



Bluenotes **MENA** 2018  
CONFERENCE

# Conference Program

NOVEMBER 6-7

استخدام البيانات لتحسين وتطوير مستقبل التعليم

Using Feedback Data to Lead the Way to  
Improve, Enhance, and Shape the Future of Education

## Bluenotes MENA 2018 Conference

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### About Explorance

Explorance, a Learning Journey Analytics provider, supports organizations in making the right decisions with fact-based feedback data. Through its Blue suite of products, Explorance is at the heart of the learning organization's continuous improvement strategies. By assessing needs, expectations, and competencies, organizations can analyze with the full picture in mind and monitor improvement over time.

Founded in 2003, Explorance is a privately held corporation headquartered in Montreal, Canada with business units in Asia-Pacific (APAC), Europe, and the Middle East and North Africa (MENA) region. Since 2014, Explorance has been consecutively ranked as a top employer by the Great Places to Work Institute®. Explorance's clients include academic institutions across the globe such as University of Louisville, Princeton University, University of Pennsylvania, University of Melbourne, University of Toronto, Zayed University, University of Sharjah, American University of Beirut, King Saud University, IESE Business School, Durham University, Liverpool John Moores University, Xi'an Jiaotong-Liverpool University, UDLAP, and organizations including Aramco and National Bank of Canada. Learn more about the [Explorance approach](#).







## Keynote Speaker



**Robert Carpenter, PhD**

**Keynote Address:**

***Shaping the Future - Using Analytics Ecosystems  
to Improve Student Success and Institutional Outcomes***

**Dr. Robert E. Carpenter** is Deputy Chief Information Officer, Associate Provost for Analytics, and Professor of Economics at the University of Maryland, Baltimore County (UMBC).

Within the Division of Information Technology (DoIT), his charge is to design and operationalize business intelligence dashboards that support UMBC's strategic imperatives, deepen UMBC's institutional capacity to use e-learning data and analytics to improve student success, and to serve as project owner for the university's various student-facing systems. Within the Division of Academic Affairs, his charge is to advise the Provost and the campus on the use of analytics to support strategic planning, guide development and integration of analytics to improve student success, shorten time to degree, and to help better understand the impact of resource allocation decisions. His leadership position in the two different divisions of the university allows better coordination of both the construction and use of technology to improve the university's ability to make data-informed decisions that better serve students, faculty, and staff. His position also allows DoIT and the Provost's office to function as effective partners in the deployment of analytics to support UMBC mission and goals.

He advises several technology firms on the development of their higher education analytics platforms, and currently serves as a member of the Executive Committee for the APLU's Commission on Information, Measurement, and Analysis (CIMA)

Bob's academic research focuses on how information problems in capital markets create frictions that limit firms' access to funds, especially small, high-technology firms and how these frictions contribute to a financial accelerator that can amplify the transmission of monetary policy. Bob speaks nationally and internationally on US macroeconomic conditions, fiscal and monetary policy, the European sovereign debt crisis, banking and regulatory policy, and more recently how higher education institutions can use technology and predictive analytics to improve outcomes. He served at the Federal Reserve Bank of Richmond through the financial crisis as Senior and Lead Financial Economist in banking supervision and regulation, where he led an emerging and critical risks unit and was Vice Chair of the Bank's Risk Prioritization Committee.

Bob joined UMBC in 1999. He is a past president of the UMBC Faculty Senate, co-chaired UMBC's most recent accreditation review, and directed and managed the university's Self Study process. He received an undergraduate degree in economics from the University of Michigan-Flint and a Ph.D. in economics from Washington University in St. Louis in 1992.

## PROGRAM AT A GLANCE – DAY 1

Time	Tuesday, November 6
9:00-9:25	Registration and Morning Refreshments
9:25-9:30	<b>Welcome!</b> Graduate student, Zayed University
9:30-9:40	<b>Opening Remarks</b> Dr. Reyadh AlMehaideb, Vice President, Zayed University
9:40-10:20	<b>Dr. Robert Carpenter, Keynote Speaker</b> <i>Shaping the Future-Using Analytics Ecosystems to Improve Student Success and Institutional Outcomes</i>
10:20-10:40	Morning Refreshment Break
10:40-11:20	<b>CEO's Explorance Update, Roadmap, Looking Forward</b> Presenter: Samer Saab, Explorance
11:25-12:15	<b>Panel Discussion:</b> <i>Use of Course &amp; Instructor Evaluations Data in Quality Improvement and Accreditation</i> Panel Members: Esam Agamy, Robert Carpenter, Adam Marks, Sobhi Abou Shahin Panel Facilitator: Samer Jaffar, Explorance
12:15-13:15	Lunch Break
13:15-13:45	<b>Session:</b> <i>Utilizing Higher Education Stakeholders' Feedback for National Policy and Planning</i> Presenter: Maryam Khan, Ministry of Education in UAE
13:50-14:20	<b>Session:</b> <i>Unveiling the Next Generation Survey Platform – BlueX</i> Presenter: Samer Saab, Explorance
14:20-14:50	Afternoon Refreshment Break
14:50-15:20	<b>Session:</b> <i>Title: The Impact of the Use of Blue 360 on AUB Medical Center</i> Presenters: Mona Haddad & Hiba El Khatib, American University of Beirut
15:25-15:55	<b>Session:</b> <i>Using Student Comments with the Implementation of Blue Text Analytics at Temasek Polytechnic</i> Presenter: Gao Yong, Temasek Polytechnic (Singapore)
16:00-16:30	<b>Session:</b> <i>Student Evaluations: A Convolution of Assumptions and Expectations</i> Presenter: Junaid Siddiqui, King Fahd University of Petroleum and Minerals
16:30-16:45	<b>Drawing for First Door Prize &amp; Group Photo</b>
16:45-17:55	<b>Short Break</b> Prior to boarding the bus at 17:00 for the group social dinner
17:00 +	<b>Bluenotes MENA Networking Dinner</b> Marina Island with Dubai Drums (See Page 14) The bus will be taking you directly from the conference to dinner at 17:00

## PROGRAM AT A GLANCE – DAY 2

Time	Wednesday, November 7	
8:30-9:30	Registration and Morning Refreshments <i>For those who signed up for the Zayed Campus Tour, organized by Zayed University's Peer Assistant Leaders (PALs), please meet @ 8:30</i>	
9:30-10:00	<b>Session:</b> <i>Recent Developments in Preparing Course Assessment Reports at Ajman University</i> Presenter: Mustahsan Mir, Ajman University	<b>Workshop:</b> <i>End-to-end Automation of a Course Evaluation Process with Blue</i> Instructor: Krimo Bouaou, Explorance
10:05-10:35	<b>Session:</b> <i>Multi-Source Feedback. An Essential Tool for Enhancing Student Learning and Enriching Future Education</i> Presenters: Esam Agamy and Hiba Jadallah, University of Sharjah	
10:35-11:00	Morning Refreshment Break	
11:00-11:30	<b>Session:</b> <i>Blue Implementation Experience at Beirut Arab University, Course and Module Evaluation</i> Presenter: Sobhi Abou Shahin, Beirut Arab University	<b>Workshop:</b> <i>How to Leverage Blue 360 Feedback Capabilities at your Institution, Blue Tips and Tricks</i> Instructor: Krimo Bouaou, Explorance
11:35-12:05	<b>Session:</b> <i>Student Employability: Cultivating Employability Skills through Experiential Learning</i> Presenter: Sadiq Midraj, Zayed University	
12:05-13:05	Lunch	

Conference Program Day 2 Continues onto Page 7

Time	Wednesday, November 7	
13:05-14:00	<p><b>Panel Discussion:</b> <i>Can Student Feedback be Used to Enhance Student Employability? If so, Which Student Feedback, Why, and How?</i> Panel Members: Maryam Khan, Stephanie Klein, Nidhi Sehgal, Jane Tatterton, Shatha Al Khumais, Amal Omar Jaroor Panel Facilitator: Yeona Jang, Explorance</p>	
14:00-14:30	<p>Afternoon Refreshment Break <i>For those who signed up for the Zayed Campus Tour, organized by Zayed University’s Peer Assistant Leaders (PALs), please meet @ 15:25</i></p>	
14:30-15:00	<p><b>Session:</b> <i>Faculty Professional Development and Activity Reporting with Bluepulse</i> Presenter: Samer Saab, Explorance</p>	
15:05-15:35	<p><b>Session:</b> <i>Formative and Summative Use of Blue at University of Minnesota: Past, Present, Future</i> Presenter: Dr. Stephanie Klein, University of Minnesota</p>	
15:35-15:55	<p><b>Drawing for Second Door Prize</b> Afternoon Refreshment Break</p>	
15:55-16:25	<p><b>Session:</b> <i>Implementing Course and Faculty Evaluations with Blue at College of Medicine: King Saud University’s Experience</i> Presenter: Latifa Aldwies, King Saud University</p>	<p><b>Workshop:</b> <i>Learning about Relationship Demographics and Blue Reporting Capability</i> Instructor: Krimo Bouaou, Explorance</p>
16:30-17:00	<p><b>Session:</b> <i>Tools for Instructors – Deep LMS Integration and the Instructor Feedback Dashboard</i> Presenter: Georges Geha, Explorance</p>	
17:00-17:15	<p><b>Closing Remarks</b> Samit Lotlikar, Zayed University; Samer Jaffar, Explorance</p>	
17:15	<p>Bus Back to Hotel <i>(Those who are joining a dinner: It is more casual. We will go from the conference center to the hotel to change first and then head to the restaurant together.)</i></p>	

## SESSION DESCRIPTIONS

## Tuesday, November 6

**Keynote Address:** *Shaping the Future-Using Analytics Ecosystems to Improve Student Success and Institutional Outcomes*

**Keynote Speaker:** **Dr. Robert Carpenter**, Associate Provost for Analytics, Deputy Chief Information Officer, and Professor of Economics at the University of Maryland, Baltimore County (UMBC)

Changing economic fundamentals and demographic trends have pressured higher-education institutions to examine new strategies to improve student outcomes and become more efficient with their resources. Many institutions have responded by making significant investments to improve their ability to use data and analytics. To maximize the returns on that investment requires thoughtful planning about the design of the organization, how it can best use the information produced, and importantly, how different tools and data sources come together to form an analytics ecosystem that presents a more complete view of students and allows for more effective actions to support them. A journey is presented that the University of Maryland, Baltimore County (a mid-sized public university) has taken to build a data and analytics infrastructure, the current state of our analytics ecosystem, how we are using it creatively to support the goals, and where our journey is likely to next take us.

**Explorance Update:** *CEO's Explorance Update, Roadmap, Looking Forward*

**Speaker:** **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 highlights of 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.

**Panel:** *Use of Course & Instructor Evaluations Data in Quality Improvement and Accreditation*

**Panelists:** Drs. Esam Agamy, Robert Carpenter, Adam Marks, Mustahsan Mir

**Facilitator:** Samer Jaffar, Explorance

This panel will examine and discuss use of end of term course and instructor evaluations data in quality improvement and accreditation, from various perspectives such as policies and organizational conditions and capabilities for such use. It will also examine how outcome of these evaluations can be used for improving the overall students learning journey experience, as institutions automate their course & instructor evaluations processes with the use of tools such as Blue.

**Session:** *Utilizing Higher Education Stakeholders' Feedback for National Policy and Planning*

**Presenter:** Maryam Khan, Ministry of Education in UAE


While the stakeholder's feedback is important for universities in order to improve their quality and planning, it is also crucial at the national level for informed planning and policy development. Stakeholder's feedback is a key component in all national higher education quality assurance systems, accreditations models. Although the stakeholders remain almost the same but the importance of feedback elevates from HEI focus to the national level. Ministry of Education (UAE) fully realizes the importance of stakeholder's feedback towards assuring the quality of higher education. Hence, it has started various projects to increase direct engagement with the stakeholders, collect feedback regularly and then use the results for national higher education policy



development and planning. The presentation gives an overview of MOE projects and how all the information collected through various means will then be integrated and used for accreditation, performance evaluation and quality assurance.

**Session:** *Unveiling the Next Generation Survey Platform – BlueX*

**Presenter:** Samer Saab, Explorance

 In this session, we will present and showcase Explorance's Next Generation surveying platform, BlueX, to you. With BlueX, Higher-Education institutions can extend services to, and support first hand, all instructors, researchers, and students in gathering the feedback they need in a natural learning-curve-free setting. With BlueX, we went beyond the drag-and-drop functionality of the past to bring you the survey customization that is expected in today's world. The ease of select-and-move gives you the freedom to design your survey exactly the way you want with ease. With a user-friendly and accessible environment, anyone can leverage a wide range of advanced survey features, custom templates, and question types. With BlueX, you don't need to be a survey or technology expert. BlueX will handle the most complex or simplest survey scenarios allowing anyone to gather the feedback they need without limitations.

**Session:** *The Impact of the Use of Blue 360 on AUB Medical Center*

**Presenters:** Mona Haddad & Hiba El Khatib, American University of Beirut

After hearing about the big success that the OIRA (Office of Institutional Research and Assessment) accomplished by using the Blue software for the ICE (Instructor Course Evaluation) the AUBMC (Medical Center) approached OIRA and explored whether it is possible to have a thorough evaluation for the different departments across the hospital. Upon assessing their needs, we decided to opt for the use of Blue 360. We started with a pilot sample in the Fall of 2016 – 17 with only the OBGYN department. Then the whole 16 departments were assessed as well. We will be presenting starting with a brief summary of what 360 software is and then talk about the challenges that we faced, the progress that has been achieved and the benefits and impact of the 360 reports.

**Session:** *Using Student Comments with the Implementation of Blue Text Analytics at Temasek Polytechnic, Singapore*

**Presenter:** Gao Yong, Temasek Polytechnic

Temasek Polytechnic, as one of the Higher-Education institutes in Singapore, periodically conducts various surveys to its students regarding the teaching effectiveness and programme reviews. We typically use quantitative analysis to obtain statistical perspectives about students' feedback. With the implementation of Blue Text Analytics on campus, we have leveraged Blue's purpose-built "Teaching and Learning Dictionary" to automate processing of a large volume of text data (student comments), analyse and thematise student comments, thereby gaining an in-depth understanding about relations of teaching effectiveness and the key teaching and learning attributes. In this presentation, we will share the experience of our Blue Text Analytics journey and some interesting findings regarding teaching effectiveness attributes versus various factors like gender, grades, diploma, and so on.

**Session:** *Student Evaluations: A Convolution of Assumptions and Expectations*

**Presenter:** Dr. Junaid Siddiqui, King Fahd University of Petroleum and Minerals

Despite having become ubiquitous in Higher Education, student evaluations are highly contested on the grounds of validity and application. End-of-semester student evaluation has been in the routine practice of

King Fahd University of Petroleum and Minerals (KFUPM) for more than 20 years. Still the mention of it tends to ignite emotional response from faculty members holding a diverse opinion. The research literature similarly reports differing findings from studies. Many seem to agree that there is some worth to student evaluation, while many also point to concerns and challenges in its application. This presentation portrays experiences from KFUPM along with research findings leading to the conclusion that we need an ongoing engagement to keep developing our assumptions and expectations about student evaluation.

### Wednesday, November 7

**Session:** *Recent Developments in Preparing Course Assessment Reports at Ajman University*

**Presenter:** Dr. Mustahsan Mir, Ajman University

Course Assessment Reports are an integral part of the assessment and continuous improvement process at Ajman University. This presentation presents the recent developments in preparing these reports. First, the Blue software is used to prepare Students' Course Assessment Report (SCAR) which provides statistical analysis of students' feedback on course-related issues as well as on course instructor. The results of SCAR are incorporated in the Instructor Course Assessment Report (ICAR) which also documents attainment of course learning outcomes (CLOs) and compares the students' perception on achieving CLOs with the instructor's assessment. Other important parts of ICAR are summary of improvements relative to the previous offering of the course, description of learning barriers, and recommended actions to improve the students' learning experience. The ICARs are subsequently utilized to prepare the effectiveness reports.

**Session:** *Multi-Source Feedback. An Essential Tool for Enhancing Student Learning and Enriching Future Education*

**Presenter:** Dr. Esam Agamy and Hiba Jadallah, University of Sharjah

The Multi Source Feedback (MSF) is useful framework for implementing a multisource evaluation of faculty and student performance and professionalism. MSF can provide more accurate, reliable, fair, and equitable decisions than the one based on just a single source. Effective and regular MSF feedback has the potential to reinforce good practice, help to narrow the gap between actual and desired performance and motivate the learner toward the desired outcome. MSF helps to understand how to repurpose predictive models developed in one context to another and inform future education planning with supporting decision-making. The University of Sharjah will present its experience in implanting MSF to enhance student experience and the education process.

**Workshop:** *End-to-end Automation of a Course Evaluation Process with Blue*

**Presenter:** Krimo Bouaou, Explorance

In this workshop, we will show you how to automate a course evaluation process from the beginning to the end. Topics will include: how to automate data imports to Blue, how to automatically update projects and reports, how to automatically update report distributions and how to monitor automated course evaluations in Blue.

**Session:** *Blue Implementation Experience at Beirut Arab University, Course and Module Evaluation*

**Presenter:** Dr. Sobhi Abou Shahin, Beirut Arab University

Beirut Arab University (BAU), internationally accredited, is one of the largest and oldest private higher education institution in Lebanon, with around 10 thousands students and 48 undergraduate programs in addition to the graduate ones. Quality assurance is well established and most programs are also internationally

accredited, where course and module evaluation is one of the main tools in this regard. BAU started the course evaluation since 1998 using traditional paper-based evaluations and then in 2009 moved to on line evaluation but the existing system suffers from many problems such as response rate, comparison of results, submitting response and others, which lead to complication in results analysis. BAU started a pilot study in spring 2017 using Blue tools, configuring solutions to all existing problems so that the student can answer all questions including their comments before submitting their answers. Over three successive semesters, A relatively high response rate was obtained for the 1<sup>st</sup> year implementation with a maximum value of 65% and an average value of 53% among all faculties. We will present our experience in achieving high response rates for meaningful interpretation of data, along with our report development efforts in Blue.

**Session:** *Student Employability: Cultivating Employability Skills through Experiential Learning*

**Presenter:** Dr. Sadiq Midraj, Zayed University

The purpose of the presentation is to share with the participants the findings of research that investigated the impact of students' participation in the employment skills development program on their academic achievement and employment after graduation. The employment skills-development program was primarily planned experiential learning opportunities through the involvement of students in a variety of communities of practice to grow transferable skills. The findings showed that there were significant associations between positive student feedback, participation in a variety of communities of practice, academic achievement, and employability after graduation.

**Workshop:** *Learning about Relationship Demographics and Blue Reporting Capability*

**Presenter:** Krime Bouaou, Explorance

In this workshop, we will show you how you can take advantage of relationship demographics. In addition, we will also show you 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 at various levels, and more.

**Panel:** *Can Student Feedback be Used to Enhance Student Employability? If so, Which Student Feedback, Why, and How?*

**Panelists:** Maryam Khan, Stephanie Klein, Nidhi Sehgal, Jane Tatterton, Shatha Al Khumais, Amal Omar Jaroor

**Facilitator** Yeona Jang, Explorance

Higher-Education institutions are examining the methods and measures they use to enhance student employability. This panel challenges the role of student feedback in setting an institution's 'employability agenda and policies' and discuss how student feedback collected through various surveys (such as course evaluations, internship surveys, post-graduation employment surveys, national student experience surveys, etc) can be used to better inform decision makers and instructors to enhance student employability.

**Session:** *Faculty Professional Development and Activity Reporting with Bluepulse*

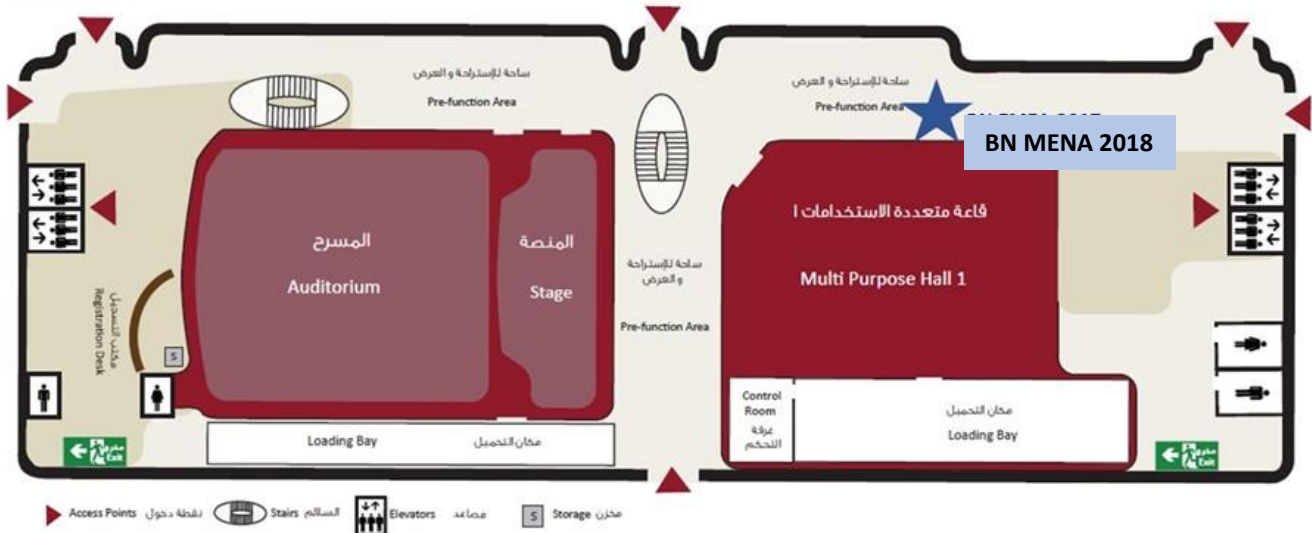
**Presenter:** Samer Saab, Explorance

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 Faculty Edition. See new ways to centralize and streamline instructor-centric improvement as they continue to inspire future generations.

<b>Session:</b>	<i>Formative and Summative Use of Blue at University of Minnesota: Past, Present, Future</i>
<b>Presenter:</b>	Dr. Stephanie Klein, University of Minnesota
Since 2015, the University of Minnesota has been using Blue as its enterprise solution for student ratings of teaching (SRT). This presentation will discuss how we have used Blue for formative and summative purposes, in-progress improvements, and our vision for the future.	
<b>Session:</b>	<i>Implementing Course and Faculty Evaluations with Blue at College of Medicine: King Saud University's Experience</i>
<b>Presenter:</b>	Latifa Aldwies, King Saud University
Upon a successful trial of Blue in the spring of 2016, the College of Medicine at King Saud University implemented its course and faculty evaluations in the academic year of 2017/2018. In this presentation, I will share how the complexity of College of Medicine's requirements including more than one module in its educational system (Block, Semester and Cycle) is handled to automate its courses and faculty evaluations. I will also share our approach to manage response rates in a project with different modules, along with key takeaways from our lessons learned.	
<b>Session:</b>	<i>Tools for Instructors – Deep LMS Integration and the Instructor Feedback Dashboard</i>
<b>Presenter:</b>	Georges Geha, Explorance
More and more, instructors are asking for additional analysis of their results that are not included in their standard end-of-term course reports. The Instructor Feedback Dashboard becomes a self-service tool for instructors to identify trends, successes and blind spots for continuous improvement. In this 2-part session, we will present use cases demonstrating the capabilities of the new Blue Instructor Feedback Dashboard. We will also present the deep LMS integrations with a focus on the instructor experience available in Blue 7.	
<b>Workshop:</b>	<i>How to Leverage Blue 360 Feedback Capabilities at your Institution, Blue Tips and Tricks</i>
<b>Presenter:</b>	Krimo Bouaou, Explorance
In this workshop, we will go over specific scenarios of implementing Blue 360 projects and reports with an example of how 360 degree feedback data can be used to assess the competencies of students who are about to start their careers. We will also cover the tricks that will help you to do things more efficiently in Blue for Blue Administrators.	

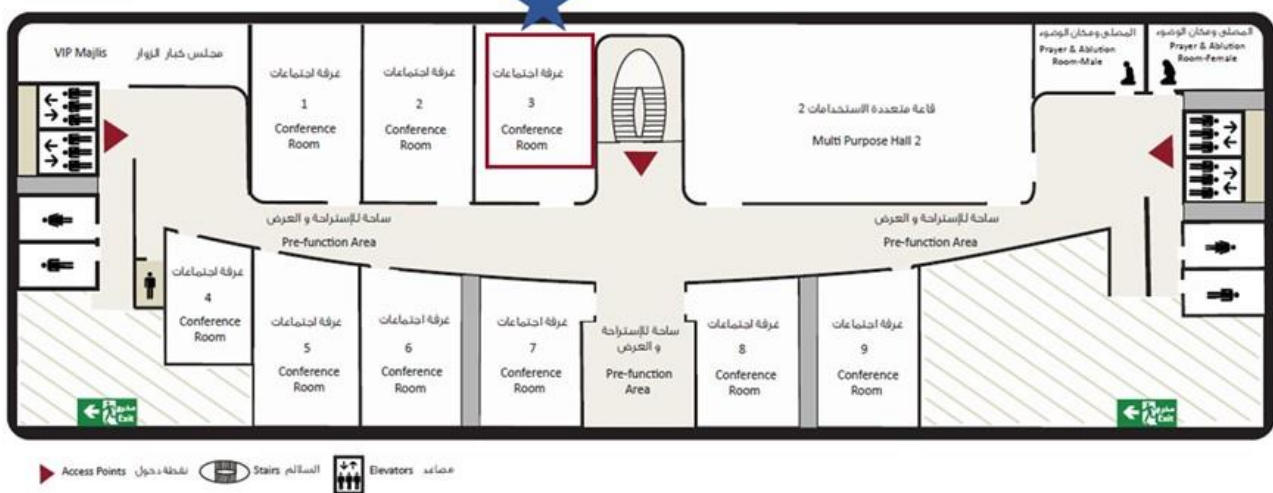
## Conference Center Map

### Ground Floor



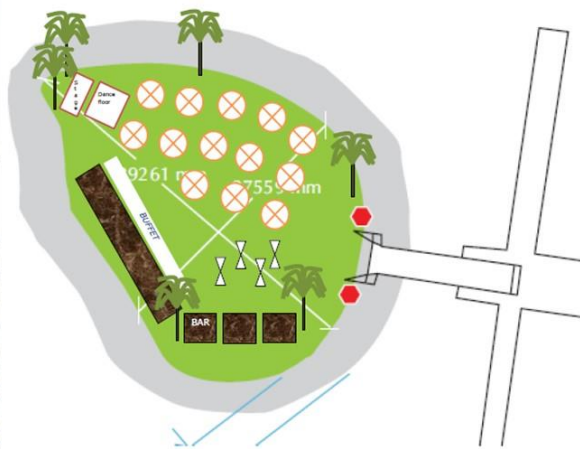
### BN MENA 2018

### Second Floor





## Marina Island (Social Dinner on November 6)



## Upcoming Events

**BRMC (Blue Report Master Certification) Training Camp**  
**@ Explorance Head Office, Montreal: February 3-5, 2019**

**BEC (Blue Expert Certification) Training Camp**  
**@ Explorance Head Office, Montreal: February 6-8, 2019**

**BAC (Blue Administrator Certification) Training Camp**  
**@ BN APAC 2019, Melbourne, Australia: February 12-13, 2019**

**BN APAC 2019, hosted by Monash University**  
**@ Melbourne, Australia: February 14-15, 2019**

**BEC (Blue Expert Certification) Training Camp**  
**@ BN EUROPE 2019, London, UK: March 18-20, 2019**

**BN EUROPE 2019, hosted by Kingston University**  
**@ London, UK: March 21-22, 2019**

**BN GLOBAL 2019, in collaboration with University of Louisville**  
**@ Chicago, USA: August 6-9, 2019**

**And Bluenotes Community-led and Explorance-led Learning Webinars!**

Visit [www.bluenotesgroup.com](http://www.bluenotesgroup.com) for full details  
Or [BNcommunity@explorance.com](mailto:BNcommunity@explorance.com)

## Notes

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**Thank you for attending Bluenotes MENA 2018**

## Notes

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