bn

Bluenotes **GLOBAL** 2018
CONFERENCE

last updated: July 18, 2018

Conference Program

AUGUST 7-10
2018

UNIVERSITY

Full Steam Ahead: Using Data to Lead the Way to Improve, Enhance, and Shape the Future of Higher Education

bluenotes group

UNIVERSITY OF **LOUISVILLE**

explorance
Improvement at heart.

About eXplorance

eXplorance, the leading provider of Learning Experience Management (LEM) solutions, empowers organizations in making the right decisions with fact-based learning analytics. Our offerings, Blue® and Bluepulse®, enable organizations to benchmark, assess, analyze, improve, and monitor progress.

Founded in 2003, eXplorance is a privately held corporation based in Montreal, Canada with offices in APAC, Europe, and Latin America. eXplorance's Melbourne office provides services and support to clients throughout the Asia-Pacific region. With employees working around the globe, eXplorance is renowned for its strong customer-focused 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 Monash University, the University of New South Wales, the University of Melbourne, the University of Adelaide, the National University of Singapore, the University of Auckland, Princeton University, UC Berkeley, University of Pennsylvania, University of Toronto, Zayed University, University of Louisville, Bowdoin College, IESE Business School, Xi'an Jiaotong-Liverpool University, UDLAP, and Liverpool John Moores University and many more.
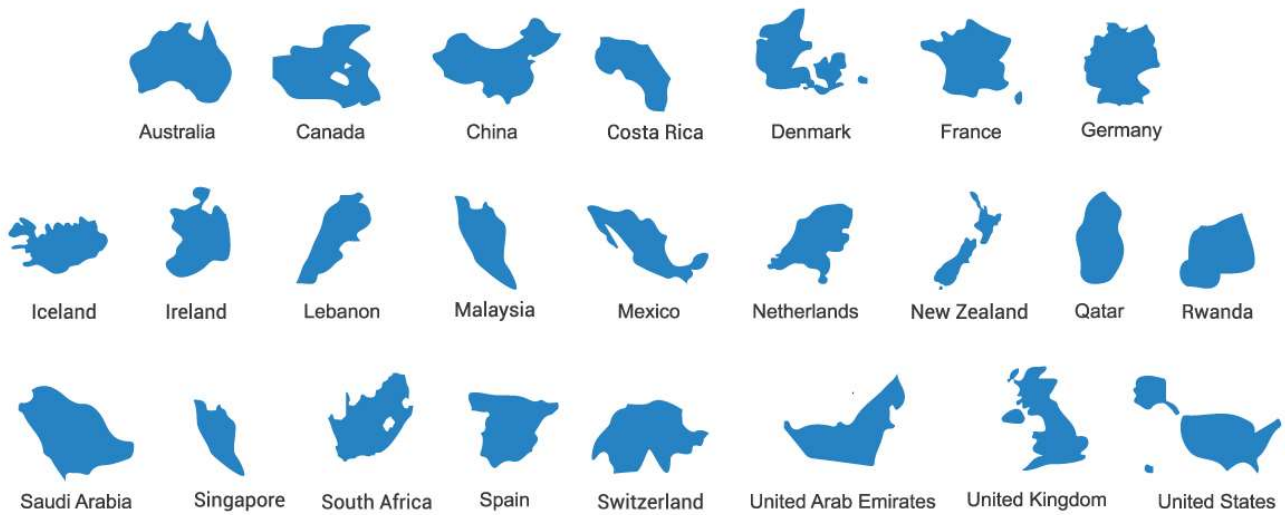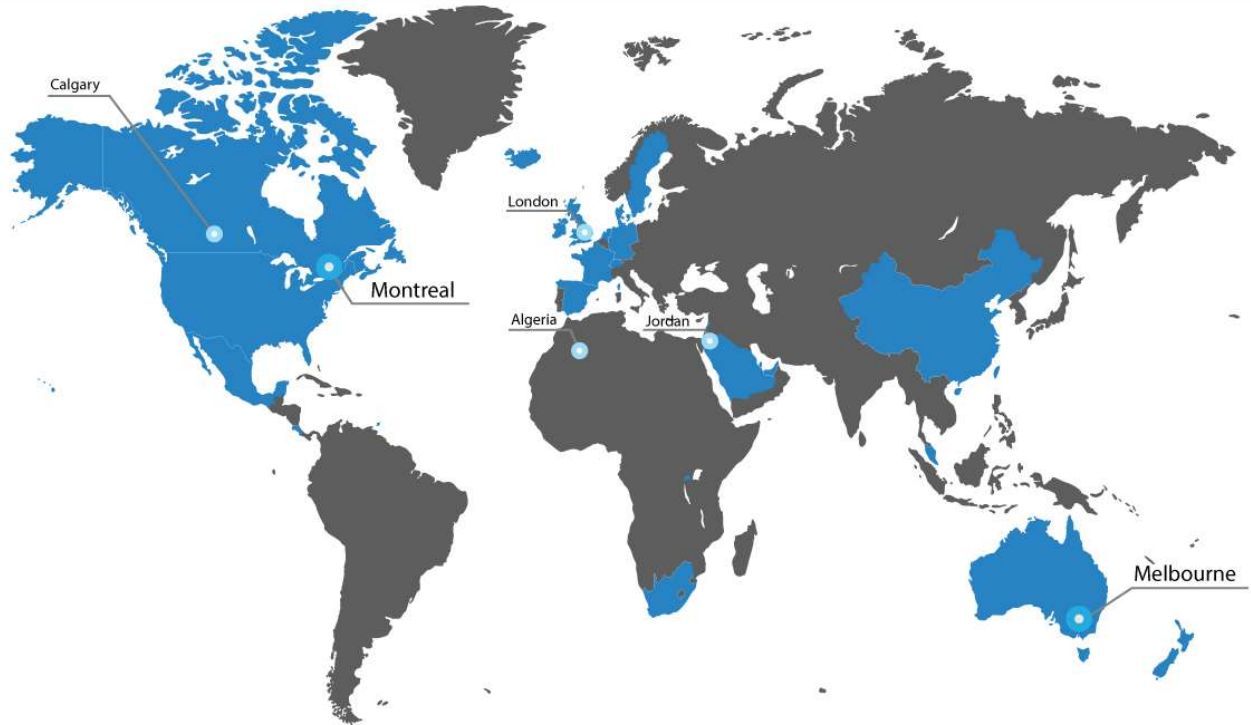
eXplorance
Improvement at heart.

eXplorance
- ⬤ eXplorance Office
- ⬤ eXplorance Satellite Employee
- 120 Global Employees

Blue Users Worldwide
- ⬤ 25 Countries
  340 Institutions and growing...

Calgary

London

Algeria | Jordan

Montreal

Melbourne

Australia   Canada   China   Costa Rica   Denmark   France   Germany

Iceland   Ireland   Lebanon   Malaysia   Mexico   Netherlands   New Zealand   Qatar   Rwanda

Saudi Arabia   Singapore   South Africa   Spain   Switzerland   United Arab Emirates   United Kingdom   United States

Keynote Speaker

Mr. David Berman, FGDC, RGD, CPACC

Keynote Address: eAccessibility for Higher Education Survey and Course Evaluation Administrators: *Easy Steps for Including Your Entire Audience*

Mr. David Berman, FGDC, RGD, CPACC helps organizations get great things done, through the motivation and techniques he provides for applying strategy, design, ethics, and creative branding and communications to business problems. He has over 30 years of experience in inclusive design and strategic communications. As an internationally-acclaimed expert speaker, communications strategist, graphic designer, typographer, and ethics chair, his thought-provoking keynotes and workshops have brought him to over 50 countries.

David is also an Invited Expert to the W3C, the publishers of the WCAG standard for e-accessibility.

David Berman is one of perhaps 100 people globally to hold CPACC certification, the World's only certification for accessibility professionals. (This certification is issued by the US-based IAAP (International Association of Accessibility Professionals). IAAP is a division of G3ICT, for which David is an International Advisor.

More information about David Berman and his distinguished career is available at: https://davidberman.com/.

The Seelbach Hotel
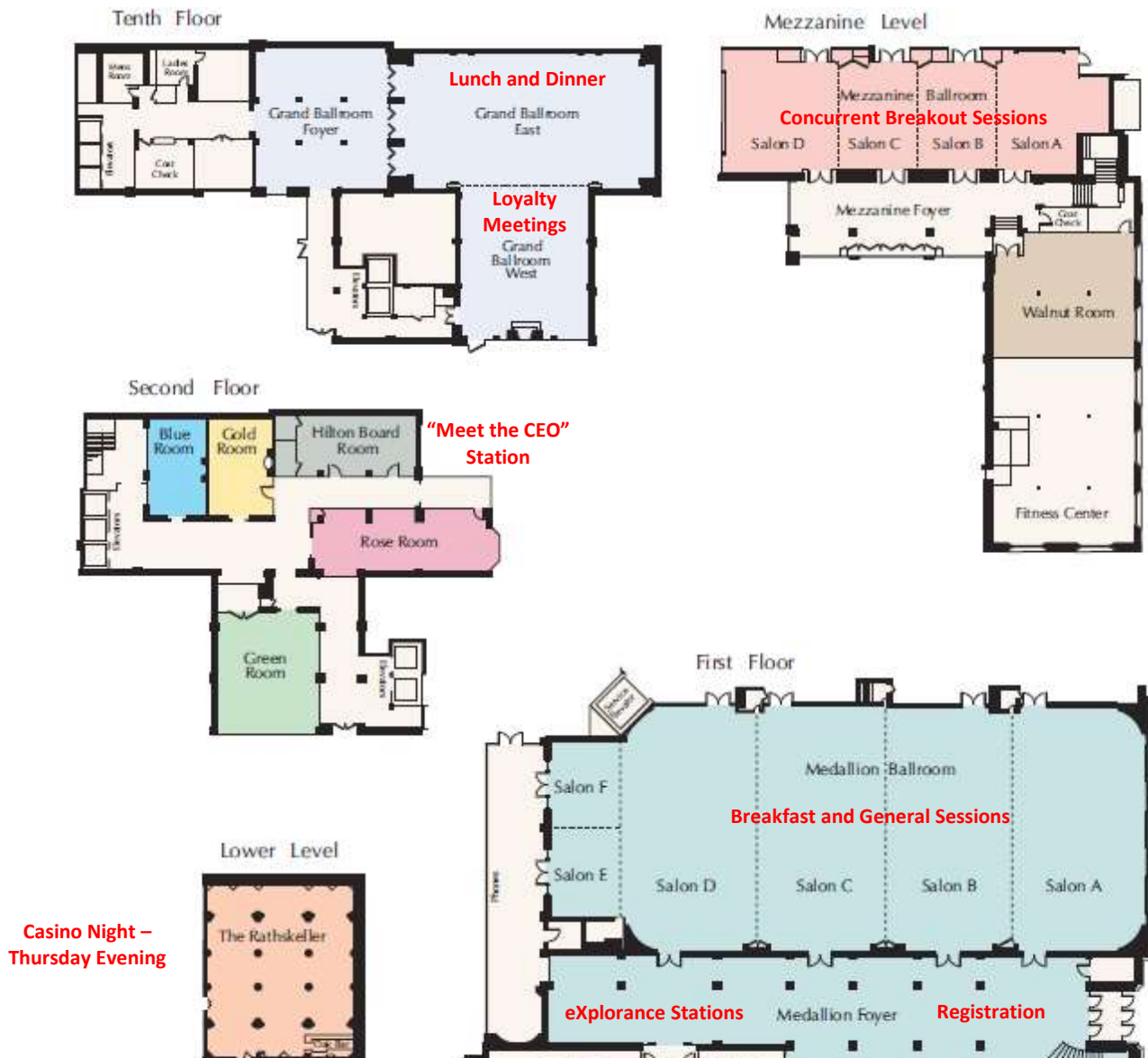
Please note:

- **Breakfast and General Sessions** (Keynote Speaker, CEO update, structured networking): Medallion Ballroom (First Floor)
- **Registration**: Medallion Foyer (First Floor)
- **eXplorance Stations**: Medallion Foyer (First Floor)
- **Concurrent Breakout Sessions**: Mezzanine Level
- **Lunch and Dinner**: Grand Ballroom (Tenth Floor)
- **Loyalty Meetings**: Grand Ballroom West (Tenth Floor)
- **"Meet the CEO" Station**: Hilton Board Room (Second Floor)
- **Casino Night (Thursday Evening)**: Rathskeller Room (Lower Level)
- **Murder Mystery (Thursday Evening)**: The Oak Room (Main Floor – not pictured above)

Bluenotes **GLOBAL** 2018
CONFERENCE

Speak with eXplorance Staff

Wednesday, August 8			
"I need help with Blue functionality" **(Support station)**	Michael Cochrane *Customer Support Engineer*	Arturo Morales *Software Support Engineer*	Andres Rodriguez *Customer Support Representative*
"I have feedback" **(Product Management station)**	Zelbrey Bedard *VP, Blue Product Management*		Georges Geha *VP, Product Management*
"I have challenges" **(Consultant station)**	Raluca Druta *Consultant, Professional Services*	Fernando Sanchez *Consultant, Professional Services*	Elizabeth Guzman *Manager, Professional Services*
Meet the Executive Team	Charles Assaf, *Chief Revenue Officer* Tim Brennan, *General Manager, Asia-Pacific* Ian Haugh, *VP, Business Development* Long Hua, *Chief Product Officer*		Jonathan Lapierre, *Chief Technology Officer* Yeona Jang, *EVP, Community, Product Expertise, and Governance, eXplorance*
Thursday, August 9			
"I need help with Blue functionality" **(Support station)**	Michael Cochrane *Customer Support Engineer*	Arturo Morales *Software Support Engineer*	Andres Rodriguez *Customer Support Representative*
"I have feedback" **(Product Management station)**	Zelbrey Bedard *VP, Blue Product Management*		Georges Geha *VP, Product Management*
"I have challenges" **(Consultant station)**	Raluca Druta *Consultant, Professional Services*	Fernando Sanchez *Consultant, Professional Services*	Elizabeth Guzman *Manager, Professional Services*
Meet the Executive Team	Charles Assaf, *Chief Revenue Officer* Tim Brennan, *General Manager, Asia-Pacific* Ian Haugh, *VP, Business Development* Long Hua, *Chief Product Officer*		Jonathan Lapierre, *Chief Technology Officer* Yeona Jang, *EVP, Community, Product Expertise, and Governance, eXplorance*
Friday, August 10			
"I need help with Blue functionality" **(Support station)**	Michael Cochrane *Customer Support Engineer*	Arturo Morales *Software Support Engineer*	Andres Rodriguez *Customer Support Representative*
"I have feedback" **(Product Management station)**	Zelbrey Bedard *VP, Blue Product Management*		Georges Geha *VP, Product Management*
"I have challenges" **(Consultant station)**	Raluca Druta *Consultant, Professional Services*	Fernando Sanchez *Consultant, Professional Services*	Elizabeth Guzman *Manager, Professional Services*
Meet the Executive Team	Charles Assaf, *Chief Revenue Officer* Tim Brennan, *General Manager, Asia-Pacific* Ian Haugh, *VP, Business Development* Long Hua, *Chief Product Officer*		Jonathan Lapierre, *Chief Technology Officer* Yeona Jang, *EVP, Community, Product Expertise, and Governance, eXplorance*

Tuesday, August 7

7:00 AM to 8:00 AM
Breakfast and Conference Registration
Medallion Ballroom(Breakfast) and Medallion Foyer (Conference Registration)

8:00 AM to 9:45 AM	
Workshop: Track 1	**Workshop: Track 2**
End-to-End Automation of a Course Evaluation Process with Blue	**How to Do Things More Efficiently in Blue? Blue Tips & Tricks**
Instructors: Fernando Sanchez and Arturo Morales	**Instructor:** Raluca Druta
Mezzanine Level – Salon D	*Second Floor – Green Room*

9:45 AM to 10:15 AM
Morning Break

10:15 AM to Noon	
Workshop: Track 1	**Workshop: Track 2**
Learning How to use the Blue Reporting Capability to Build Reports for Varying Stakeholder Needs	**End-to-End Automation of a Course Evaluation Process with Blue**
Instructors: Elizabeth Guzman and Andres Rodriguez	**Instructors:** Fernando Sanchez and Arturo Morales
Mezzanine Level – Salon D	*Second Floor – Green Room*

Noon to 1:00 PM
Lunch
Grand Ballroom

1:00 PM to 2:45 PM	
Workshop: Track 1	**Workshop: Track 2**
Things to Check for When Something Goes Wrong	**Learning How to use the Blue Reporting Capability to Build Reports for Varying Stakeholder Needs**
Instructors: Margot MacNutt and Michael Cochrane	**Instructors:** Elizabeth Guzman and Andres Rodriguez
Mezzanine Level – Salon D	*Second Floor – Green Room*

2:45 PM to 3:15 PM
Afternoon Break

3:15 PM to 5:00 PM	
Workshop: Track 1	**Workshop: Track 2**
How to Do Things More Efficiently in Blue? Blue Tips & Tricks	**Things to Check for When Something Goes Wrong**
Instructor: Raluca Druta	**Instructors:** Margot MacNutt and Michael Cochrane
Mezzanine Level – Salon D	*Second Floor – Green Room*

7:00 PM to 9:00 PM
Opening Night Reception – Belle of Louisville
*Please be in the hotel lobby no later than **6:00 PM** for transportation to the riverfront. Boarding for the Belle of Louisville will begin at 6:30 PM.*

Bluenotes GLOBAL 2018
CONFERENCE

Tuesday, August 7

7:00 AM to 8:00 AM
Breakfast and Conference Registration
Medallion Ballroom(Breakfast) and Medallion Foyer (Conference Registration)
8:00 AM to 9:45 AM
Thought Leadership Roundtable [Invitation-only session]
Closing the Feedback Loop and Updates from Bluenotes Think Tank 2017 (part 1)
Facilitator: Samer Saab
Second Floor – Blue Room
9:45 AM to 10:15 AM
Morning Break
10:15 AM to Noon
Thought Leadership Roundtable [Invitation-only session]
Closing the Feedback Loop and Updates from Bluenotes Think Tank 2017 (part 2)
Facilitator: Samer Saab
Second Floor – Blue Room
Noon to 1:00 PM
Lunch
Grand Ballroom
1:00 PM to 2:45 PM
Thought Leadership Roundtable [Invitation-only session]
Closing the Feedback Loop and Updates from Bluenotes Think Tank 2017 (part 3)
Facilitator: Samer Saab
Second Floor – Blue Room
2:45 PM to 3:15 PM
Afternoon Break
3:15 PM to 5:00 PM
Thought Leadership Roundtable [Invitation-only session]
Closing the Feedback Loop and Updates from Bluenotes Think Tank 2017 (part 4)
Facilitator: Samer Saab
Second Floor – Blue Room
7:00 PM to 9:00 PM
Opening Night Reception – Belle of Louisville
*Please be in the hotel lobby no later than **6:00 PM** for transportation to the riverfront. Boarding for the Belle of Louisville will begin at 6:30 PM.*

Wednesday, August 8

8:00 AM to 8:45 AM
Breakfast and Conference Registration *Medallion Ballroom(Breakfast) and Medallion Foyer (Conference Registration)*   **Welcome Message (video message) (8:40 AM)** Dr. Neeli Bendapudi President, University of Louisville
8:45 AM to 9:45 AM
David Berman, Keynote Speaker **eAccessibility for Higher Education Survey and Course Evaluation Administrators:** *Easy Steps for Including Your Entire Audience* *Medallion Ballroom*
9:45 AM to 10:00 AM
Morning Break
10:00 AM to 10:50 AM
eXplorance Update, Roadmap and Looking Forward **Presenter:** Samer Saab, eXplorance *Medallion Ballroom*
11:00 AM to 11:50 AM

Leverage the Power of Blue Enrollment Data Integration **Presenter:** Mohammed Sheraidah, eXplorance *Mezzanine Level – Salon A*	**Institutional Insights: Changes in the Course Evaluation Process Resulting from a Needs Assessment** **Presenter:** Ginny Cockerill, University of Alabama in Huntsville *Mezzanine Level – Salon B*
Wrestling with Complex Reporting – the University of Ottawa's Report Building Journey with Blue **Presenter:** Jennifer Lambert, University of Ottawa *Mezzanine Level – Salon C*	**LMS Integration with eXplorance Blue (from Blackboard to Canvas)** **Presenters:** Brett K. McDaniel and Kélita Mayorga, University of Kentucky *Mezzanine Level – Salon D*

12:00 PM to 1:00 PM
Lunch *Grand Ballroom*
1:00 PM to 1:40 PM
Structured Networking *Medallion Ballroom*
1:40 PM to 1:50 PM
Presentation of Blue eXpert Certificates *Medallion Ballroom*

Bluenotes GLOBAL 2018
CONFERENCE

2:00 PM to 2:50 PM	
Get More Insights by Taking Blue's Reporting to the Next Level **Presenter:** Krimo Bouaou, eXplorance *Mezzanine Level – Salon A*	**Using Bluepulse to Enhance the Student Engagement and Empowerment** **Presenter:** Martin Barker, University of Aberdeen *Mezzanine Level – Salon B*
Durham University's First Institution-wide Implementation of eXplorance Blue **Presenters:** Julie Mulvey and Malcolm Murray, Durham University *Mezzanine Level – Salon C*	**Interactive Course Evaluation Dashboard for Administrators Using PowerBi** **Presenter:** Jeanie Gutheil-Bykerk, University of Nebraska at Omaha *Mezzanine Level – Salon D*

2:50 PM to 3:15 PM
Afternoon Break

3:15 PM to 4:05 PM
Panel Discussion: Navigating Policies Towards Integrated Grade Pathways **Panelists:** Bob Goldstein, University of Louisville Rob Nelson, University of Pennsylvania Peter Baccile, Washtenaw Community College *Medallion Ballroom*

4:15 PM to 5:05 PM	
Make the Most of Course Evaluations by Leveraging Advanced and Powerful Data Structures **Presenters:** Elizabeth Guzman and Raluca Druta, eXplorance *Mezzanine Level – Salon A*	**Northwestern University's Experience – Managing a Transition to Blue by Streamlining User Experience with Blue APIs, While Delivering Existing Report-Sharing Experience** **Presenters:** Jenny J. Chen, Northwestern University and Georges Geha, eXplorance *Mezzanine Level – Salon B*
TBD **Presenter:** TBD *Mezzanine Level – Salon C*	**Exploring the Potential Power of Blue Text Analytics for Institutional Assessments of the Student Experience** **Presenter:** Brad Wuetherick, Dalhousie University *Mezzanine Level – Salon D*

5:05 PM to 5:15 PM
Bluenotes MENA Door Prize Drawing (video message from Zayed University) **Bluenotes Europe Door Prize Drawing** **Presentation of Charity Check ($2,000)** *Medallion Ballroom*

Bluenotes GLOBAL 2018
CONFERENCE

Thursday, August 9

8:00 AM to 8:45 AM
Breakfast   *Medallion Ballroom*
8:55 AM to 9:45 AM
Panel Discussion: Leveraging Blue Text Analytics to Inform Institutional Decisions   **Panelists:** Rob Nelson, University of Pennsylvania   Becky Patterson, University of Louisville   Tom Dohm, University of Minnesota   *Medallion Ballroom*
9:45 AM to 10:00 AM
Morning Break
10:00 AM to 10:50 AM
From Zero to One – eXplorance – The Origins   **Presenter:** Samer Saab, eXplorance   *Medallion Ballroom*

11:00 AM to 11:50 AM	
How to Transform Your Course Evaluation Process to be More Forward Looking **Presenters:** Long Hua and Zelbrey Bedard, eXplorance *Mezzanine Level – Salon A*	**Using Survey Data to Inform Engineering Student Retention Programming: A Case Study** **Presenter:** Jeff Hieb, University of Louisville *Mezzanine Level – Salon B*
Analytics in Higher Education: The Pathway to Our Future **Presenter:** Bob Goldstein, University of Louisville *Mezzanine Level – Salon C*	**Comparing the Use of Results from National and Internal Student Experience Surveys – How Should Institutions Respond?** **Presenter:** Geoffrey Crisp, University of New South Wales *Mezzanine Level – Salon D*

12:00 PM to 1:00 PM
Lunch   *Grand Ballroom*

1:00 PM to 1:50 PM	
Welcome to BlueX Release 1 **Presenter:** Jeff Anderson, eXplorance *Mezzanine Level – Salon A*	**Things to Consider When Building Data Feeds** **Presenter:** Eowyn Ellison, University of Maryland *Mezzanine Level – Salon B*
What's New with Blue Reporting and Analytics **Presenters:** Long Hua and Georges Geha, eXplorance *Mezzanine Level – Salon C*	**Maintaining a High Response Rate for Course Evaluation While Assuring the Feedback Reliability:** **The Case of the Holy Spirit University of Kaslik** **Presenter:** Sylvie Sebaaly Naous, Holy Spirit University of Kaslik *Mezzanine Level – Salon D*

Bluenotes **GLOBAL** 2018
CONFERENCE

2:00 PM to 2:50 PM	
Engage Your instructors in Professional Development with Bluepulse **Presenters:** Fernando Sanchez and Raluca Druta, eXplorance *Mezzanine Level – Salon A*	**Implementing Student Evaluation of Teaching Using eXplorance-Blue in Two Faculties/Schools at the Vaal University of Technology** **Presenter:** Bruce Matee, Vaal University of Technology *Mezzanine Level – Salon B*
Getting Information to Those That Need It: A Look at Using Dynamic Report Viewer and Other Methods for Extracting Information from Blue **Presenter:** Daniel Glover, University of Minnesota *Mezzanine Level – Salon C*	**Determining Student Sentiment Using Blue Text Analytics (BTA): Implementation of Grade Pathways** **Presenters:** Becky Patterson and Bob Goldstein, University of Louisville *Mezzanine Level – Salon D*

2:50 PM to 3:15 PM
Afternoon Break

3:15 PM to 4:05 PM
Panel Discussion: Leveraging Bluepulse Live Formative Feedback to Entice High Faculty and Student Engagement in Learning **Panelists:** Geoffrey Crisp, University of New South Wales Peter Baccile, Washtenaw Community College James Houpis, Skyline College *Medallion Ballroom*

4:15 PM to 5:05 PM	
So, Your Institution Has Purchased Blue. Now What? eXplorance's CEO has the Answers! **Presenters:** Samer Saab, eXplorance and Becky Patterson, University of Louisville *Mezzanine Level – Salon A*	**Getting Blue in Maroon and Gold: Perspectives from the New Business Owner of the Student Rating of Teaching Program** **Presenter:** Stephanie Klein, University of Minnesota *Mezzanine Level – Salon B*
Assessing the Reliability and Validity of Student Course Evaluations: Ongoing Dialogue Revisited **Presenters:** Howard Mzumara, Indiana University-Purdue University Indianapolis and Zelbrey Bedard, eXplorance *Mezzanine Level – Salon C*	**Faculty First: Professional Development and Activity Reporting. A Sneak Peek at the Bluepulse Teacher Edition** **Presenter:** Nitin Sharma, eXplorance *Mezzanine Level – Salon D*

5:05 PM to 5:15 PM
Bluenotes APAC Door Prize Drawing **Presentation of Charity Check ($3,000)** *Medallion Ballroom*

6:00 PM to 9:00 PM
Dinner *Grand Ballroom* **followed by Casino Night (***The Rathskellar***) and the Murder Mystery (***The Oak Room***)**

Bluenotes **GLOBAL** 2018
CONFERENCE

Friday, August 10

8:00 AM to 8:45 AM

Breakfast
Medallion Ballroom

Closing Remarks (8:30 AM)
Dr. Beth Boehm
Executive Vice President and University Provost (Interim), University of Louisville

8:55 AM to 9:45 AM	
How to Leverage Blue 360 Degree Feedback Reviews at Your Institution **Presenter:** Krimo Bouaou, eXplorance *Mezzanine Level – Salon A*	**Using Bluepulse to Facilitate Learning and Community in the Classroom** **Presenter:** R. Parrish Waters, University of Mary Washington *Mezzanine Level – Salon B*
You've got data! Now what? **Presenter:** Larry Williams, Oregon Health and Science University *Mezzanine Level – Salon C*	**Tapping in the Power of Peer Experiences: Bluenotes Consortium for Benchmarks (BCB)** **Presenters:** Yeona Jang, eXplorance and Becky Patterson, University of Louisville *Mezzanine Level – Salon D*

9:45 AM to 10:00 AM

Morning Break

10:00 AM to 10:50 AM	
Update on 2018 Customer Satisfaction Survey Results **Presenter:** Samer Saab, eXplorance *Mezzanine Level – Salon A*	**Connecting to the Big Picture: Utilizing Student Feedback Data as Key Input to Important University Initiatives and Strategic Planning** **Presenters:** Tom Dohm, University of Minnesota and Yeona Jang, eXplorance *Mezzanine Level – Salon B*
How to Optimize Course Evaluation Response Rates with Strategies, Techniques, and Features **Presenter:** Fernando Sanchez, eXplorance *Mezzanine Level – Salon C*	**TBD** **Presenter:** TBD *Mezzanine Level – Salon D*

11:00 AM to 11:30 AM

eXplorance Immersion Tour Prize Drawing
Presentation of Charity Check ($5,000)
Medallion Ballroom

Bluenotes **GLOBAL** 2018
CONFERENCE

Session Descriptions

Tuesday, August 7

Workshop: End-to-End Automation of a Course Evaluation Process with Blue
Instructors: Fernando Sanchez, Consultant, Professional Services, eXplorance
Arturo Morales, Software Support Engineer, eXplorance

In this workshop, we will show you how to automate a course evaluation process from launch to reporting. The topics will include how to automate data import to Blue, evaluation windows using the "Dynamic days" feature, departmental questionnaire selections, report distributions, and more.

Workshop: Learning How to use the Blue Reporting Capability to Build Reports for Varying Stakeholder Needs
Instructors: Elizabeth Guzman, Manager, Professional Services, eXplorance
Andres Rodriguez, Customer Support Representative, eXplorance

In this workshop, we will show you how to build individual and aggregate reports using Blue reporting features to meet varying stakeholder needs. The topics will include how to create reports for stakeholders at various levels, how to create the comparative and normative analyses, how to build reports in condensed layouts, how to build summary reports to meet your stakeholders' needs, and more.

Workshop: Things to Check for When Something Goes Wrong
Instructors: Margot MacNutt, Training Manager, eXplorance
Michael Cochrane, Customer Support Engineer, eXplorance

Why aren't my emails going out? Why aren't students able to access the evaluation forms? Why is the wrong teacher being evaluated? Why are my report viewers all wrong? How do I get Dynamic Report Access to work? In this workshop, you will learn how to troubleshoot issues like the above. You will also gain knowledge of what to check for and how to fix and prevent them from happening again.

Workshop: How to Do Things More Efficiently in Blue? Blue Tips & Tricks
Instructor: Raluca Druta, Consultant, Professional Services, eXplorance

Blue is a very feature-rich system and provides many different ways of implementing solutions. Knowing the tricks that will help you to do things more efficiently in Blue is always of use for any Blue Administrator. Per popular demand, this workshop will also cover an overview of the redesigned Help Center with tips on how to locate answers to specific questions.

Thought Leadership Roundtable: Closing the Feedback Loop and Updates from Bluenotes Think Tank 2017
Facilitator: Samer Saab, CEO, eXplorance

This is an invitation-only closed session where we will recap, discuss, and give general updates stemming from Bluenotes Think Tank 2017 meeting. We will also unveil our 18-24 months roadmap and strategy, in order to continue the dialogue and finalize the positioning.

Bluenotes GLOBAL 2018
CONFERENCE

Wednesday, August 8

Keynote Address: eAccessibility for Higher Education Survey and Course Evaluation Administrators: *Easy Steps for Including Your Entire Audience*
Presenter: David Berman

Computer-mediated accessibility to information represents the greatest liberation in human history. A substantial proportion of people in our society have some level of physical or mental challenge which can stand in the way of clear communication ... unless we take necessary steps to improve our online content. And when we design for the extremes, everyone benefits.

David Berman will convince you why accessibility and standards are important for everybody: to broaden your audience, to comply with regulations, to drive down costs, or simply to be socially responsible. He also provides in-depth familiarity with Section 508, W3C WCAG 2.0 and PDF/UA success criteria. These guidelines will help your surveys and evaluations be more effective resources for your entire audience, in your classrooms and every part of your schools. You'll also gain familiarity with the assistive technologies that help people with specific disabilities and difficulties.

Session: eXplorance Update, Roadmap and Looking Forward
Presenter: Samer Saab, CEO, eXplorance

As we continue our rapid growth and evolution at eXplorance, we look forward to sharing with you some key business and product updates of the last 12 months. We will share with you the latest and greatest of Blue, Bluepulse, BlueX and DIG. We will also provide you with a glimpse of what the future holds in terms of the evolution of our business and vision.

Session: Leverage the Power of Blue Enrollment Data Integration
Presenter: Mohammed Sheraidah, Executive, Solution Architecture, CEO Office, eXplorance

In this session, we will cover the fundamentals of Blue's data integration options including the DataSync module, the Data Integrity Gateway, and Blue's API. We will share tangible use cases and examples to illustrate the automation and analytics advantage you can derive from this integration. We will also share current limitations and upcoming integration and automation features that will address these limitations.

Session: Institutional Insights: Changes in the Course Evaluation Process Resulting from a Needs Assessment
Presenter: Ginny Cockerill, Assistant Director of Assessment, University of Alabama in Huntsville

The University of Alabama in Huntsville conducted a Needs Assessment process this past year in collaboration with stakeholders across campus. The resulting insights were used to develop an action plan for changes to the course evaluation process, both in distribution and reporting. One aspect of the results that was particularly interesting was the insights gathered from faculty about their hesitations, reservations, and objections to the course evaluation process. This presentation will briefly overview the Needs Assessment process followed and the insights gained—especially those from the faculty perspective. The changes that have already been put in place will be discussed as well as the action plan now in place for the next few semesters.

Session: Wrestling with Complex Reporting – the University of Ottawa's Report Building Journey with Blue
Presenter: Jennifer Lambert, Application Manager, University of Ottawa

As an application manager my role is to provide professors and administrators with the tools they need to do the best job they can. Blue has comprehensive reporting functionality and the ability to present data in an easy-to-read and colourful format. However, when the University of Ottawa implemented Blue we had the mandate to recreate our reports exactly as they were in our legacy system. Anyone who has tried to replace a custom application with an off-the-shelf version will know that this can be a challenge!

In this presentation I will show examples of how new features in Blue versions 6.4 and 7.0 (and some work-arounds) allowed us to create the specific reports that we needed. I hope these examples will help other Blue administrators who might be struggling with specific reporting requirements.

Session: LMS Integration with eXplorance Blue (from Blackboard to Canvas)
Presenters: Brett K. McDaniel, Academic Technical Support Service Manager, University of Kentucky
Kélita Mayorga, Technical Support Specialist, University of Kentucky

This presentation will explain the details of how the University of Kentucky (UK) implemented the integration with both Blackboard and then Canvas, after we switched to Canvas. An in depth look at the deeper integration with Canvas will show how the integration with Canvas can improve the student and instructor experience. Hopefully, those using Canvas will be able to take away some knowledge in their implementation and integration.

Session: Get More Insights by Taking Blue's Reporting to the Next Level
Presenter: Krimo Bouaou, Director Product Knowledge and Engagement, eXplorance

In this session, we will go over Blue's reporting functionality in close detail with examples. We will highlight some untapped reporting features that you can use to take Blue reporting to the next level for further insights. This will enhance Blue administrators' understanding of Blue's reporting capabilities and possibilities.

Session: Using Bluepulse to Enhance the Student Engagement and Empowerment
Presenter: Martin Barker, Senior Lecturer, School of Biological Sciences, University of Aberdeen

We 'know' that students perform best when they are engaged with learning. But, to 'know' with any certainty, we need data. At the University of Aberdeen, Scotland, we have been using Bluepulse to engage with students and to monitor that engagement. Bluepulse has helped us to elicit student feedback during the delivery of our courses. Enabling our teachers to respond to student comments in real time has probably further reinforced student involvement and empowerment. Closing the feedback loop has helped to create conditions for dynamic feedback that have also enhanced staff engagement. Bluepulse has also provided a forum in which anonymity has allowed even the most reticent students to participate.

The data generated by staff-student interactions have been both quantitative and qualitative. Teachers are using this evidence to help them to focus their teaching efforts. We are also use the data to help managers to identify successful practice.

Session: Durham University's First Institution-wide Implementation of eXplorance Blue
Presenters: Julie Mulvey, Learning Technologist, Durham University
Malcolm Murray, eLearning Manager, Learning Technologies Team, Durham University

This presentation provides an overview of Durham's first institution-wide roll out of module evaluations using Blue 1,041 questions were mapped to 1,009 module evaluations, and were delivered to 11,987 undergraduates from 28 departments across the University (a total of 63,072 surveys to complete). The presenters discuss the way data was collected; the use of the Data Integrity Gateway (DIG) to allow departmental administrators to check and approve the information; and the development of a bespoke question bank tool (the QuBE) to automatically generate the feed files for use with DIG and Blue. They will reflect on this first high-stake implementation: the advantages, issues that arose and how they were dealt with. They will also share ways they encouraged high response rates. The session concludes with an audience discussion.

Session: Interactive Course Evaluation Dashboard for Administrators using PowerBi
Presenter: Jeanie Gutheil-Bykerk, Research Analyst, University of Nebraska at Omaha

Give your dean/director/chairs a visual tool they can use to evaluate their faculty based on the institution's course evaluation data. Data is taken directly from Blue and put into PowerBi. This creates an interactive dashboard that easily shows administrators how their faculty are doing based on course evaluation feedback. Filters enable drill to detail, accessing the data that only pertains to their department and/or college, the time frame/terms they want to look at, down to course and faculty level information.

Panel Discussion: Navigating Policies Towards Integrated Grade Pathways
Panelists: Bob Goldstein, Vice Provost for Institutional Research, Effectiveness, and Analytics, University of Louisville
Rob Nelson, Executive Director, University of Pennsylvania
Peter Baccile, Executive Director, Washtenaw Community College

The panelists will share their institutional experience of implementing grade pathways. This interactive discussion will include the challenges faced, suggestions for engaging the community, and steps taken to develop and implement university policy.

Session: Make the Most of Course Evaluations by Leveraging Advanced and Powerful Data Structures
Presenters: Elizabeth Guzman, Manager, Professional Services, eXplorance
Raluca Druta, Consultant, Professional Services, eXplorance

In this session, we will share creative use cases of Blue data structure to support advanced course evaluation scenarios, including cascaded evaluations, evaluations of instructors and teaching assistants, and more.

Session: Northwestern University's Experience – Managing a Transition to Blue by Streamlining User Experience with Blue APIs, While Delivering Existing Report-Sharing Experience
Presenters: Jenny J. Chen, Senior Assistant, Northwestern University
Georges Geha, VP, Product Management, eXplorance

One of the key challenges when adopting a new technology or a new system is change management. Northwestern University had a long history of sharing course evaluation results with various stakeholders – students, faculties, and administrations. Thus, keeping the existing reports sharing experience with students, faculties, and administrations was identified as a key success factor for change management, in transitioning from an in-house electronic course evaluation system to the automated process of Blue. In this presentation, we will present how Northwestern partnered with eXplorance to tackle this challenge with a seamless integration between Blue and CAESARS (PeopleSoft-based SIS) using Blue pathway APIs.

Bluenotes GLOBAL 2018
CONFERENCE

Session: TBD
Presenter: TBD

Session: Exploring the Potential Power of Blue Text Analytics for Institutional Assessments of the Student Experience
Presenter: Brad Wuetherick, Executive Director, Learning and Teaching, Dalhousie University
Co-Authors: Don Fiander, Acting Executive Director, Dalhousie University
**   Chris Elliott, Institutional Analyst, Dalhousie University**
**   Tyler Lightfoot, Institutional Analyst, Dalhousie University**

It is very common for faculty members to both praise and bemoan the quality of student qualitative comments as part of the student course evaluation process. While there are legitimate concerns about inappropriate comments made by students and the risk they might have if used inappropriately as part of the summative evaluation of teaching, there is significant valuable formative and summative feedback that can be found in many of the qualitative comments provided by students. Yet in many cases the qualitative comments provided by students are not systematically analyzed and used as part of many institutional course evaluation processes. This situation is often even more true for other student surveys conducted on campuses about the student experience outside of the course evaluation process, for which qualitative comments are rarely used systematically by the institutions participating in the institutional survey. This presentation will begin by exploring Dalhousie's use of the Blue Text Analytics as part of our analysis of our institution's student ratings of instruction, but will primarily focus on a pilot analysis of student qualitative comments from a cross-institutional survey of the student experience – the Canadian University Survey Consortium (CUSC) Student Experience Questionnaire. The CUSC survey is conducted as part of a partnership of ~40 Canadian universities, and explores the students' experiences with faculty members, advising, student services, and other dimensions of the overall student learning environment both within and outside of the classroom. The presentation will unpack the process and results of using the BTA tool to explore the core themes that emerged from the CUSC student responses, and will explore the potential value for other similar alternative uses for BTA (including the analysis of qualitative comments for the National Survey of Student Engagement and other comparable institutional surveys used around the world as part of institutions' assessment of the student learning environment).

Thursday, August 9

Panel Discussion: Leveraging Blue Text Analytics to Inform Institutional Decisions
Panelists: Rob Nelson, Executive Director, University of Pennsylvania
Becky Patterson, Executive Director for Institutional Research and Planning, University of Louisville
Tom Dohm, Coordinator, Special Projects, University of Minnesota

Panelists will share their institutional experience on implementing Blue Text Analytics. This interactive discussion will also include suggestions about how institutions can fully utilize text analytics in their decision-making.

Session: From Zero to One – eXplorance – The Origins
Presenter: Samer Saab, CEO, eXplorance

Let us take you on an intimate journey into the inception of eXplorance. We will tell those stories behind the making of Blue, of our early stage financial difficulties, about the great people that worked for us, and about those that worked with us, and share with you the roots of our transformation towards becoming the fast growing EdTech organization that we are today. You will learn how eXplorance has overcome, against all odds, as a David, one that shall never be a Goliath.

Session: How to Transform Your Course Evaluation Process to be More Forward Looking
Presenters: Long Hua, Chief Product Officer, eXplorance
Zelbrey Bedard, VP, Blue Product Management, eXplorance

Course evaluations are often the main source of student feedback about their educational experience. However, interpreting the results adequately can prove challenging. In this session, we will examine the power of contextual information in telling comprehensive course evaluation analytics stories for instructors and academic leaders. We will highlight the role of data and survey instruments in helping to craft rich stories, as well as review the potential challenges in assimilating these concepts into the process.

Session: Using Survey Data to Inform Engineering Student Retention Programming: A Case Study
Presenter: Jeff Hieb, Associate Professor - Engineering Fundamentals, University of Louisville

The Guild for Engineering Education, Achievement, Retention & Success, GEARS, is a cross-functional group of faculty, researchers and students from Psychology, Education and Engineering. GEARS has been surveying freshman engineering students at the J.B. Speed School of Engineering since the fall of 2010 as part of a longitudinal study of engineering student retention. Members of the group have looked at a variety of different factors including mindfulness, motivation, and belonging. This session will cover the evolution of the GEARS survey, share results from several published studies, highlight some impacts on students, and discuss plans to use data science to analyze years of survey data.

Session: Analytics in Higher Education: The Pathway to Our Future
Presenter: Bob Goldstein, Vice Provost for Institutional Research, Effectiveness, and Analytics, University of Louisville

This session will focus on the perspective of analytics in higher education from institutional leadership. An in-depth examination of the institutional framework that needs to be in place to ensure the successful use of analytics and data driven decisions will be discussed.

Bluenotes GLOBAL 2018
CONFERENCE

Session: Comparing the Use of Results from National and Internal Student Experience Surveys – How Should Institutions Respond?
Presenter: Geoffrey Crisp, Pro Vice Chancellor, Education, University of New South Wales

In Australia, the Federal Government sponsors a series of national surveys on the student experience for current students and the employment outcomes of graduates. These surveys are conducted under uniform conditions at all universities and the aggregated results are made publicly available on the QILT website (https://www.qilt.edu.au/). The Federal Government is proposing to use these results as part of future funding arrangements with Universities. In addition, all universities in Australia undertake internal student experience surveys and these results are usually for internal use, including course enhancements and academic promotion. This presentation will examine aggregated results from a large research intensive university in Australia and compare how the results from both the national and internal student experience surveys are being used to drive changes within the institution.

Session: Welcome to BlueX Release 1
Presenter: Jeff Anderson, Director, Sales Engagement, eXplorance

In this session, we will demonstrate in detail all of the features and functionality of BlueX Release 1, the new generalized survey solution. We will also discuss BlueX's generalized survey functionality vs. Blue's current institutional survey functionality so that you use these tools in the right places.

Session: Things to Consider When Building Data Feeds
Presenter: Eowyn Ellison, Manager of Assessment Systems, University of Maryland

The University of Maryland has been using Blue for four years, with an automated data feed for two years. This session will examine important considerations when building a data feed and when moving into automation, including reporting, timing of evaluations, and more. I will also talk about how our goals have driven the way we designed and implemented our data flows and logic. Finally, I will describe some of the challenges we've encountered along the way, how to avoid them, and where we are now.

Session: What's New with Blue Reporting and Analytics
Presenters: Long Hua, Chief Product Officer, eXplorance
               Georges Geha, VP, Product Management, eXplorance

In this session, we will discuss the various analytics capabilities available in Blue 7 and beyond. We will provide an overview of Blue reporting and updates on Blue Text Analytics. We will also share what is coming in feedback dashboards.

Session: Maintaining a High Response Rate for Course Evaluation While Assuring the Feedback Reliability: The Case of the Holy Spirit University of Kaslik
Presenter: Sylvie Sebaaly Naous, Project Coordinator, Holy Spirit University of Kaslik

In 2011, the Holy Spirit University of Kaslik (USEK – Lebanon) has implemented the online course evaluation using Blue by Explorance. In order to reach the highest possible response rate, a special hold linked to the final grades view was used in order to make the feedback submission "compulsory". As a result, an average response rate of 90% is maintained for courses evaluations and the Well-being on the Campus survey, the fact that is providing a robust source of assessment for teaching, programs and students' services. To ensure the reliability of these evaluations as a trustworthy source of assessment, different techniques are adopted including the association of quantitative data with qualitative data, the analysis of students comments, the use of minimum thresholds, the interpretation of evaluations historical trends, the benchmarking between units, and also the association of results with students grades with the aim of determining the level of influence of the student performance on the course evaluation results.

Bluenotes **GLOBAL** 2018
CONFERENCE

Session: Engage Your instructors in Professional Development with Bluepulse
Presenters: Fernando Sanchez, Consultant, Professional Services, eXplorance
Raluca Druta, Consultant, Professional Services, eXplorance

In this session, we will cover the latest and greatest of Bluepulse features and functionality and how it supports continuous improvement in teaching and learning. We will also go over how the linkage of Bluepulse with Blue can make for greater levels of student and instructor engagement in the development process.

Session: Implementing Student Evaluation of Teaching Using eXplorance-Blue in Two Faculties/Schools at the Vaal University of Technology
Presenter: Bruce Matee, Manager: Evaluation Unit, Vaal University of Technology

In this paper, we share experiences of the implementation process of a fully-fledged online evaluation system using Blue at the Vaal University of Technology (VUT). The paper seeks to reveal the experiences of the faculties that are utilizing the evaluation system and how these have impacted on their conception of the evaluation culture. As the implementation of this system is pioneering in nature and is based on the national imperatives of quality enhancement, the paper will further share the impact of the approach on general institutional culture and more specifically on teaching and learning culture at VUT. Given the timely relevance of Blue to the national and institutional imperatives of improving quality teaching, the envisaged reports would enable our institution to develop teaching and learning processes that are improving continuously as academics and other stakeholders collaborate to share good practices and solve shared problems. An equally opportune benefit of the process in the usage of the reports in informing a variety of institutional policies related to teaching and learning such as the student evaluation of teaching policy and the university teaching excellences awards.

Session: Getting Information to Those That Need It: A Look at Using Dynamic Report Viewer and Other Methods for Extracting Information from Blue
Presenter: Daniel Glover, Developer 2, University of Minnesota

The reporting and data extraction options made available in releases 6 and 7 of Blue have allowed for greater ease in getting data into the hands of people who can use it to make timely decisions. We will share our institution's experience with implementing the nine-fold overlapping reporting layers we have within the Dynamic Report Viewer functionality and some of the other processes we are designing for getting information collected by Blue to other systems that do not readily use native Blue reporting.

Session: Determining Student Sentiment Using Blue Text Analytics (BTA): Implementation of Grade Pathways
Presenters: Becky Patterson, Executive Director for Institutional Research and Planning, University of Louisville
Bob Goldstein, Vice Provost for Institutional Research, Effectiveness, and Analytics, University of Louisville

In fall 2016, the University of Louisville (UofL) implemented university-wide priority grade access for students completing all their course evaluations after two successful pilot projects (fall 2015 and spring 2016). To determine if the implementation of priority grade access negatively influenced evaluation results, UofL used BTA to gauge student sentiment expressed through comments within the College of Arts and Sciences (UofL's largest academic unit). This presentation will include: results from analyzing fall 2014, fall 2015, fall 2016, and fall 2017 comments, a summary of the BTA functionality in Blue, best practices and tips for conducting qualitative analysis, as well as lessons learned from UofL's use of BTA.

Bluenotes **GLOBAL** 2018
CONFERENCE

Panel Discussion: Leveraging Bluepulse Live Formative Feedback to Entice High Faculty and Student Engagement in Learning
Panelists: Geoffrey Crisp, Pro Vice Chancellor, Education, University of New South Wales
Peter Baccile, Executive Director, Washtenaw Community College
James Houpis, Academic Support and Learning Technologies, Skyline College

The panelists will discuss their institutional experience of implementing Bluepulse. Topics of this discussion will also include faculty training, methods of outreaching to faculty to get institutional 'buy-in', and how the data collected engage students and inform institutional practices.

Session: So, Your Institution Has Purchased Blue. Now What? eXplorance's CEO has the Answers!
Presenters: Samer Saab, CEO, eXplorance
Becky Patterson, Executive Director for Institutional Research and Planning, University of Louisville

Attend this one-on-one interview with Samer Saab, CEO of eXplorance to learn eXplorance's approach to partnering with their customers. From onboarding customers through Professional Services to eXplorance Customer Support, learn answers to the questions such as: "I'm a new customer and need training, who do I contact?", "What is the role of professional services?", "What issues can my account manager help me with?", "Something has gone wrong with my Blue project, who do I contact for help?", "I have an idea for a feature, who do I tell?", "A feature is not working the way I think it should, who do I contact?", "How do I find out about new products that are available?", "How will I know if a new version of Blue has been released?" Whether you are a long-time customer or a new user, this interactive session will answer your questions about how to make the most of your experience with Blue.

Session: Getting Blue in Maroon and Gold: Perspectives from the New Business Owner of the Student Rating of Teaching Program
Presenter: Stephanie Klein, PhD, Assistant Director, Office of Measurement Services, University of Minnesota

The University of Minnesota has a (mostly) centralized, standardized program for student ratings of teaching with tripartite governance including a policy owner (Vice Provost for Faculty and Academic Affairs), service owner (Office of Information Technology), and business owner (Office of Measurement Services). Our complex implementation of Blue includes integrated paper and online ratings. The newest member of this team (business owner) shares experiences in learning the current state, navigating the transition into business ownership, and working with key partners to craft a shared vision for future of student feedback. Prospective initiatives include content changes (items and reports), establishing norm groups, and improving online response rates toward a long-term goal of reducing paper administration.

Session: Assessing the Reliability and Validity of Student Course Evaluations: Ongoing Dialogue Revisited
Presenters: Howard Mzumara, Director of Testing Center, Indiana University-Purdue University Indianapolis
Zelbrey Bedard, VP, Blue Product Management, eXplorance

To what extent do student ratings of teaching provide reliable and valid measures for assessing the efficacy and effectiveness of courses and teaching? This session will explore how the Reliability Assessment report block in Blue can be used to provide a measure of the accuracy and usefulness (i.e., validity) of student ratings of courses and teaching. In addition, the presentation will provide a review of related literature to stimulate participants to engage in an interactive discussion on best practices for assessing the reliability and validity of student evaluations of teaching.

Bluenotes GLOBAL 2018
CONFERENCE

Session: Faculty First: Professional Development and Activity Reporting. A Sneak Peek at the Bluepulse Teacher Edition
Presenter: Nitin Sharma, Bluepulse Product Specialist, eXplorance

Asking questions, sending targeted follow-ups and getting feedback remain at the core of Bluepulse. Join us for a preview of powerful new features like activity logging, goal setting, personal profiles and much more, only available in Bluepulse Teacher Edition. See new ways to centralize and streamline teacher centric improvement as they continue to inspire future generations.

Friday, August 10

Session: How to Leverage Blue 360 Degree Feedback Reviews at Your Institution
Presenter: Krimo Bouaou, Director, Product Knowledge and Engagement, eXplorance

In this session, we will go over specific scenarios of implementing Blue 360 projects and reports. We will also share use cases from Blue institutions, and show how they leverage 360 degree feedback data to assess the competencies of students who are about to start their careers.

Session: Using Bluepulse to Facilitate Learning and Community in the Classroom
Presenter: R. Parrish Waters, Assistant Professor, University of Mary Washington

Over the past three years I have used the formative feedback tool, Bluepulse, to gather formative feedback from students in my Human Anatomy course. I have created a series of questions that effectively gauge the students' ability to understand and engage with the curriculum. As new iterations of this tool are released, I incorporate novel methods to engage with my students, assess their participation in the class, and provide them agency in the course.

Session: You've got data! Now what?
Presenter: Larry Williams, Education Technology Specialist, Oregon Health and Science University

Congrats! You finished implementing Blue at your institution, and the evaluation projects are live. Data is coming in…but what do you do with it? Who do you send it to? How do you store it? How do you make meaningful reports based on the data you collected? We'll address these question in this presentation by Lawrence Williams, MS, from Oregon Health and Science University (OHSU). We'll do a deep-dive into how the OHSU School of Nursing uses reports from Blue in their course and teaching evaluation audit process, which informs their accreditation reporting and data requests from multiple stakeholders.

Session: Tapping in the Power of Peer Experiences: Bluenotes Consortium for Benchmarks (BCB)
Presenters: Yeona Jang, Executive Vice President, Community, Product Expertise, and Governance, eXplorance
          Becky Patterson, Executive Director for Institutional Research and Planning, University of Louisville

As Bluenotes community members are gaining experience in collecting and using feedback data, they have expressed an interest in benchmarks, i.e., points of reference against which findings may be compared, to assist in fact-based decision making for continuous improvement. In this presentation, we will present the preliminary findings on course evaluation data-use policies to provide guidance in the shaping of the BCB in such a way that identities of institutions and individuals are kept confidential and data can be aggregated to form an Apples-to-apples comparison for actionable benchmark data such as response rates. This presentation will be an interactive and dynamic session with the audience, as we discuss how to go about shaping the BCB to create a collaborative environment where benchmark data can be obtained and shared to enable the best practices among the Bluenotes Community members in course evaluations and other feedback surveys.

Session: Update on 2018 Customer Satisfaction Survey Results
Presenter: Samer Saab, CEO, eXplorance

In this session, we will share the results of the client satisfaction (CSAT) survey. In addition, we will summarize the strengths and short comings that you have identified through the survey; and per our commitment to continuous improvement, we will share what lies ahead to offer a stronger customer experience.

Session: Connecting to the Big Picture: Utilizing Student Feedback Data as Key Input to Important University Initiatives and Strategic Planning
Presenters: Tom Dohm, Coordinator, Special Projects, University of Minnesota
        Yeona Jang, Executive Vice President, Community, Product Expertise, and Governance, eXplorance

The most common use of Blue course evaluation data is to provide students' feedback on their learning experience, learning outcomes, and the instructor's course activities to help improve the quality of teaching and learning. Course evaluation data can analyzed to show the comparison of the students' responses at various levels – course level, department level, division level, and institution-wide. But is this all? Although this serves a major and critical purpose as an important accountability measure in institutions and for accreditation organizations, the student feedback data can be used to shed light on other larger initiatives. In this presentation, we will explore other uses of the data that could help evaluate the success of other ongoing critical university initiatives. We will also discuss how to go about engaging and getting necessary buy-ins from institutional decision makers – strategies and methodologies that can be employed to more effectively apply Blue data to other ongoing initiatives, such as other university-wide teaching initiatives and potentially to other non-teaching areas that are critical to the mission of the university. We will provide some potential and existing "use" cases to clarify how a well-planned, targeted and strategic focus on the collection and use of Blue student feedback data can be instrumental to institutional decision makers.

Session: How to Optimize Course Evaluation Response Rates with Strategies, Techniques, and Features
Presenter: Fernando Sanchez, Consultant, Professional Services, eXplorance

In this presentation, we will cover the many aspects of optimizing response rates in course evaluations. We will go over various how to's from drafting email invites and reminders, to leveraging Blue's deep LMS integrations, and to implementing grade and course registration pathways. We will also share stories and use cases from actual Blue user implementations that achieved relatively high response rates.

Session: TBD
Presenter: TBD