytics. Our offerings, Blue® and Bluepulse®, help instill a culture of continuous improvement by evaluating, analysing, and improving stakeholder needs, expectations, skills, knowledge, and competencies.

Founded in 2003, eXplorance is a privately held corporation based in Montreal, Canada with offices in APAC, Europe, and Latin America. With employees working across the globe, eXplorance is renowned for its strong company culture and is deemed one of the Best Workplaces in Canada by the Great Places to Work Institute®. Recognized for its growth, technical innovation, and entrepreneurship, eXplorance is listed in Deloitte's North American Technology Fast 500™.

eXplorance's clients include academic institutions such as the University of Melbourne, University of Pennsylvania, University of Toronto, Zayed University, University of Louisville, Del Mar College, Bowdoin College, IESE Business School, Xi'an Jiaotong-Liverpool University, UDLAP, and Liverpool John Moores University and organizations including Aramco, National Bank of Canada, and NASA.
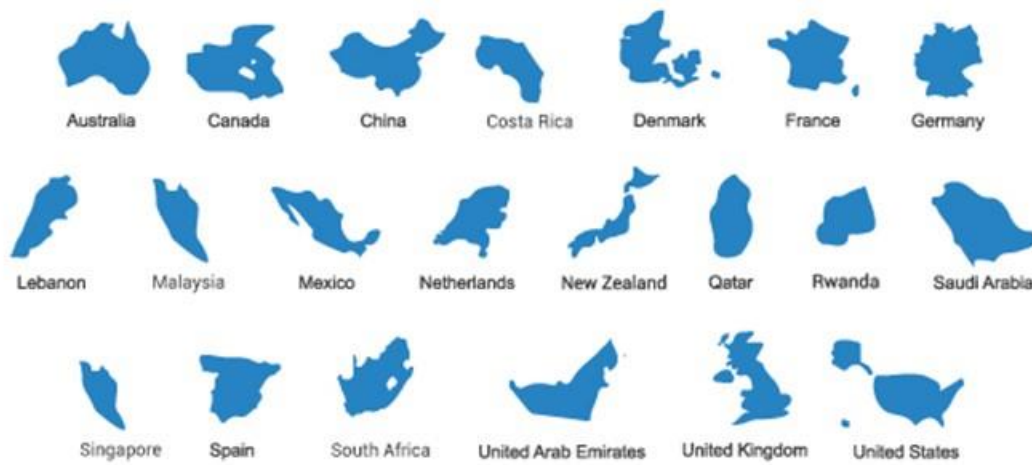
| Time | Monday, November 13 (Day 1) | |
|---|---|---|
| 8:00-9:00 | Registration | |
| 9:00-9:25 | **Opening Remarks/Ceremony**<br>(Provost, Zayed University; Samer Jaffar, eXplorance) | |
| 9:30-10:10 | **Panel discussion**:<br>Why Evaluations? Strategic drivers of Students Evaluations<br>Panel members: Dr. Karma El Hassan (AUB), Dr. Howard Mzumara (IUPUI), Dr. Esam Agamy (University of Sharjah)<br>Panel facilitator: Ian Haugh, eXplorance | |
| 10:15-10:55 | **eXplorance CEO Update**:<br>Introduction to eXplorance & Visions to the Future. Samer Saab, eXplorance | |
| 10:55-11:15 | Morning coffee break | |
| 11:15-11:55 | **Session**:<br>End-of-the-term course evaluations as an analytical component.<br>Presenter: Dr. Adam Marks, Zayed University | |
| 12:00-12:40 | **Session:**<br>TBD<br>Presenter: Dr. Karma El Hassan,<br>American University of Beirut | **Workshop:**<br>Autonomy as driver for user engagement<br>Instructor: Mohammed Sheraidah, eXplorance |
| 12:40-13:40 | Lunch break | |
| 13:40-13:50 | Group photo | |
| 13:55-14:35 | **Session:**<br>Strategies to increase student response rate to online course experience survey.<br>Presenters: Dr. Esam Agamy & Hiba Jadallah,<br>University of Sharjah | **Session:**<br>DIG - Data Preparation Made Easy and Less Painful.<br>Presenter: Mohammed Sheraidah, eXplorance |
| 14:40-15:20 | **Session:**<br>Implementation of Students Feedback Text Analytics at Temasek Polytechnic in Singapore.<br>Presenter: Samer Jaffar, eXplorance | **Session:**<br>Lessons Learned from Implementing Bluepulse in Classrooms with Faculty Champions.<br>Presenter: Nitin Sharma, eXplorance |
| 15:20-15:40 | Afternoon coffee break | |
| 15:40-16:20 | **Session:**<br>Using Blue to Address Challenges and Opportunities<br>to Optimize the Utility of Course Evaluation Data.<br>Presenter: Dr. Howard Mzumara, Indiana University Purdue University Indianapolis | |
| 16:25-17:05 | **Session:**<br>Unveiling Bluepulse: Live formative feedback platform that gauges student sentiment,<br>understanding, and progress to drive success.<br>Presenter: Samer Saab, eXplorance | |
| 17:05-17:15 | **Draw** for Bluenotes Australia – Complimentary Attendance | |
| 17:30 | End of Day 1 of the Conference<br>Bus leaves to Networking Dinner Event | |
| 18:30-21:30 | **Bluenotes EMEA Networking Dinner** | |
| 21:30 | Bus leaves back to Zayed University and Hotel | |

| Time | Tuesday, November 14 (Day 2) | |
|---|---|---|
| 8:00-9:00 | Registration | |
| 9:00-9:40 | **Session:**<br>Module Evaluation using Blue from a UK perspective.<br>Presenter: Dr. Graham Sherwood & Dr. Elena Zaitseva, Liverpool John Moore University | |
| 9:45-10:25 | **Session:**<br>Course Evaluations at LAU:<br>A Decentralized Approach.<br>Presenter: Samer Khoury, Lebanese American University | **Session:**<br>Creating a unifying platform for data-driven responses to opportunities and challenges in higher education.<br>Presenter: David Millington, Ellucian |
| 10:25-10:45 | Morning coffee break | |
| 10:45-11:25 | **Session:**<br>Unveiling BlueX<br>Presenter: Samer Saab, eXplorance | |
| 11:30-12:10 | **Session:**<br>Beyond Numbers – Using qualitative results to drive change at the programme level.<br>Presenter: Lizzie Kelly, University of Auckland | **Workshop**:<br>Getting hands-on expression in Blue 7.<br>Instructor: Mohammed Sheraidah, eXplorance |
| 12:15-12:55 | **Session:**<br>Using student and supervisors' feedback to enhance student experience in field training.<br>Presenter: Dr. Esam Agamy, University of Sharjah | |
| 12:55-13:50 | Lunch break | |
| 13:50-14:00 | Group photo | |
| 14:05-14:45 | **Session:**<br>Automating Course Level Outcomes (CLO) and Program Level Outcome and Reports (PLO)<br>Presenters: Dr. Adam Marks & Samit Lotlikar, Zayed University; Mohammed Sheraidah, eXplorance | **Session:**<br>The Power of Graduates' Employment Data in UAE Universities.<br>Presenter: Engr. Abla Krouma, Abu Dhabi Vocational Education and Training Institute (ADVETI) |
| 14:50-15:30 | **Panel discussion:**<br>Using insights from student feedback: Decision makers' challenges and opportunities<br>Panel members: Dr. Adam Marks (Zayed University), Dr. Graham Sherwood (Liverpool John Moore University), Lizzie Kelly (Auckland University of Technology)<br>Panel facilitator: Ian Haugh, eXplorance | |
| 15:30-15:50 | Afternoon coffee break | |
| 15:50-16:30 | **Session**:<br>Contextualizing student feedback in controlled vocabularies; Caliper Analytics expansion effort for student feedback interoperability.<br>Presenter: Dr. Yeona Jang, eXplorance & McGill University | **Workshop:**<br>Blue tips and tricks -<br>Learn quick ways to get things done in Blue,<br>Instructor: Mohammed Sheraidah, eXplorance |
| 16:30-16:40 | **Draw** for Bluenotes Global - Complimentary Attendance | |
| 16:40 | Closing Remarks/Ceremony | |
| 17:15 | End of Day 2 of the Conference<br>Blue leaves back to hotel | |

# Session Details

| Time | Session Detail | Location |
|---|---|---|
| **8:00-9:00** | **Registration** | Pre Function Area |
| **9:00-9:25** | **Welcome/Introduction to Conference**<br><br>**Opening Remarks**<br>Provost, Zayed University; Samer Jaffar, eXplorance | Multi Purpose Hall 1 |
| **9:30-10:10** | **Panel discussion**: Why Evaluations? Strategic drivers of Students Evaluations<br>**Panel members**:  Dr. Karma El Hassan (AUB), Dr. Howard Mzumara (IUPUI),<br>                  Dr. Esam Agamy (University of Sharjah)<br>**Panel facilitator**: Ian Haugh, eXplorance | Multi Purpose Hall 1 |
| **10:15-10:55** | **eXplorance CEO Update**: Introduction to eXplorance & Visions to the Future<br>**Presenter**: Samer Saab, eXplorance<br><br>**Description**: TBD | Multi Purpose Hall 1 |
| **10:55-11:15** | **Morning Coffee Break** | Pre Function Area |
| **11:15-11:55** | **Session**: End-of-the-term course evaluations as an analytical component<br>**Presenter**: Dr. Adam Marks, Zayed University<br><br>**Description**: End of course evaluations technologies can provide critical analytics that can be used to improve the academic outcomes of almost any university. This paper presents key findings from a study conducted on more than twenty different academic degree-programs, regarding their use of end of course evaluation technology. Data was collected from an online survey instrument, in-depth interviews with academic administrators, and two case studies, one in the US and another in the UAE. The study reveals new trends including sectioning and categorization; questions standardization and benchmarking; alignment with key performance indicators and key learning outcomes; and grouping by course, program outcome, program, college, etc. in addition to those vertical structures, higher education institutions are vertically examining a specific question(s) across. | Main Auditorium |
| **12:00-12:40** | **Session: TBD**<br>**Presenter:** Dr. Karma El Hassan, American University of Beirut<br><br>**Description: TBD** | Main Auditorium |
| **12:00-12:40** | **Workshop:** Autonomy as Driver for User Engagement<br>**Instructor:** Mohammed Sheraidah, eXplorance<br><br>**Description:** Learn how to build in Blue an evaluation process that engages your faculty and students by giving them maximum autonomy to control and access their tasks and reports. | Conference Room 3 |
| **12:40-13:40** | **Lunch Break** | Pre Function Area |
| **13:40-13:50** | **Group Photo** | TBD |
| **13:55-14:35** | **Session:** Strategies to increase student response rate to online course experience survey<br>**Presenters**: Dr. Esam Agamy and Hiba Jadallah, University of Sharjah | Main Auditorium |

| | Session/Workshop Description: Monday, November 13 (Day 1) | |
|---|---|---|
| **Time** | **Session Detail** | **Location** |
| | **Description**: TBD | |
| **13:55-14:35** | **Session:** Data Preparation Made Easy and Less Painful!<br>**Presenter:** Mohammed Sheraidah, eXplorance<br><br>**Description**: When it comes time to launch course evaluations, one of the biggest challenges institutions face is the lack of accuracy of their SIS data often leading to laborious course evaluation experiences for teachers, students, and staff. So, if you're tired of laboring for weeks to get SIS data ready chasing after people to confirm that data is accurate, be sure to attend this session. In this session, you will learn how an automated solution like DIG can improve data quality, while significantly saving time and resources. With DIG, data clean-up can be distributed to a wide group of users minimizing the burden on any one individual. In this manner, users are assigned to work on data they are familiar with. DIG can decrease course evaluation preparation time from seven to just two weeks, giving you more time to spend on analyzing data - leading to better insights and learning experience for all. | Conference Room 3 |
| **14:40-15:20** | **Session:** Implementation of Students Feedback Text Analytics at Temasek Polytechnic in Singapore<br>**Presenter**: Samer Jaffar, eXplorance<br><br>**Description**: As attributes, thematic taxonomy and sentiment in teaching and learning are important to help us gain deeper understanding of students' satisfaction, Temasek Polytechnic (TP), Singapore, has successfully used Blue Text Analytics (BTA), a text analytics solution, to mine free-form textual data from its students' responses in its Evaluation of Teaching Effectiveness survey. Join us in this eXplorance-led presentation to find out how TP uses BTA to uncover hidden insights, validate quality of its students' feedback and obtain new intelligence for further research. | Main Auditorium |
| **14:40-15:20** | **Session:** Lessons Learned from Implementing Bluepulse in Classrooms with Faculty Champions<br>**Presenter**: Nitin Sharma, eXplorance<br><br>**Description**: In this session, we will present lessons learned from having implemented Bluepulse in various institutions. The two most common areas of focus in implementing Bluepulse expressed by institutions are "How to get students onto the Bluepulse platform and engaged" and "What feedback questions to ask" during a term, as learning occurs. We will share success stories from institutions that are implementing Bluepulse, along with critical success factors, tips, and best practices. Building a culture of feedback as more departments and faculty in an institution begin to use the platform and identifying "faculty champions" as early as possible emerge as a key critical success factor for teaching and learning with Bluepulse. In this presentation, we will talk about how the role of faculty champions and their interactions with each other can impact the successful implementation of Bluepulse in integrating formative feedback practices to teaching and learning. | Conference Room 3 |
| **15:20-15:40** | **Afternoon Coffee Break** | Pre Function Area |
| **15:40-16:20** | **Session:** Using Blue to Address Challenges and Opportunities to Optimize the Utility of Course Evaluation Data<br>**Presenter**: Dr. Howard Mzumara, Indiana University Purdue University Indianapolis (IUPUI) | Main Auditorium |

| Session/Workshop Description: Monday, November 13 (Day 1) | | |
|---|---|---|
| **Time** | **Session Detail** | **Location** |
| | **Description**: This presentation will discuss several challenges encountered during a university-wide implementation of Blue online course evaluations, and outline the various solutions that faculty and administrators adopted to make instructional decisions at Indiana University – Purdue University Indianapolis (IUPUI) in Indiana, USA.  The session will also address unique opportunities to utilize the flexibility and advanced functionality of Blue that empower users to mitigate challenges encountered, and to optimize course evaluation processes for all stakeholders.  Attendees will learn how IUPUI (Indianapolis Campus) is using Blue to improve the quality and utility of student ratings of instruction data for formative and summative assessment purposes. | |
| **16:25-17:05** | **Session**: Unveiling Bluepulse: Live formative feedback platform that gauges student sentiment, understanding, and progress to drive success<br>**Presenter**: Samer Saab, eXplorance<br><br>**Description:** TBD | Main Auditorium |
| **17:05-17:15** | **Draw** for Bluenotes Australia Prize – Complimentary Attendance<br>**Presenter:** Samer Jaffar, eXplorance | Main Auditorium |
| **17:30-21:30** | **Please be in the pre-function area no later than 5:30 PM.**<br>**Social Activity:** Depart for Bluenotes EMEA Networking Dinner | Pre Function Area |

| Session/Workshop Description: Monday, November 14 (Day 2) | | |
|---|---|---|
| **Time** | **Session Detail** | **Location** |
| **8:00-9:00** | **Registration** | Pre Function Area |
| **9:00-9:40** | **Session:** Module Evaluation using Blue from a UK perspective<br>**Presenter**: Dr. Graham Sherwood & Dr. Elena Zaitseva, Liverpool John Moore University<br><br>**Description**: Following a successful pilot in 2014/15, Liverpool John Moores University has been using Blue in all of its module evaluations for the last two academic years. This presentation will discuss how we have used the flexibility of Blue to develop an efficient module evaluation system that can cope with the complex demands placed on it – for example, programme-specific module evaluations.  As the University moves from Blackboard to Canvas and Blue 7 is rolled out, we plan to use the new functionality to improve the user experience. | Main Auditorium |
| **9:45-10:25** | **Session:** Course Evaluations at LAU: A Decentralized Approach<br>**Presenter**: Samer Khoury, Lebanese American University<br><br>**Description**:  In 2008, the Lebanese American University (LAU) decided to abandon its paper based course evaluations and automate the process using BLUE which was perceived as the ideal application to serve that purpose. In addition to the numerous cost saving and efficiency improving features it had provided, BLUE enabled administrators to decentralize the course evaluation process for each school. Each school was able to promote and launch its course evaluations independently and later on build its reports based on the preferences of its own faculty. This presentation explains the current decentralized course evaluation setup implemented at LAU along with its different merits and occasional challenges and examines how | Main Auditorium |

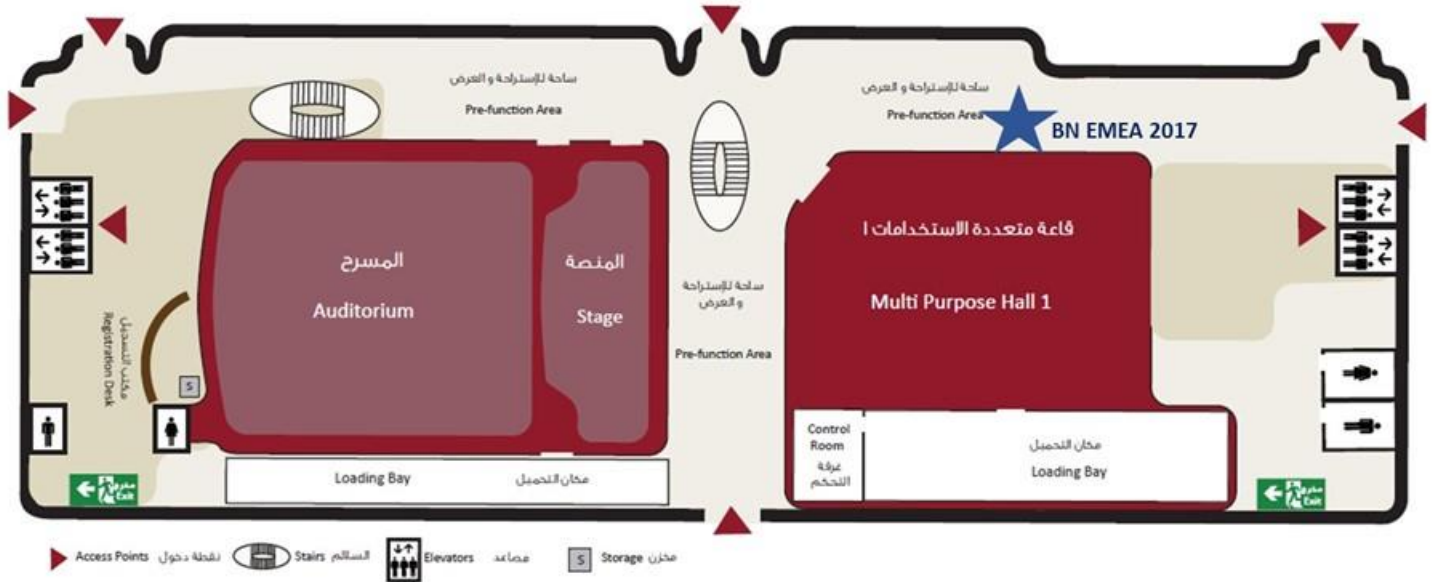| Session/Workshop Description: Monday, November 14 (Day 2) | | |
|---|---|---|
| **Time** | **Session Detail** | **Location** |
| | it is employed in the evaluation of the third and fourth year clinical rotations at the Gilbert and Rose-Marie Chagoury School of Medicine. Given their unique schedule and complicated format in comparison to regular courses, LAU was able to use BLUE to simplify the evaluation process for the whole academic year in one single project which required minimal or no manual intervention during the year | |
| 9:45-10:25 | **Session:** Creating a unifying platform for data-driven responses to opportunities and challenges in higher education<br>**Presenter**: David Millington, Ellucian<br><br>**Description**: Institutional success hinges on teaching and administrative staff collaborating to drive toward a shared mission. However, a lack of unified technology causes roadblocks when critical data lives in silos, workers duplicate efforts and resources are applied inefficiently. Join us to learn and explore the solutions for one of higher education's greatest challenges—unlocking data to improve decision making, increase performance and spur student and institutional success. | Conference Room 3 |
| 10:25-10:45 | **Morning Coffee Break** | Pre Function Area |
| 10:45-11:25 | **Session:** Unveiling BlueX<br>**Presenter**: Samer Saab, eXplorance<br><br>**Description**: TBD | Main Auditorium |
| 11:30-12:10 | **Session:** Beyond Numbers – Using qualitative results to drive change at the programme level<br>**Presenter**: Lizzie Kelly, University of Auckland<br><br>**Description:** Using relevant case studies, the presentation will focus on how Blue Text Analytics can be used to summarise student experiences, test ideas, identify areas of strength, and provide a description of areas identified for improvement in the context of an integrated University-wide quality assurance process. | Main Auditorium |
| 11:30-12:55 | Workshop: Getting hands-on expression in Blue 7<br>**Instructor**: Mohammed Sheraidah, eXplorance<br><br>**Description:** Blue 7 is a release designed to make your user experience as a Blue Admin much more efficient, and this workshop is aimed to give you hands-on experience with some of these main features. You will learn how to use the Dynamic Access functionality to easily manage report access for your academic leadership and stakeholders in minutes, instead of hours. You will see how you can implement questionnaires that can evaluate multiple teaching roles in one form using the Relational Demographic functionality. You will also get to see the new and improved Task Management interface, that enables to do more with less clicks. | Conference Room 3 |
| 12:15-12:55 | **Session:** Using student and supervisors' feedback to enhance student experience in field training<br>**Presenter**: Dr. Esam Agamy, University of Sharjah<br><br>**Description**: TBD | Main Auditorium |
| 12:55-13:50 | **Lunch Break** | Pre Function Area |
| 13:50-14:00 | **Group Photo** | |

| Session/Workshop Description: Monday, November 14 (Day 2) | | |
|---|---|---|
| **Time** | **Session Detail** | **Location** |
| **14:05-14:45** | **Session:** Automating Course-Level Outcomes (CLO) and Program-Level Outcome and Reports (PLO)<br>**Presenters**: Dr. Adam Marks & Samit Lotlikar, Zayed University; Mohammed Sheraidah, eXplorance<br><br>**Description:** TBD | Main Auditorium |
| **14:05-14:45** | **Session:** The Power of Students' Employment Data in UAE Universities before and after Graduation<br>**Presenter:** Abla Krouma, Abu Dhabi Vocational Education and Training Institute (ADVETI)<br><br>**Description**: By the end of this session, participants will be able to identify the importance of student' data during the internship and after graduation to achieve the university KPIs and assess university success rate from UAE universities perspective. In addition, the session will highlight the needed information for reporting and best practices in collecting, updating and maintaining these data. | Conference Room 3 |
| **14:50-15:30** | **Panel discussion**: Using insights from student feedback: Decision makers' challenges and opportunities<br>**Panel members**: Dr. Adam Marks (Zayed University), Dr. Graham Sherwood (Liverpool John Moore University), Lizzie Kelly (Auckland University of Technology)<br>**Panel facilitator**: Ian Haugh | Main Auditorium |
| **15:30-15:50** | **Afternoon Coffee Break** | Pre Function Area |
| **15:50-16:30** | **Session**: Contextualizing student feedback in controlled vocabularies; Caliper Analytics expansion effort for student feedback interoperability.<br>**Presenter**: Dr. Yeona Jang, eXplorance & McGill University<br><br>**Description**: Did you know that when you migrate from paper to online for course evaluation, students' responses to open-ended feedback questions can increase by 700%? How do you use these rich student comments? This session presents how student comments can be analyzed with Blue Text Analytics dictionary and can then be contextualized, to identify the areas to act for continuous improvement in professional development and student learning experience. It also updates the Caliper analytics expansion effort to facilitate the interoperability of student feedback comments in controlled vocabularies for semantically meaningful analysis and comparison. | Main Auditorium |
| **15:50-16:30** | **Workshop:** Blue tips and tricks -Learn quick ways to get things done in Blue<br>**Instructor**: Mohammed Sheraidah, eXplorance<br><br>**Description:** Learn quick ways and features that will help you capture further the value of Blue. | Conference Room 3 |
| **16:30-16:40** | **Draw** for Bluenotes Global – Complimentary Attendance<br>**Presenter:** Samer Jaffar, eXplorance | Main Auditorium |
| **16:40-17:00** | **Closing Remarks/Ceremony** | Main Auditorium |

# Conference Center Map

## Ground Floor

ساحة للإستراحة و العرض
Pre-function Area

ساحة للإستراحة و العرض
Pre-function Area

BN EMEA 2017

المسرح
Auditorium

المنصة
Stage

قاعة متعددة الاستخدامات ا
Multi Purpose Hall 1

ساحة للإستراحة و العرض
Pre-function Area

الاستقبال مكتب
Registration Desk

S

Control Room
غرفة التحكم

مكان التحميل
Loading Bay

Loading Bay
مكان التحميل

Exit مخرج

Exit مخرج

Access Points نقطة دخول    Stairs السلالم    Elevators مصاعد    S Storage مخزن

## Second Floor

BN EMEA 2017

VIP Majlis مجلس كبار الزوار

غرفة اجتماعات 1
Conference Room

غرفة اجتماعات 2
Conference Room

غرفة اجتماعات 3
Conference Room

قاعة متعددة الاستخدامات 2
Multi Purpose Hall 2

المصلى ومكان الوضوء
Prayer & Ablution Room-Male

المصلى ومكان الوضوء
Prayer & Ablution Room-Female

غرفة اجتماعات 4
Conference Room

غرفة اجتماعات 5
Conference Room

غرفة اجتماعات 6
Conference Room

غرفة اجتماعات 7
Conference Room

ساحة للإستراحة و العرض
Pre-function Area

غرفة اجتماعات 8
Conference Room

غرفة اجتماعات 9
Conference Room

ساحة للإستراحة و العرض
Pre-function Area

ساحة للإستراحة و العرض
Pre-function Area

Exit مخرج

Exit مخرج

Access Points نقطة دخول    Stairs السلالم    Elevators مصاعد

# Notes

ZAYED UNIVERSITY

**Thank you for attending Bluenotes EMEA 2017**

# Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

**Thank you for attending Bluenotes EMEA 2017**