



Bluenotes **EMEA** 2017
CONFERENCE



CONFERENCE PROGRAM

NOV 13 - 14 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**





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.



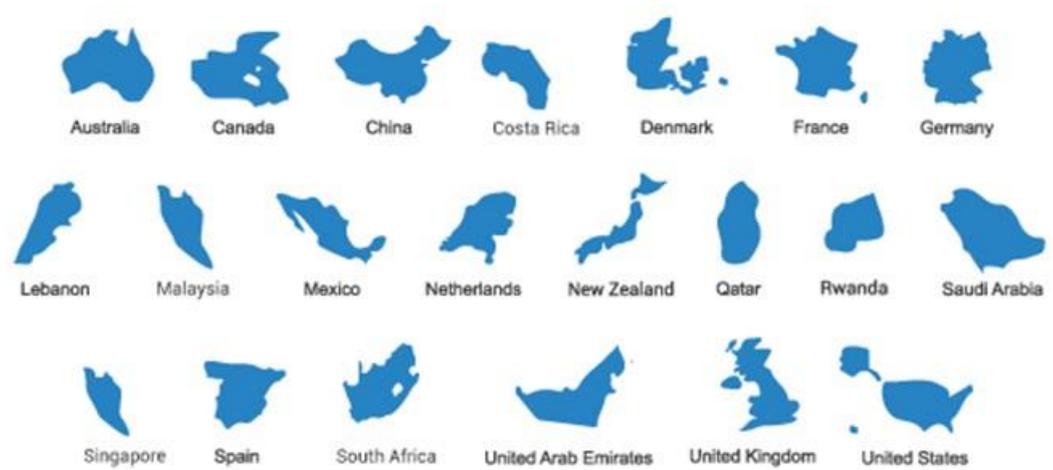


eXplorance

- eXplorance Office
- eXplorance Satellite Employee
- 112 global employees

Blue Users Worldwide

- 22 Countries = 304 Institutions





Time	Monday, November 13 (Day 1)	
8:00-9:00	Registration	
9:00-9:25	Opening Remarks/Ceremony (Provost, Zayed University; Samer Jaffar, eXplorance)	
9:30-10:10	Panel discussion: Why Evaluations? Strategic drivers of Students Evaluations. Panel members: Dr. Karma El Hassan (AUB), Dr. Howard Mzumara (IUPUI), Dr. Esam Agamy (University of Sharjah) Panel facilitator: Ian Haugh, eXplorance	
10:15-10:55	eXplorance CEO Update: eXplorance CEO Update - Introduction to eXplorance & what our Future holds. Presenter: Samer Saab, CEO, eXplorance	
10:55-11:15	Morning coffee break	
11:15-11:55	Session: End-of-the-term course evaluations as an analytical component. Presenter: Dr. Adam Marks, Zayed University	
12:00-12:40	Session: Role of Technology in Enhancing Quality. Presenter: Dr. Karma El Hassan, American University of Beirut	Workshop: Autonomy as driver for user engagement Instructor: Mohammed Sheraidah, eXplorance
12:40-13:40	Lunch break	
13:40-14:20	Session: Implementation of strategies to increase student response rate to web-based course experience survey. Presenters: Dr. Esam Agamy & Hiba Jadallah, University of Sharjah	Session: DIG - Data Preparation Made Easy and Less Painful. Presenter: Mohammed Sheraidah, eXplorance
14:25-15:05	Session: Implementation of Students Feedback Text Analytics at Temasek Polytechnic in Singapore. Presenter: Samer Jaffar, eXplorance	Session: Lessons Learned from Implementing Bluepulse in Classrooms with Faculty Champions. Presenter: Nitin Sharma, eXplorance
15:05-15:20	Afternoon coffee break	
15:20-16:00	Session: Using Blue to Address Challenges and Opportunities to Optimize the Utility of Course Evaluation Data. Presenter: Dr. Howard Mzumara, Indiana University Purdue University Indianapolis	
16:00-16:40	Session: Unveiling Bluepulse - Instant feedback platform that helps you connect with your students in a natural and timely setting. Presenter: Samer Saab, eXplorance	
16:40-16:50	Draw for Bluenotes Australia Prize – Complimentary Attendance	
17:15	End of Day 1 of the Conference Bus leaves to Networking Dinner Event @ 17:15	
18:00-21:00	Bluenotes EMEA Networking Dinner @ Al Hadeerah restaurant in Bab Al Shams resort	
21:00	Bus leaves back to Zayed University and Hotel	



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

Session Details – Day 1

Session/Workshop Description: Monday, November 13 (Day 1)		
Time	Session Detail	Location
8:00-9:00	Registration	Pre Function Area
9:00-9:25	Welcome/Introduction to Conference Opening Remarks Provost, Zayed University; Samer Jaffar, eXplorance	Multi Purpose Hall 1
9:30-10:10	Panel discussion: Why Evaluations? Strategic drivers of Students Evaluations Panel members: Dr. Karma El Hassan (AUB), Dr. Howard Mzumara (IUPUI), Dr. Esam Agamy (University of Sharjah) Panel facilitator: Ian Haugh, eXplorance	Multi Purpose Hall 1
10:15-10:55	eXplorance CEO Update: Introduction to eXplorance & what our Future holds Presenter: Samer Saab, eXplorance Description: During this session, we will share with you key updates and offerings of eXplorance. We will unveil our latest and greatest software and services news, so get ready to learn more about Blue, DIG, Bluepulse, and BlueX. And see how they all come together to assist you in your mission to continuously improve teaching and learning at your institution. We will also give you a sneak peek of the advancements and enhancements our hard working team is bringing your way, and share what is to come over the next 12 months.	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 Presenter: Dr. Adam Marks, Zayed University 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.	Multi Purpose Hall 1
12:00-12:40	Session: Role of Technology in Enhancing Quality Presenter: Dr. Karma El Hassan, American University of Beirut Description: Higher Education is undergoing many changes and radical transformations under the combined influence of two key factors: technological advances and labor market changes. This presentation will provide an overview of uses, roles, and domains of technology for quality enhancement in higher education in general and at American University of Beirut, in particular. Specific emphasis will be on tools used for enhancing both teaching and institutional effectiveness, based on experience and insights gained through the use of Blue. Finally based on this state of flux, an attempt will be made to predict how universities will look like in the future.	Multi Purpose Hall 1

Session/Workshop Description: Monday, November 13 (Day 1)		
Time	Session Detail	Location
12:00-12:40	<p>Workshop: Autonomy as Driver for User Engagement Instructor: Mohammed Sheraidah, eXplorance</p> <p>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.</p>	Conference Room 3
12:40-13:40	Lunch Break	Pre Function Area
13:40-14:20	<p>Session: Implementation of strategies to increase student response rate to web-based course experience survey Presenters: Dr. Esam Agamy and Hiba Jadallah, University of Sharjah</p> <p>Description: Course evaluation by students is used by majority of universities as a key means to evaluate program effectiveness. Transition from the traditional paper-based evaluations to online evaluations usually results in a decline in overall response rates, at least in an early stage of the transition. The University of Sharjah transitioned to online course experience survey in 2011 and suffered a decline in overall response rates from 75% for the paper-based evaluations to a low of 40%. Over the last two years the University implemented different strategies, including repeated reminders, involving deans, chairpersons and faculty in the process and explaining the benefits of feedback, to increase response rates. Implementation of course block strategy resulted to an increase of the course experience survey response rate to 92%, while avoiding tough actions such as blocking student management system. The aim of the study is to describe different strategies implemented and the impact of these strategies on improving response rate to online course experience surveys.</p>	Multi Purpose Hall 1
13:40-14:20	<p>Session: DIG - Data Preparation Made Easy and Less Painful! Presenter: Mohammed Sheraidah, eXplorance</p> <p>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.</p>	Conference Room 3
14:25-15:05	<p>Session: Implementation of Students Feedback Text Analytics at Temasek Polytechnic in Singapore Presenter: Samer Jaffar, eXplorance</p> <p>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.</p>	Multi Purpose Hall 1

Session/Workshop Description: Monday, November 13 (Day 1)		
Time	Session Detail	Location
14:25-15:05	<p>Session: Lessons Learned from Implementing Bluepulse in Classrooms with Faculty Champions Presenter: Nitin Sharma, eXplorance</p> <p>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.</p>	Conference Room 3
15:05-15:20	Afternoon Coffee Break	Pre Function Area
15:20-16:00	<p>Session: Using Blue to Address Challenges and Opportunities to Optimize the Utility of Course Evaluation Data Presenter: Dr. Howard Mzumara, Indiana University Purdue University Indianapolis (IUPUI)</p> <p>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.</p>	Multi Purpose Hall 1
16:05-16:45	<p>Session: Unveiling Bluepulse: Instant feedback platform that helps you connect with your students in a natural and timely setting Presenter: Samer Saab, eXplorance</p> <p>Description: Join us for an interactive session where you will get a full preview of the next generation release of Bluepulse that brings your way an expanded feature set, a larger scope transcending beyond just teaching and learning to institutional services, teamwork and personal development; and an exciting roadmap to pave the path ahead.</p>	Multi Purpose Hall 1
16:45-16:55	<p>Draw for Bluenotes Australia Prize – Complimentary Attendance Presenter: Samer Jaffar, eXplorance</p>	Multi Purpose Hall 1
17:15-21:00	<p>Please be in the pre-function area no later than 17:15: Bus leaves @ 17:15. Social Activity: Depart for Bluenotes EMEA Networking Dinner</p>	Pre Function Area

Session Details – Day 2

Session/Workshop Description: Monday, November 14 (Day 2)		
Time	Session Detail	Location
8:00-9:00	Registration	Pre Function Area
9:00-9:40	<p>Session: Module Evaluation using Blue from a UK perspective Presenter: Dr. Graham Sherwood & Dr. Elena Zaitseva, Liverpool John Moores University</p> <p>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.</p>	Multi Purpose Hall 1
9:45-10:25	<p>Session: Course Evaluations at LAU: A Decentralized Approach Presenter: Samer Khoury, Lebanese American University</p> <p>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 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</p>	Multi Purpose Hall 1
9:45-10:25	<p>Session: Creating a unifying platform for data-driven responses to opportunities and challenges in higher education Presenter: David Millington, Ellucian</p> <p>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.</p>	Conference Room 3
10:25-10:45	Morning Coffee Break	Pre Function Area
10:45-11:25	<p>Session: Unveiling BlueX – an evolutionary software for generalized survey use in Higher Education Presenter: Samer Saab, eXplorance</p> <p>Description: After much reflection and following a thorough beta program with many of your colleagues, eXplorance brings to you the latest in surveying technology. Get ready for an enhanced survey management experience, one that is referred to as simple, smart, and</p>	Multi Purpose Hall 1

Session/Workshop Description: Monday, November 14 (Day 2)

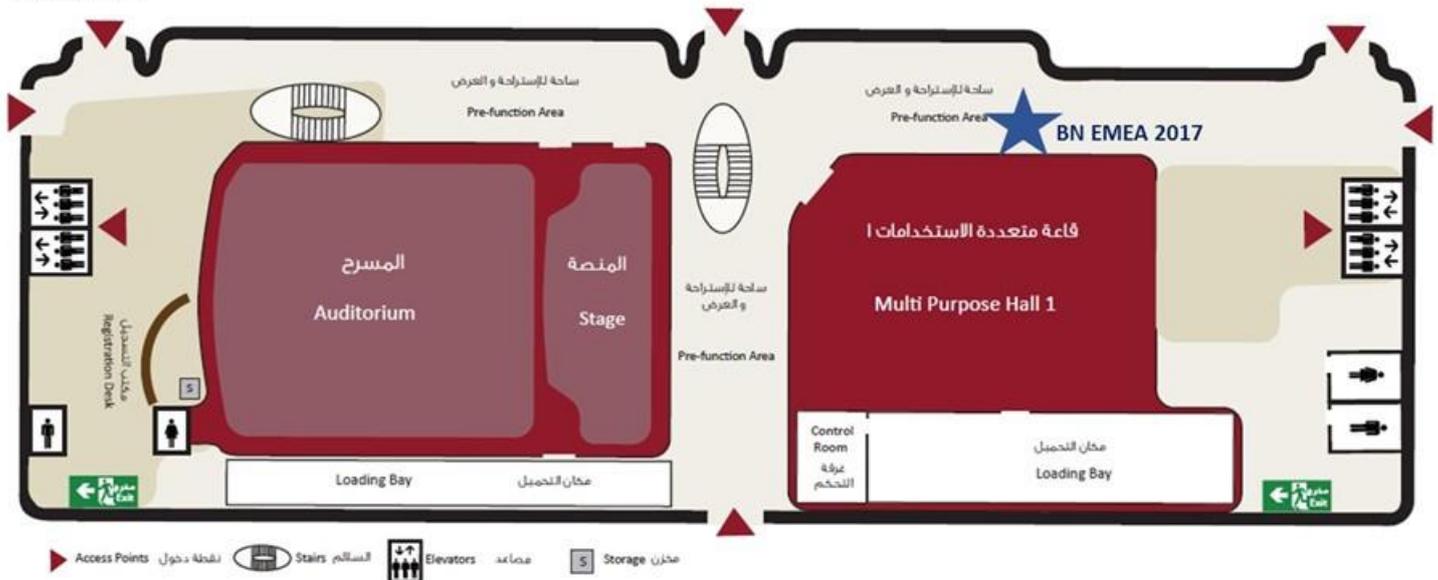
Time	Session Detail	Location
	delightful. During this session, we will cover the basics of survey creation, notifications, panel management, and the respondent experience.	
11:30-12:10	<p>Session: Beyond Numbers – Using qualitative results to drive change at the programme level Presenter: Lizzie Kelly, University of Auckland</p> <p>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.</p>	Multi Purpose Hall 1
11:30-12:55	<p>Workshop: Getting hands-on expression in Blue 7 Instructor: Mohammed Sheraidah, eXplorance</p> <p>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.</p>	Conference Room 3
12:15-12:55	<p>Session: Using student and supervisors' feedback to enhance student experience in field training Presenter: Dr. Esam Agamy, University of Sharjah</p> <p>Description: Internships are increasingly becoming a necessity for graduating students to be competitive in the job market. Internships as a form of experiential learning give students valuable opportunities to discover the professional world firsthand and to apply classroom knowledge to practice. Although internships are supposed to help students apply what they have learned in the classroom to what they are doing in the workplace and vice versa, these connections are often not made without reflecting on the experience. As part of its systematic evaluation of all programs, the University evaluated the effectiveness of the internship programs, including feedback from students, academic and training sites supervisors, employers to better understand their perceptions of internship programs across the university. The purpose of this work is to highlight the changes done to internship programs to stimulate student experience.</p>	Multi Purpose Hall 1
12:55-13:50	Lunch Break	Pre Function Area
13:50-14:00	Group Photo	
14:05-14:45	<p>Session: Automating Course-Level Outcomes (CLO) and Program-Level Outcome and Reports (PLO) Presenters: Dr. Adam Marks & Samit Lotlikar, Zayed University; Mohammed Sheraidah, eXplorance</p> <p>Description: Program learning outcomes are statements that describe what learners will know and be able to do when they graduate from a program, similarly the course Learning outcomes are statements that describe what learners will know and be able to do on completion of a course. Both these frameworks are of utmost importance to the University in measuring the outcomes at program level and course level, but the challenge is how. At Zayed University we have worked with eXplorance to develop a structure that cascades into various systems and allow us measure the outcomes at different hierarchies. Program Learning</p>	Multi Purpose Hall 1

Session/Workshop Description: Monday, November 14 (Day 2)

Time	Session Detail	Location
	Outcomes have many dimensions, including curriculum maps, students end of course evaluations, and faculty end of course evaluations. This session will shed some light on the potential use of this.	
14:05-14:45	<p>Session: The Power of Students' Employment Data in UAE Universities before and after Graduation</p> <p>Presenter: Abla Krouma, Abu Dhabi Vocational Education and Training Institute (ADVETI)</p> <p>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.</p>	Conference Room 3
14:50-15:30	<p>Panel discussion: Using insights from student feedback: Decision makers' challenges and opportunities</p> <p>Panel members: Dr. Adam Marks (Zayed University), Dr. Graham Sherwood (Liverpool John Moores University), Lizzie Kelly (Auckland University of Technology)</p> <p>Panel facilitator: Ian Haugh</p>	Multi Purpose Hall 1
15:30-15:50	Afternoon Coffee Break	Pre Function Area
15:50-16:30	<p>Session: Contextualizing student feedback in controlled vocabularies; Caliper Analytics expansion effort for student feedback interoperability.</p> <p>Presenter: Dr. Yeona Jang, eXplorance & McGill University</p> <p>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%? This session presents how student comments can be analyzed with Blue Text Analytics dictionary and can be contextualized, to identify the areas to act for data-driven continuous improvement in student learning experience and professional development. 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.</p>	Multi Purpose Hall 1
15:50-16:30	<p>Workshop: Blue tips and tricks -Learn quick ways to get things done in Blue</p> <p>Instructor: Mohammed Sheraidah, eXplorance</p> <p>Description: Learn quick ways and features that will help you capture further the value of Blue.</p>	Conference Room 3
16:30-16:40	<p>Draw for Bluenotes Global – Complimentary Attendance</p> <p>Presenter: Samer Jaffar, eXplorance</p>	Multi Purpose Hall 1
16:40-17:00	Closing Remarks/Ceremony	Multi Purpose Hall 1

Conference Center Map

Ground Floor



Second Floor

