Bluenotes GLOBAL 2019 CONFERENCE

Conference Program

AUGUST 4-7
2019

Continuous Learning in the Journey of Higher Education:
Using Analytics to Measure Progress and Inform Decisions

Chicago, IL, USA
August 4-7, 2019

bluenotes *group*   UNIVERSITY OF **LOUISVILLE.**   explorance.

About Explorance

Explorance, a Journey Analytics provider, supports organizations in making the right decisions with fact-based feedback data. Through its Blue suite of products and Metrics That Matter, 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 the offices in Chicago, Chennai, Melbourne, Amman, London, and Amsterdam. Since 2014, Explorance has been consecutively ranked as a top employer by the Great Places to Work Institute®. Explorance's clients include academic institutions in a diverse range of Higher Education Classifications across the globe such as the University of Louisville, Princeton University, University College of the North, University of Pennsylvania, UC Berkeley, Washtenaw Community College, University of British Columbia, University of Toronto, McGill University, 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, 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, University of Johannesburg, and organizations including Aramco and National Bank of Canada. Learn more about the Explorance approach.

Explorance is honored to sponsor the Bluenotes Group's learning activities. The Bluenotes Group is a united family of Blue users in Higher Education who connect to share successes and lessons learned and discuss new ideas. Since 2014, the Bluenotes Group hosts annual conferences and local chapter activities connecting community members regardless of where they reside. The Bluenotes conferences, aspiring to be a global exchange of ideas for feedback-based continuous improvement in student learning and development, have been attended by over 750 community members from nearly 300 institutions globally. Follow the Bluenotes Group on LinkedIn, Facebook, Twitter and join in the conversation!

explorance.
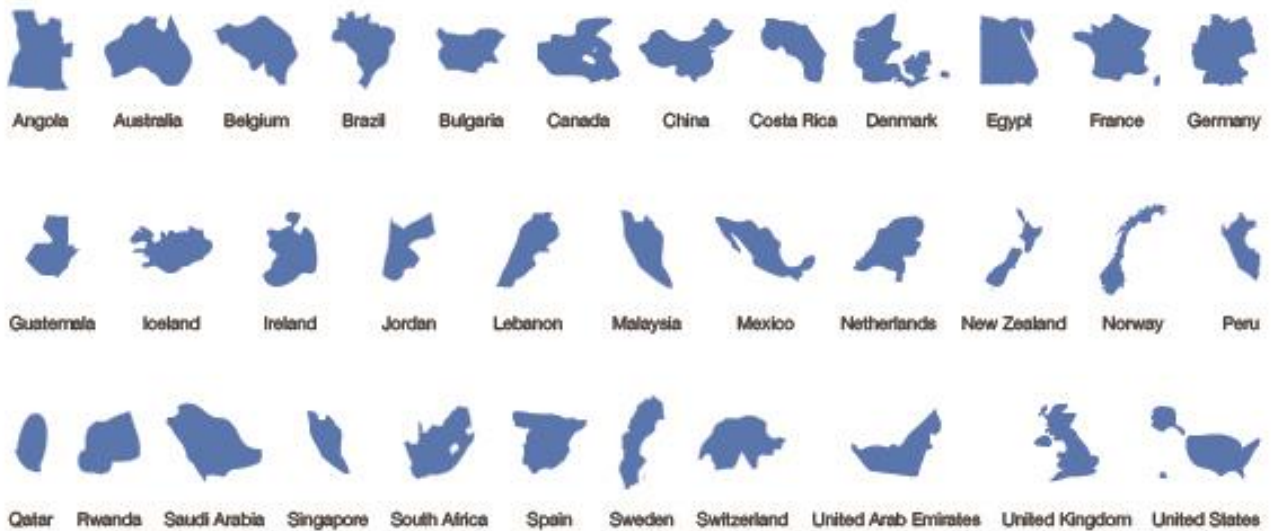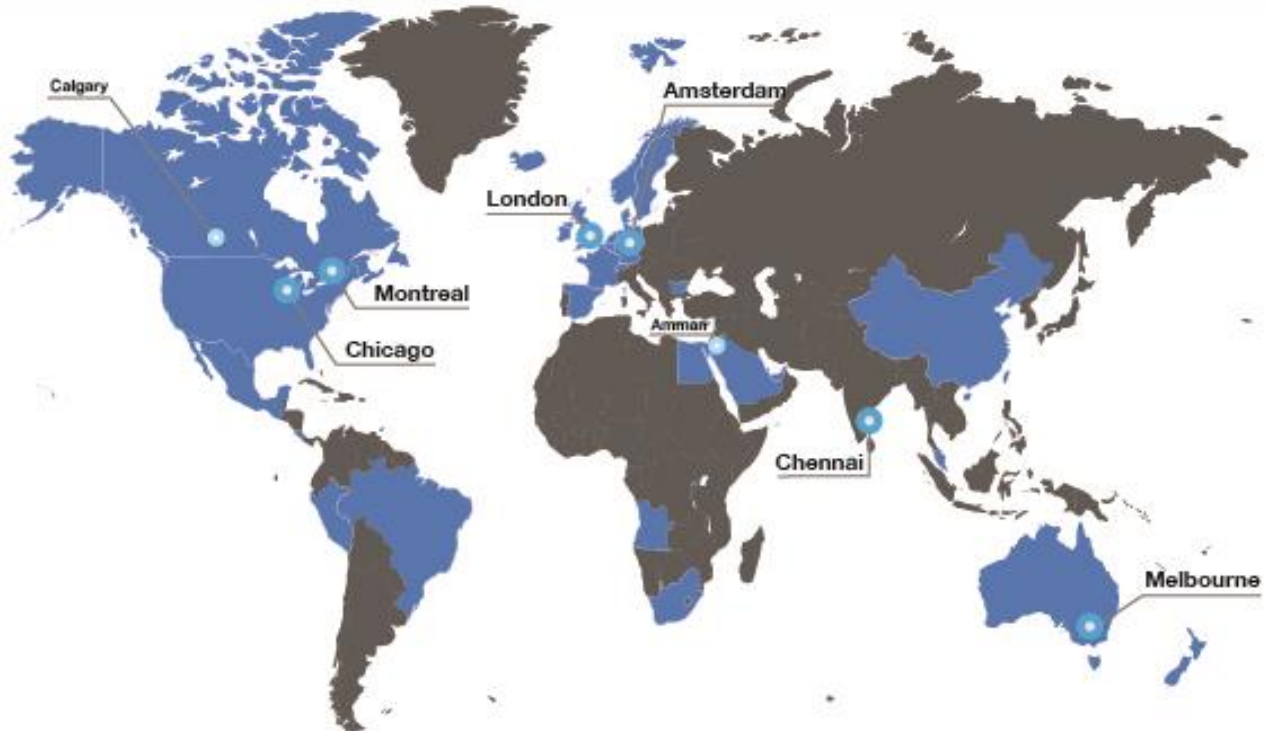
Explorance
- Explorance Office
- Explorance Satellite Employee
- 215 global employees

Customers Worldwide
- 34 Countries
- 600+ Institutions and organizations

Map locations: Calgary, Amsterdam, London, Montreal, Chicago, Amman, Chennai, Melbourne

Angola, Australia, Belgium, Brazil, Bulgaria, Canada, China, Costa Rica, Denmark, Egypt, France, Germany

Guatemala, Iceland, Ireland, Jordan, Lebanon, Malaysia, Mexico, Netherlands, New Zealand, Norway, Peru

Qatar, Rwanda, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom, United States

Keynote Speakers

Shirley Raines, Ph.D.

Keynote Speech:
Building Productive Partnerships

Dr. Shirley Raines is a much sought-after speaker, consultant, and author. Shirley's leadership roles culminated in her service for 12 years as the first woman president of the University of Memphis. Powerful, prepared, and personable were the descriptions used at her induction into the Tennessee Women's Hall of Fame. She has served on the selection committee for the National Teacher of the Year. She also was invited to speak at the White House Conference on University Entrepreneurship for the FedEx Institute of Technology. She speaks with humor, enthusiasm, and authority. Raines has written 18 books, 15 for educators, 2 for children, and her newest leadership book. Shirley's latest book is *An Uncommon Journey: Leadership Lessons* from a preschool teacher who became a university president.

Professor David Carless
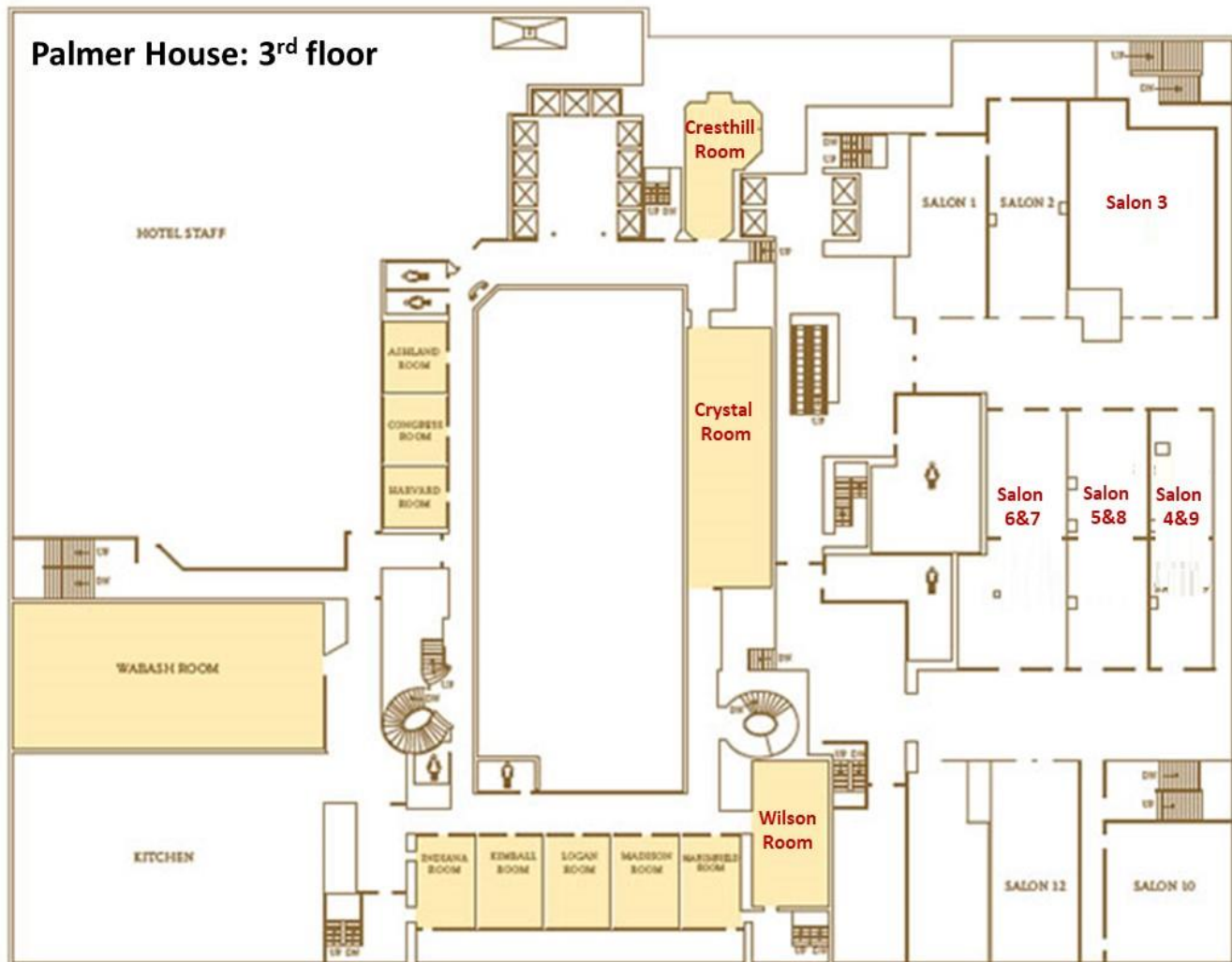
Featured Keynote Speech:
Feedback Literacy as a Key to Ongoing Improvement

Professor David Carless works in the Faculty of Education, University of Hong Kong. The Faculty is ranked no. 4 in the world in the Times Higher Education subject ranking and the University is ranked no. 25 in the world in the QS rankings (2018). Professor Carless is a renowned specialist in feedback research and practice in higher education. His current research focuses on teacher and student feedback literacy to enhance the impact of feedback processes. He is a Principal Fellow of the Higher Education Academy. His signature publication is the book *Excellence in University Assessment: Learning from Award-winning Practice* (2015, Routledge). He tweets about feedback research and practice @CarlessDavid.

Speak with Explorance Staff

Monday, August 5			
"I need help with Blue functionality" (Customer Support station)	Sara Alkadri, *Software Support Engineer*	Julia Seiler, *Customer Support Engineer*	Andres Rodriguez, *Customer Support Engineer*
"I have feedback" (Product Management station)	Zelbrey Bedard, *VP, Blue Product Mgmt*	Nitin Sharma, *Product Analyst*	Long Hua, *Chief Product Officer*
"I have challenges" (Consultation station)	Raluca Druta, *Consultant, PS*	Fernando Sanchez, *Consultant, PS*	Alexandra Virlanuta, *Consultant, PS*
Executive Team (floating to meet and greet)	Charles Assaf, *Chief Revenue Officer* Georges Geha, *VP, Deployment & Integration Services* Jeff Anderson, *VP, Customer Loyalty* Long Hua, *Chief Product Officer*		Miltiadis Vadrahanis, *VP, Global Services* Samer Jaffar, *Chief Customer Officer* Tim Brennan, *GM, Asia-Pacific* Yeona Jang, *EVP, Community Expertise & Learning Center*

Tuesday, August 6			
"I need help with Blue functionality" (Customer Support station)	Sara Alkadri, *Software Support Engineer*	Julia Seiler, *Customer Support Engineer*	Andres Rodriguez, *Customer Support Engineer*
"I have feedback" (Product Management station)	Zelbrey Bedard, *VP, Blue Product Mgmt*	Nitin Sharma, *Product Analyst*	Long Hua, *Chief Product Officer*
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Wednesday, August 7			
"I need help with Blue functionality" (Customer Support station)	Sara Alkadri, *Software Support Engineer*	Julia Seiler, *Customer Support Engineer*	Andres Rodriguez, *Customer Support Engineer*
"I have feedback" (Product Management station)	Zelbrey Bedard, *VP, Blue Product Mgmt*	Nitin Sharma, *Product Analyst*	Long Hua, *Chief Product Officer*
"I have challenges" (Consultation station)	Raluca Druta, *Consultant, PS*	Fernando Sanchez, *Consultant, PS*	Alexandra Virlanuta, *Consultant, PS*
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The Palmer House: The 3rd Floor

Palmer House: 3rd floor

HOTEL STAFF

Cresthill Room

Crystal Room

SALON 1 | SALON 2 | Salon 3

ASHLAND ROOM

CONGRESS ROOM

HARVARD ROOM

Salon 6&7 | Salon 5&8 | Salon 4&9

WABASH ROOM

KITCHEN

INDIANA ROOM | KIMBALL ROOM | LOGAN ROOM | MADISON ROOM | MARSHFIELD ROOM

Wilson Room

SALON 12 | SALON 10

**August 4: Pre-conference Learning Activities**
- **Workshops, community meetups, ACLR[1]s:** Cresthill Room, Crystal Room, Wilson Room
- **Breakfast and lunch:** Mezzanine (Press the "M" key in an elevator, or take an escalator that goes to the Mezzanine from the Lobby level)
- **Breaks**: Foyer

August 5-7: Conference Sessions
- Salon 3
- Salon 6&7
- Salon 5&8
- Salon 4&9

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[1] ACLR: Architecting Change Leadership Roundtable

The Palmer House: The 4ᵗʰ Floor
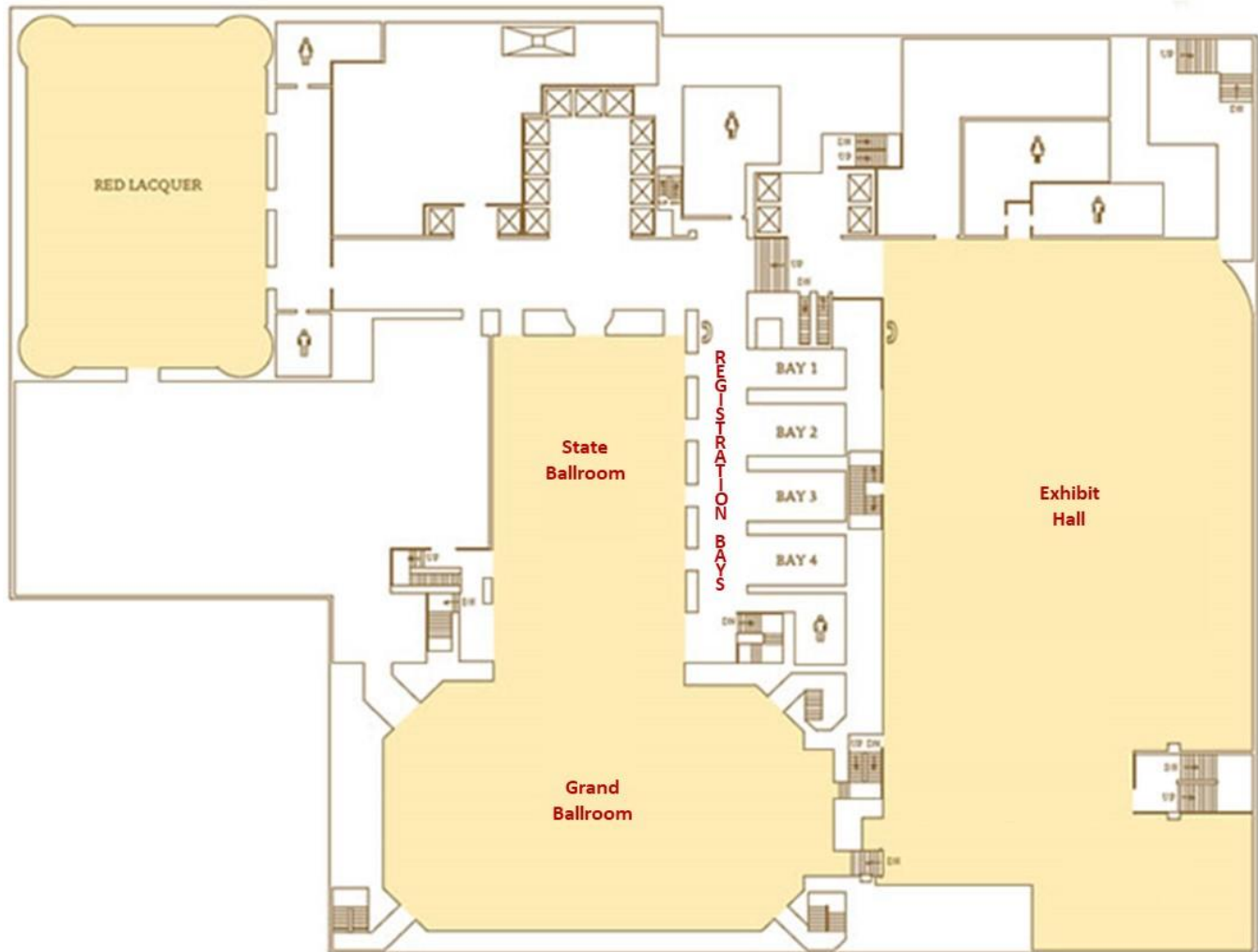
August 4-7: Conference Registration
- Registration Bays

August 5-7: Breakfast, Breaks
- State Ballroom

August 5-6: Lunch
- Exhibit Hall

August 5-7: Keynote Speech, Featured Keynote Speech, Structured Networking, Panels 1 & 2, Closing lunch
- Grand Ballroom

Pre-conference Learning Activities, August 4

7:15 AM to 8:00 AM (Mezzanine)	7:00 AM – 5:00 PM (Registration Bays)
Breakfast	**Conference Registration**

8:00 AM to 9:45 AM	
Workshop: *Crystal Room* **Optimizing Blue for End-to-End Course Evaluation Automation** Instructors: Alexandra Virlanuta, Andres Rodriguez, Sara Alkadri	**Community Roundtable:** *Wilson Room* **Medical and Health Sciences Community Meetup Facilitated by Co-chairs:** Lawrence Williams, OHSU; TBD

9:45 AM to 10:15 AM (Foyer)
Morning Break

10:15 AM to 12:00 PM		
Workshop: *Crystal Room* **Preparing your Data to Take Advantage of Relationship Demographics in Blue** Instructors: Raluca Druta & Julia Seiler	**Workshop:** *Wilson Room* **Pushing Blue to the Limit: Getting the Most Out of Blue's Functionality (Advanced Expert-Level) Facilitated by Co-chairs:** Daniel Glover, University of Minnesota; Miles Lincoln, UC Berkeley	**ACL[2] Roundtable:** *Cresthill Room* **Faculty Onboarding to Bi-directional Feedback with Bluepulse Facilitated by:** Peter Baccile, Washtenaw; Fernando Sanchez, Explorance

Noon to 1:00 PM (Mezzanine)
Lunch

1:00 PM to 2:45 PM		
Workshop: *Crystal Room* **Tips, Tricks, and Troubleshooting – How to Identify and Prevent Common Issues in Blue** Instructors: Margot MacNutt & Peggy Collins	**Community Roundtable:** *Wilson Room* **Blue Experts Community Meetup Facilitated by Co-chairs:** Daniel Glover, University of Minnesota; Miles Lincoln, UC Berkeley	**ACL[1] Roundtable:** *Cresthill Room* **Achieving Response Rates for Statistical Confidence Facilitated by:** Fernando Sanchez & Miltiadis Vadrahanis, Explorance

2:45 PM to 3:15 PM (Foyer)
Afternoon Break

3:15 PM to 5:00 PM		
Workshop: *Crystal Room* **Enhance your Reporting with Blue's New and Lesser-known Reporting Functionalities** Instructors: David Norenberg & Krimo Bouaou	**Workshop:** *Wilson Room* **Connecting Technology with Campus Needs (Advanced Expert-Level) Facilitated by Co-chairs:** Daniel Glover, University of Minnesota; Miles Lincoln, UC Berkeley	**ACL[1] Roundtable:** *Cresthill Room* **Interpreting and Using Qualitative Student Feedback in a Meaningful Way Facilitated by:** Gregory Hum, University of Toronto; Yeona Jang, Explorance

6:00 PM to 8:00 PM (Empire Room at the Lobby Level)
Opening Night Cocktail Reception @ Empire Room, Palmer Hotel, 6:00 PM

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[2] ACLR (Architecting Change Leadership Roundtable) is a roundtable to share and discuss organizational challenges that institutions are facing, as they implement technology-enabled feedback processes, for successful adoptions and use of the data to measure progress and inform decisions.

Conference Schedule at a Glance, August 5-7

Monday, August 5

7:40 AM to 8:40 AM (State Ballroom)	7:00 AM – 5:00 PM (Registration Bays)
Breakfast	**Conference Registration**

8:40 AM to 8:45 AM (Grand Ballroom)
Opening and Welcome Remarks Yeona Jang, Explorance

8:45 AM to 9:45 AM (Grand Ballroom)
Dr. Shirley Raines, Keynote Speaker *Building Productive Partnerships*

9:50 AM to 10:40 AM (Grand Ballroom)
Explorance CEO Update, Roadmap and Looking Forward **Presenter:** Samer Saab, Explorance

10:40 AM to 11:00 AM (State Ballroom)
Morning Break

11:00 AM to 11:50 AM	
Session: *Salon 3* From Blue to Beautiful: Our Student Feedback Implementation Journey **Presenters:** Mark Ihnat & Naveed Aqeel, Humber College	**Session:** *Salon 4&9* Maroon, Gold, and Blue: Continuous Improvement in Student Ratings of Teaching Administration and Outcomes **Presenter:** Stephanie Klein, University of Minnesota
Session: *Salon 5&8* British Columbia Institute of Technology's Privacy Impact Assessment for Blue – A Not So Laid-Back Experience, EH? **Presenters:** Nancy Morello & Judy Shandler, British Columbia Institute of Technology	**Session:** *Salon 6&7* Blue 7… Are You There Yet? **Presenters:** Long Hua & Zelbrey Bedard, Explorance

12:00 PM to 1:00 PM (Exhibit Hall)
Lunch

1:00 PM to 1:40 PM (Grand Ballroom)
Structured Networking

1:40 PM to 1:50 PM (Grand Ballroom)
Presentation of Blue Expert Certificates

2:00 PM to 2:50 PM	
Session: *Salon 3* The Only Constant is Change: Question Personalization at UC Berkeley **Presenter:** Miles Lincoln, UC Berkeley	**Session:** *Salon 4&9* Northwestern University's Experience in Leveraging Bluepulse, a Formative Feedback Technology, for Continuous Instructor Development **Presenters:** Jenny Chen**,** Northwestern University; Raluca Druta, Explorance
Session: *Salon 5&8* Using DIG to create a Streamlined Course Evaluation Process and Implementing the Dynamic Report Viewer Model with Multiple Hierarchies **Presenter:** Lisa A. Votodian, University of Pittsburgh	**Session:** *Salon 6&7* Reporting Module Evaluations Outcomes - An Evolving Approach **Presenter**: Tim Linsey, Kingston University

2:50 PM to 3:15 PM (State Ballroom)
Afternoon Break

3:15 PM to 4:05 PM (Grand Ballroom)
Panel: Use of Feedback Data for a Wider Range of Outcomes: Opportunities and Challenges   **Panelists**: Bob Goldstein, University of Louisville; Brad Wuetherick, Dalhousie University;   Justin Fletcher, McGill University; Stephanie Klein, University of Minnesota   **Panel Moderator**: Yeona Jang, Explorance

4:15 PM to 5:05 PM	
Session: *Salon 3* Identifying and Understanding Concerning Student Comments Using the Blue Text Analytics Tool **Presenters:** Gregory Hum & Tara Wells, University of Toronto	**Session:** *Salon 4&9* Just Don't Call It "Blue" and Other Important Lessons From The Ohio State University's Implementation Journey **Presenters:** Cindy Davis, The Ohio State University; Margot MacNutt, Explorance
Session: *Salon 5&8* Enhanced Reporting of Course Evaluations and Learning Outcomes with Blue **Presenter**: Samit Lotlikar, Zayed University	**Session:** *Salon 6&7* Using Course Evaluation Data Sources for Other Surveys **Presenter:** Ginny Cockerill, The University of Alabama in Huntsville

5:05 PM to 5:15 PM (Grand Ballroom)
Door Prize Drawing (must be present to win)   **Presentation of Charity Check ($2,000)**   **Close for the Day**

Tuesday, August 6

7:40 AM to 8:45 AM (State Ballroom)	7:00 AM – 5:00 PM (Registration Bays)
Breakfast	Conference Registration

8:45 AM to 9:45 AM (Grand Ballroom)
Prof. David Carless, Featured Keynote Speaker *Feedback Literacy as a Key to Ongoing Improvement*

9:45 AM to 10:00 AM (State Ballroom)
Morning Break

10:00 AM to 10:50 AM	
Session: *Salon 3* DIG – as Powerful as Duct Tape and Gorilla Tape **Presenters:** Lisa Emery, University of Michigan; Gloria Eccleston, Washtenaw Community College	**Session:** *Salon 4&9* Creating Change in a Changing Environment: Toward Maximizing Blue 7 Benefits **Presenter:** Daniel Glover, University of Minnesota
Session: *Salon 5&8* Creating Customized Reports for Course Feedback **Presenters:** Robert Downie & Krista Prokopick, Fanshawe College	**Session:** *Salon 6&7* Bringing Course and Teaching Evaluations into 21st Century Modalities: A South African University Experience **Presenter:** Rita Kizito, University of the Witwatersrand

11:00 AM to 11:50 AM	
Session: *Salon 3* #FeedbackMatters Movement – How to Build a Culture of Continuous Feedback with Bluepulse **Presenters:** Peter Baccile, Washtenaw Community College; Fernando Sanchez, Explorance	**Session:** *Salon 4&9* Creating a Data Structure to Improve Stakeholder Experiences, When Using DIG & Blue **Presenters**: Joseph Delaney & Christina Bifulco, Rutgers University; Michael Lee Jones, Explorance
Session: *Salon 5&8* Quantifying the Effect of the Learning Experience on…Learning **Presenter**: Dean Langan, Sheridan College	**Session:** *Salon 6&7* Course and Module Evaluations – Blue Implementation Experience at Beirut Arab University **Presenter**: Sobhi Abou Shahin, Beirut Arab University

12:00 PM to 1:00 PM (Exhibit Hall)
Lunch

1:00 PM to 1:50 PM	
Session: *Salon 3* Durham University's Experience in Centralizing the Evaluation of Teaching: Lessons Learned **Presenter**: Julie Mulvey, Durham University	**Session:** *Salon 4&9* Engaging all Stakeholders to Change the Response Rate Conversation **Presenters:** Tara Wells & Gregory Hum, University of Toronto
Session: *Salon 5&8* A Value-based Approach to Implement and Evaluate Learning Experience Evaluations: A Case Study at the University of Southern California **Presenter**: Kenneth Nguyen, University of Southern California	**Session:** *Salon 6&7* Influencing Decisions in Higher Education: Considerations when Introducing and Negotiating Implementation of Blue with Academic Administrators **Presenter**: Taiwo Ande, Southern California University of Health Sciences

2:00 PM to 2:50 PM	
Session: *Salon 3* The Feedback on Feedback: Crucial Realities about Cultivating Cultures of Feedback **Presenter:** Cherie Werhun, Sheridan College	**Session:** *Salon 4&9* It's Working Well. Then Why Change? Embarking a Whole New Evaluation Process **Presenter:** Emma Dawes, University of Newcastle
Session: *Salon 5&8* Troubleshooting Backwards – Three Critical Steps to Launch When You Can't Get a Datafeed **Presenters:** Mark Lax, Harvard University; Peggy Collins, Explorance	**Session:** *Salon 6&7* Using DIG in Health Sciences Course and Teaching Evaluation Projects **Presenters:** Lawrence Williams, OHSU; Bruno Roy, Dalhousie University

2:50 PM to 3:15 PM (State Ballroom)
Afternoon Break

3:15 PM to 4:05 PM (Grand Ballroom)
Panel: Square Pegs and Round Holes? Aligning Academic Policy and Course Evaluations Technology Tools: Opportunities and Challenges **Panelists:** Damian Sweeny, The University of Melbourne; Eric Goodman, Education Affiliates; Gregory Hum, University of Toronto; Miles Lincoln, UC Berkeley; Peter Baccile, Washtenaw Community College **Moderator:** Tim Brennan, Explorance

4:15 PM to 5:05 PM	
Session: *Salon 3* Using Student Feedback In Analytics Frameworks to Improve Teaching & Learning: Dalhousie Journey **Presenter:** Brad Wuetherick, Dalhousie University	**Session**: *Salon 4&9* Revisiting Course Evaluations: Strategies to Minimize Gender and Racial Biases in Student Evaluations of Teaching **Presenter**: Howard Mzumara, Indiana University – Purdue University Indianapolis
Session: *Salon 5&8* University of Johannesburg's Course Evaluation Journey from Ad-hoc Paper-based Evaluations to Blackboard-integrated Blue **Presenter:** Riaan Loots, University of Johannesburg	**Session:** *Salon 6&7* Analyzing Students' Feedback to Enhance Project-based Learning: a UAE Study **Presenters**: Sadiq Midraj, Zayed University; Jessica Midraj, Khalifa University

5:05 PM to 5:15 PM (Grand Ballroom)
Door Prize Drawing (must be present to win) **Presentation of Charity Check ($3,000)** **Close of the Day**

5:50 PM to 9:00 PM (*Bus leaves @ 6pm. Please in the hotel lobby no later than 6:00 PM for transportation to the lakefront.*)
Social Dinner: [Spirit of Chicago Lakefront Cruise Dinner](#) *Boarding for the Spirit of Chicago will begin at 6:30 PM.*

Wednesday, August 7

7:40 AM to 8:45 AM (State Ballroom)	7:30 AM to 12:00 PM (Registration Bays)
Breakfast	**Conference Registration**

8:45 AM to 9:30 AM		
Session: *Salon 3* Encouraging Early Feedback on Learning/Teaching and 'Just In Time' Support to Students through ACU Unitpulse: A Long-term Strategic Approach at an Institutional Level **Presenters**: Elizabeth Santhanam & Bernardine Lynch, Australian Catholic University	**Session:** *Salon 4&9* The Missing Puzzle Piece: The Role of Course Evaluations in Understanding Faculty Impact **Presenters:** Ben Wang & Scott Wymer, Interfolio	**Session:** *Salon 5&8* Building Your Culture Through Learning and Measurement **Presenter:** John Mattox, Explorance

9:35 AM to 10:20 AM		
Panel: *Salon 5&8* Blue and LMS Integrations at Various Levels - from Planning to Implementation **Panelists:** Catherine Crouch, University of Michigan; Ginny Cockerill, The University of Alabama in Huntsville; Gloria Eccleston, Washtenaw Community College; Stephen Rektenwald, Abilene Christian University **Moderator:** Mohammed Sheraidah, Explorance	**Session:** *Salon 4&9* Machine Learning for Muggles **Presenter:** Alexis Tremblay, Explorance	**Session:** *Salon 6&7* Cats Cats Cats… and a Bit of BlueX **Presenter**: Francois Beneteau, Explorance

10:20 AM to 10:35 AM (State Ballroom)
Morning Break

10:35 AM to 11:15 AM	
Session: *Salon 3* The Age of Continuous Connection **Presenter:** Nitin Sharma, Explorance	**Session:** *Salon 4&9* Unveiling the Blue Text Analytics Machine Learning Project **Presenter:** Long Hua, Explorance
Session: *Salon 5&8* Using Relationship Demographics to Enhance Your Projects and Reports **Presenters**: Andres Rodriguez & Margot MacNutt, Explorance	**Session:** *Salon 6&7* How to Structure Blue Data Sources – 3 Critical Concepts for Design **Presenter:** Peggy Collins, Explorance

11:20 AM to 12:00 PM	
Session: *Salon 3* Update on 2019 Customer Satisfaction Survey Results **Presenter:** Samer Jaffar, Explorance	**Session:** *Salon 4&9* Blue to Power Learning Journey Analytics for Your Students from Application to Graduation **Presenter**: Mohammed Sheraidah, Explorance
Session: *Salon 5&8* Managing Large Questionnaires with Blue: Cascaded versus Conditional **Presenter**: Alexandra Virlanuta, Explorance	**Session:** *Salon 6&7* Keeping Unwanted Data out of Your Projects **Presenters:** Sara Alkadri & Krimo Bouaou, Explorance
12:00 PM to 1:00 PM (Grand Ballroom)	
Lunch **12:45 PM: Door Prize Drawing (must be present to win)** **Presentation of Charity Check ($5,000)** **Closing Remarks**	

See you at the BN GLOBAL 2020!
August 4-7, 2020

Pre-conference Learning Activity Descriptions

Sunday, August 4

Workshop #1: Optimizing Blue for End-to-End Course Evaluation Automation
Instructors: Alexandra Virlanuta, Andres Rodriguez, Sara Alkadri, Explorance

In this workshop, we will show you how you can enhance the automation of your course evaluation process from beginning to end. You will understand how to automate data imports to Blue, how to automatically update projects and reports, how to automatically update report distribution, and how to monitor automated course evaluations in Blue.

Workshop #2: Preparing your Data to Take Advantage of Relationship Demographics in Blue
Instructors: Raluca Druta & Julia Seiler, Explorance

In this workshop, we will show you how to work with relationship demographics to provide more flexibility and control over the course evaluation and reporting processes. Utilizing additional data fields will offer you more options for setting triggers, different types of filters, and other conditional rules. As a result, students can select whom or what to evaluate while providing more granular options for reporting.

Workshop #3: Tips, Tricks, and Troubleshooting – How to Identify and Prevent Common Issues in Blue
Instructors: Margot MacNutt & Peggy Collins, 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 verify, check, and test your data to prevent common issues when running projects in Blue. You will learn how to identify other common configuration issues and what to do to prevent them. These tips and tricks will help to ensure a successful course evaluation process and improve your day-to-day efficiencies when administrating Blue.

Workshop #4: Enhance your Reporting with Blue's New and Lesser-known Reporting Functionalities
Instructors: David Norenberg & Krimo Bouaou, Explorance

In this workshop, you will learn about new and lesser-known reporting functionalities in Blue, to provide the reports your institution requires. Are you making best use of report blocks and functionalities in Blue to provide key information to your audience? Is there a more efficient way to provide key insights to your stakeholders? Gain the knowledge to enhance your reporting such as combining condensed layouts, summary reports, export reports, and BPI feedback views.

Workshop #5 (Advanced Expert-Level)
Pushing Blue to the Limit: Getting the Most Out of Blue's Functionality
Co-chairs: Daniel Glover, University of Minnesota & Miles Lincoln, UC Berkeley

Advanced reporting, interesting or "unusual" users of Blue, other technical applications (Data/DIG), feature requests.

Workshop #6 (Advanced Expert-Level)
Connecting Technology with Campus Needs
Co-chairs: Daniel Glover, University of Minnesota & Miles Lincoln, UC Berkeley

Working with administration, institutional buy-in, campus policy. Working with instructors and students.

Architecting Change Leadership (ACL) Roundtable #1: Faculty Onboarding to Bi-directional Feedback with Bluepulse
Facilitators: Peter Baccile, Washtenaw Community College & Fernando Sanchez, Explorance

Institutions see the value of bi-directional formative feedback for faculty professional development and for improved student learning outcomes. As institutions are implementing Bluepulse to institutionalize bi-directional formative feedback, however, faculty onboarding is identified as a commonly faced challenge that needs to be addressed to makes difference beyond a pilot scale to a large-scale adoption. This is a roundtable discussion to connect with your peers dealing with faculty onboarding challenges, and discuss approaches to faculty onboarding for sustainable adoption of formative feedback practice with Bluepulse. In addition, we will discuss how best to stay connected to share various faculty onboarding and adoption approaches.

Architecting Change Leadership (ACL) Roundtable #2: Achieving Response Rates for Statistical Confidence
Facilitators: **Fernando Sanchez & Miltiadis Vadrahanis, Explorance**

The response rate of a course evaluation survey is important to the credibility of the results, as a low response rate may decrease the statistical power of the data collected and undermine the reliability of the results. This is a roundtable to connect with your peers who are working on improving response rates, and discuss strategies and approaches used to addressing such challenges, critical success factors for achieving desired response rates in a sustainable manner, and actions that the participants can take home.

Architecting Change Leadership (ACL) Roundtable #3: Interpreting and Using Qualitative Student Feedback in a Meaningful Way
Facilitators: Gregory Hum, University of Toronto & Yeona Jang, Explorance

Did you know that when you migrate course evaluations from paper to online, students submit 4 to 7 times as many words? This roundtable is to connect with your peers to discuss how to go about interpreting and using qualitative student feedback in a meaningful way to inform decisions.

Community Roundtable #1: Medical and Health Sciences Community Meetup
Co-chairs: Lawrence Williams, OHSU & TBD

At the BN GLOBAL conference last year, attendees from Medical Schools and Health Science Colleges expressed interests in connecting to share and discuss their unique requirements while implementing Blue. We heard you, and we've taken action. Join the Medical and Health Sciences community meetup and connect with your peers to share, discuss, and problem-solve together.

Community Roundtable #2: Blue Experts Community Meetup
Co-chairs: Daniel Glover, University of Minnesota & Miles Lincoln, UC Berkeley

The Blue Experts Community Meetup is for certified Blue Experts to connect with each other, share what they are working on, and discuss how to grow the Blue Experts Community together to make Blue Experts more effective in their institutions. It is a closed session for the certified Blue Experts.

Conference Session and Panel Descriptions

Monday, August 5

Title: From Blue to Beautiful: Our Student Feedback Implementation Journey

Presenters: Mark Ihnat & Naveed Aqeel, Humber College

It took time and patience, but in the end, the implementation of our Student Feedback Questionnaire (SFQ) using Explorance Blue was a success. Success did not come easily, and the journey itself was an eye-opening experience for us. We did not take on this journey lightly, spending time up front seeking out effective practices tied to the deployment and implementation of a digital feedback student loop. We also spent time understanding who are stakeholders needed to be and could be and came to a realization, early on, that collaboration and strong partnerships can make or break an initiative of this kind. Furthermore, we understood the importance of collecting constructive student feedback and understood that our passion for gathering such data and implementing this initiative would be challenged by common concerns related to diminishing response rates and anonymity and privacy, and general faculty skepticism. We will present our journey of Blue to Beautiful, where student feedback was collected, faculty were trained, partnerships were established and lessons were learned - a journey well worth embarking on!

Title: Maroon, Gold, and Blue: Continuous Improvement in Student Ratings of Teaching Administration and Outcomes

Presenter: Stephanie Klein, University of Minnesota

Our responsibility: administration of the standard Student Ratings of Teaching (SRT) program across the University of Minnesota. But "standard" does not mean "static." In this session, we will share current and upcoming initiatives and our longer-term vision as we continue our evolution to match the changing needs of our community. This includes updates to what we ask students, how they answer, reporting and distribution of the resulting data, and how those results are used.

Title: British Columbia Institute of Technology's Privacy Impact Assessment for Blue – A Not So Laid-Back Experience, EH?

Presenters: Nancy Morello & Judy Shandler, British Columbia Institute of Technology

British Columbia Institute of Technology (BCIT) administers over 80,000 instructor surveys, and distributes close to 5,000 reports each year. At one time, these involved up to 8 separate platforms. Streamlining the processes and improving the experience for students, faculty and administrators was not only a goal – it was a necessity. BCIT considered various applications and approaches including several in-house concepts. A very methodical approach led to Explorance Blue in 2016. Moving to an externally hosted solution was a sound, but not a rushed decision; it was the direct way to successfully automate the Instructional Assessments Online (IAO). The new, potentially single survey platform for the institute needed to support BCIT's resources, timelines, data structures and multiple collective agreements on campus. Also, externally hosted and cloud-based technology had become more and more the industry norm. As Canadian post-secondary educators, regulations exist, yet vary for each province in regards to transfer and storage of personal information. In BC, it is the comprehensive Freedom of Information and Protection Privacy Act. This session will share the challenges of creating the "Privacy Impact Assessment" (PIA) for implementation of Explorance Blue at BCIT, the approach taken to address these challenges, and what we have accomplished with the lessons learned.

Title: Blue 7… Are You There Yet?

Presenters: Long Hua & Zelbrey Bedard, Explorance

Are you taking full advantage of what Blue 7 offers? Instructor Feedback Dashboard for insight analytics? Dynamic Report Access for advanced report distribution? Deep LMS integration for faculty and student engagement? Question bank, DIG and relational demographics for targeted data collection? We will review these capabilities with some real-life examples to help you see how you can reach your true Blue potential.

Title: The Only Constant is Change: Question Personalization at UC Berkeley

Presenter: Miles Lincoln, UC Berkeley

At our institution, each department asks different questions of their instructors and courses. The customizable slots that allow each faculty and graduate student instructor to insert their own questions are the only commonality across all evaluation forms on campus. Join us to learn how Berkeley uses question personalization to empower instructors, give maximum control to departments, and remove bottlenecks to run projects with less work.

Title: Northwestern University's Experience in Leveraging Bluepulse, a Formative Feedback Technology, for Continuous Instructor Development

Presenters: Jenny Chen, Northwestern University; Raluca Druta, Explorance

Formative Feedback is an initiative at the Searle Center for Advancing Learning and Teaching to enhance learning and teaching at Northwestern University. Bluepulse, the Explorance-powered technology, is leveraged to anonymously collect student feedback throughout the entire academic year. A principal goal of this initiative is to develop new learning and teaching aid projects for faculty. At the same time, faculty at Northwestern uses Bluepulse to listen to the student voice on an ongoing basis. This presentation will present how Northwestern is implementing Bluepulse formative feedback technology to continuously improve its learning and teaching.

Title: Using DIG to create a Streamlined Course Evaluation Process and Implementing the Dynamic Report Viewer Model with Multiple Hierarchies

Presenter: Lisa A. Votodian, University of Pittsburgh

The University of Pittsburgh relies on both individual instructors and school administrators to drive the course evaluation cycle. Using both an opt-in and an opt-out model, DIG projects are set up to allow these groups to determine which courses and instructors should be evaluated. In addition, report viewing access varies widely within and among the twenty-three schools at the University of Pittsburgh. Supervisory report viewing privileges are unique to each school and may include access to full or only partial reports. Determined to move away from having to create multiple supervisor-relationship files, we created a report viewing structure that includes various levels of access and multiple hierarchy templates which can be applied across the university.

Title: Reporting Module Evaluations Outcomes – An Evolving Approach

Presenter: Tim Linsey, Kingston University

Kingston University reintroduced Module Evaluation Questionnaires (course evaluations in other regions) institution-wide in March 2017, and is now delivering all module evaluation questionnaires online and integrated with the institutional VLE (LMS in other regions) and Student Information System. In addition to reports generated from Blue, the MEQ data is passed to the institutional data warehouse, from where the data is fed into both institutional dashboards, accessible by all staff, and the University Annual Monitoring and Enhancement process (pre-populating module enhancement plans). The presentation will address the analysis, presentation and sharing of module evaluation data, covering issues impacting on data reliability and accuracy and data presentation to inform decision. We will also share with you various strategies used to engage key stakeholders involved in the end-to-end module evaluations process.

Title: Use of Feedback Data for a Wider Range of Outcomes: Opportunities and Challenges

Panelists: Bob Goldstein, University of Louisville; Brad Wuetherick, Dalhousie University; Justin Fletcher, McGill University; Stephanie Klein, University of Minnesota; Yeona Jang, Explorance (Moderator)

Many Higher-Ed institutions have been collecting student feedback for many years and also have many sources of student data in various information systems. There may be ways that this data can be combined to answer questions an institution is asking - about student success, student experience, and so on. At the same time, concerns and challenges in combining data are in front of us. The picture in front of us looks like this: On one hand, we see the potential benefits of feedback data to make progress and inform decisions, and on the other hand we also see concerns and challenges. Who can benefit from sharing of data for what purposes? Where do we go from here?

Title: Identifying and Understanding Concerning Student Comments Using the Blue Text Analytics Tool

Presenters: Gregory Hum & Tara Wells, University of Toronto

Student qualitative comments on course evaluations are generally a rich source of useful and productive feedback on teaching and learning. However, there are a subset of students' comments that are not productive and/or are concerning to instructors and/or others (e.g., offensive, describe inappropriate behaviours). In this presentation we will discuss our efforts at the University of Toronto to better understand qualitative comments of concern in order to help inform efforts to address them. We will first discuss how we both evaluated the Blue Text Analytics tool's alerts categorizations to facilitate this work, and, how we developed a coding procedure for defining and studying these comments. Following this, we will discuss some of the insights gleaned from this work and how these findings might inform both proactive and reactive approaches to improving the overall quality of student comments.

Title: Just Don't Call It "Blue" and Other Important Lessons From The Ohio State University's Implementation Journey

Presenters: Cindy Davis, The Ohio State University; Margot MacNutt, Explorance

What could be challenging about implementing one survey for an entire campus? One that must be available on the university's own mobile app. With emails that conform to strict branding standards. And have optional comments. Plus reports for seemingly random people. Just for fun let's go live during summer when there are 8 different sessions. After that- half a million tasks for Autumn will be no problem, right? Why not add Dynamic Report Access? In fact let's throw 10 years of historical data in there for good measure. In this presentation, we will show you that using super powers and a band of misfits, not only were did we make all of this happen, we boosted response rates by over 15% at the same time.

Title: Enhanced Reporting of Course Evaluations and Learning Outcomes with Blue

Presenter: Samit Lotlikar, Zayed University

Zayed University started using Blue platform from 2016, and since then we have made several enhancements in the process of administering course evaluations at our institution. Upon migrating from an old in-house developed system to Explorance Blue in 2016, Surveys are centrally administered by Institutional research Office to ensure smooth operations and to increase the response rates. This session is to showcase how we use blue platform to administer course evaluations and faculty reflections of the course and then further explore structuring and reporting possibilities at different levels at the institution (University, College, Program, Course, Program Learning Outcomes and Section). We will also present variety of reports by course, section, college, program, Program Learning Outcome and a separate instrument to measure course learning outcome. We will highlight some of the initiatives taken to streamline report distribution using Learning Management System and specifically Content Management System. We will also show how the data is synchronized using Web Services provided by Blue into Data Warehouse System to provide comparative analysis to the senior administration.

Title: Using Course Evaluation Data Sources for Other Surveys

Presenter: Ginny Cockerill, The University of Alabama in Huntsville

Like many institutions, The University of Alabama in Huntsville first adopted Blue because they needed a tool to manage the course evaluation process. However, after realizing its power and flexibility, they began using it for other data collection needs, particularly ones related to student course enrollment. This presentation will look at the ways UAH has used the course evaluation functionality in Blue to address other survey needs easily and effectively. Ways to use the existing Data Sources and to adapt the Project Definitions will be discussed along with examples of the actual surveys and reports and how they are being used.

Tuesday, August 6

Title: DIG – as Powerful as Duct Tape and Gorilla Tape

Presenters: Lisa Emery, University of Michigan; Gloria Eccleston, Washtenaw Community College

DIG is a powerful solution for BLUE users with extensive potential and if you don't use it, we'll tell you what you are missing. These two Ann Arbor institutions, the University of Michigan and Washtenaw Community College, both use DIG as an ordering system to clean up their data, adjust instructor assignments, and indicate classes that will or will not be evaluated. But the devil is in the details, and how they DIG is somewhat different -- both are effective and improve efficiencies and response rates for these BLUE schools.

Title: Creating Change in a Changing Environment: Toward Maximizing Blue 7 Benefits

Presenter: Daniel Glover, University of Minnesota

University of Minnesota, a large, multi-campus research university, has a (mostly) centralized student rating of teaching program. The added functionality allowed with version 7 of Blue allows for easier management of complex data collection and reporting scenarios our centralized student rating environment. This session shares some methods and road maps for using these features to bring units with previously challenging requirements (including our health science ones) into the centralized program, while adding the features and options requested, in a way that balances unit flexibility and system-wide consistency while reducing institutional costs.

Title: Creating Customized Reports for Course Feedback

Presenters: Robert Downie & Krista Prokopick, Fanshawe College

Fanshawe College implemented Explorance Blue for academic course feedback surveys in 2015. Prior surveys were paper-based and administered in-class, with analysis and reports provided by an external consultant. Individual faculty reports were the base, with results aggregated to program, school, and college level. In each case, brief, tabular reports with means was the historical norm and expected from Blue survey reports. In this presentation, we will share how Fanshawe College's institutional research collaborated with Explorance to customize Blue reports with the appropriately-calculated means table for all end user groups. This is our story.

Title: Bringing Course and Teaching Evaluations into 21st Century Modalities: A South African University Experience

Presenter: Rita Kizito, University of the Witwatersrand

In today's knowledge- based societies and economies, universities are under pressure to produce knowledgeable graduates who can handle complex concepts, work creatively and generate new ideas that can solve societal problems. Rapid access to accurate, analyzed data is required if institutions are to make decisions needed to transform higher education to meet 21st Century demands. The University of the Witwatersrand recognized this challenge and purchased Blue Course evaluation software in order to migrate from an outdated, labour-intensive course and evaluation system. Enabling full automation of course and teaching evaluations across the institution has had both challenges and advantages. This presentation traces institutional changes adopted in order to bring Course and teaching evaluations into 21st Century Modalities. This includes questionnaire ratification, digital infrastructure adjustments and staff behavioral changes.

Title: #FeedbackMatters Movement – How to Build a Culture of Continuous Feedback with Bluepulse

Presenters: Peter Baccile, Washtenaw Community College; Fernando Sanchez, Explorance

The #FeedbackMatters Movement is an initiative developed by Washtenaw Community College with one goal in mind – the goal of "having successful feedback sessions between instructors and students." In this session we will present the key dimensions to consider in implementing an institution-wide formative feedback process, and show you how an academic institution can leverage Bluepulse as the platform to improve instruction to drive student success. We will also cover how Washtenaw went about building a support network to address the impact of the #FeedbackMatters Movement on various internal processes and facilitate the formative feedback adoption journey by reaching out and engaging instructors.

Title: Creating a Data Structure to Improve Stakeholder Experiences When Using DIG & Blue

Presenters: Joseph Delaney & Christina Bifulco, Rutgers University; Michael Lee Jones, Explorance

Developing a data structure is arguably one of the most important steps when beginning the implementation of Blue, it really sets the foundation upon which a course evaluation project is built. An already complex task, the use of the Data Integrity Gateway (DIG), the inclusion of various student and faculty demographics, four learning management systems, and two course registration systems can exponentially increase the difficulty of creating the data structure, datasources, definitions, and projects. This presentation will provide some suggestions for creating a data structure that takes into account DIG, various stakeholders, and reporting conceived of during the implementation of Blue at a large public university.

Title: Quantifying the Effect of the Learning Experience on…Learning

Presenter: Dean Langan, Sheridan College

Can course evaluation results tell us anything about student learning? Sheridan has created a robust multivariate model that allows us to objectively measure (isolate) the extent to which a high-quality learning experience differentially impacts learning in subsequent courses (vs. lower-quality learning experiences). The effect is significant and meaningful; independent of grades (and several other variables), the quality of experience in a course impacts future leaning. In this presentation, we will review the findings and methodology, including how course evaluation data were used in the analysis, as well as implications of the work and opportunities for further research.

Title: Course and Module Evaluations – Blue Implementation Experience at Beirut Arab University

Presenter: 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 1st 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.

Title: Durham University's Experience in Centralizing the Evaluation of Teaching: Lessons Learned

Presenter: Julie Mulvey, Durham University

Julie Mulvey from the Durham Centre for Academic Development will talk about her experiences of moving from a decentralised culture of student evaluation (each School and Department devising their own questionnaires) to implementing a centralised approach. She will explore the drivers behind this process: quality control; the need to be able to compare and aggregate data across programmes, schools and across the institution; and a sensitivity to potential questionnaire fatigue amongst the student body. This session identifies not only the hidden costs of having a decentralised system and discusses a range of benefits that can be achieved though centralisation.

Title: Engaging all Stakeholders to Change the Response Rate Conversation

Presenters: Tara Wells & Gregory Hum, University of Toronto

A major fixture in online course evaluation discussions is the use of response rates to measure success. What if we shifted the conversation from response rates to a richer discussion about engagement? This presentation will explore the University of Toronto's efforts to redefine engagement with course evaluations, and discuss why this shift matters. We will provide an overview of our context & explore how we engage stakeholders in our large and decentralized institution. We will showcase our new-and-improved e-mail invitations and QP landing page, and share the background research into how and why these were developed. Lastly, we will reflect on the roll-out of these improvements over the past year, and share lessons learned.

Title: A Value-based Approach to Implement and Evaluate Learning Experience Evaluations: A Case Study at the University of Southern California

Presenter: Kenneth Nguyen, University of Southern California

The University of Southern California has recently embraced a new model of teaching excellence. Among significant changes to the university model of teaching practice are the redesign of the teaching evaluation survey as well as the process through which evaluation data are collected. The Office of Institutional Research (OIR) is tasked with managing changes to the evaluation process and further strengthening the availability of evaluation data to inform and improve teaching effectiveness.

Adopting the *Multi-Attribute Utility Theory*, OIR has developed a framework to guide our operational decisions and strategic initiatives regarding the new teaching evaluation process. The framework ensures that the office policies and recommendations are consistent with the university values, the missions and codes of ethics of the Institutional Research profession, and the objectives of the new teaching excellence model. Furthermore, the framework promises an innovative way to allocate resources to maximize the benefits of the teaching evaluation program. This talk provides a succinct description of how to adopt a theory-driven approach to develop such framework to guide policy developments and performance evaluation, assisted by the Blue technology.

Title: Influencing Decisions in Higher Education: Considerations when Introducing and Negotiating Implementation of Blue with Academic Administrators

Presenter: Taiwo Ande, Southern California University of Health Sciences

Partnership between academic Institutions and academic technology vendors is inevitable in resolving numerous quality improvement challenges facing the academia. While the challenges may be easily identifiable, the ever-growing pool of academic technology products, dwindling financial base, and the need for continuous quality improvement create a perfect storm for academic leaders as they make academic technology product investment related decisions.

Technology product sponsors and developers must understand the mindset of academic leaders, as they introduce and negotiate the implementation of these products on their campuses. This session discusses the considerations that Blue product sponsors and vendors need to focus on while introducing and negotiating the implementation of Blue with academic leaders.

Title: The Feedback on Feedback: Crucial Realities about Cultivating Cultures of Feedback

Presenter: Cherie Werhun, Sheridan College

The design of institutional implementation frameworks to support faculty adoption of formative feedback into their practices requires an attention to faculty developmental and instructional design approaches to ensure that faculty feel confident to integrate feedback intentionally and meaningfully in a sustained manner. In this session, we identify and unpack teaching and learning variables that are often overlooked in our implementation plans and how an educational development perspective that accounts for faculty as *learners themselves* within the feedback relationship can elevate our efforts to support faculty in their development of cultures of feedback within their learning environments.

Title: It's Working Well. Then Why Change? Embarking a Whole New Evaluation Process

Presenter: Emma Dawes, University of Newcastle

The views of our students and graduates are of critical importance in monitoring, reviewing and enhancing the quality of teaching and learning, as well as evaluating the overall student experience at The University of Newcastle. The Student and Staff Insights Team recently developed a strategic vision and suite of pilot projects to develop a new culture of engagement driven by robust measurements, institutional trust and transparent communication of results. In this presentation we will take you on our journey to understanding the real needs of our staff and students and how we have begun to implement change.

Title: Troubleshooting Backwards – Three Critical Steps to Launch When You Can't Get a Datafeed

Presenters: Mark Lax, Harvard University; Peggy Collins, Explorance

Despite best laid plans for Blue implementation, things may not go as it is planned, hitting roadblocks. In this presentation, we will share Harvard's experience and outlines critical steps on how to be successful when things do not go as planned. It is easy to be successful when all goes right, but we will show the power and agility of Blue and troubleshooting to accomplish a successful launch. Strategies and workarounds at each step that you can use at your institution to overcome challenges and roadblocks will be highlighted.

Title: Using DIG in Health Sciences Course and Teaching Evaluation Projects

Presenters: Lawrence Williams, Oregon Health & Science University (OHSU);
Bruno Roy, Dalhousie University

DIG is a great tool for allowing Blue admins to distribute work flow for course and teaching evaluations. But what does this mean for special institutions, such as health sciences universities? In this session, we'll address the technical challenges of using DIG at a health science university by examining the implementation of DIG at Oregon Health and Sciences University (OHSU). We'll then compare how OHSU uses DIG to that of Dalhousie University, which has been using DIG successfully for quite some time. We'll share the technical aspects of using DIG for evaluation projects related to Preceptor or rotation evaluations, as well as the administrative and cultural challenges and opportunities for using DIG in a health sciences institution.

Title: Square Pegs and Round Holes? Aligning Academic Policy and Course Evaluations Technology Tools: Opportunities and Challenges

Panelists: Damian Sweeney, The University of Melbourne; Eric Goodman, Education Affiliates; Gregory Hum, University of Toronto; Miles Lincoln, UC Berkeley; Peter Baccile, Washtenaw Community College; Tim Brennan, Explorance (Moderator)

The alignment of Academic Policy and Course Evaluation tools presents both opportunities and challenges for our institution partners. Many institutions choose to revisit Academic Policy and procedures prior to implementing a new evaluation tool, while other institutions expect the tool to conform to current policy requirements, or simply revise the policy in accordance with the operational practices. This panel will canvas how to navigate this complex terrain, sharing their own strategic and operational expertise.

Title: Using Student Feedback In Analytics Frameworks to Improve Teaching & Learning: Dalhousie Journey

Presenter: Brad Wuetherick, Dalhousie University

This presentation explores how Dalhousie University, a medical-doctoral research university in Halifax, Canada, has used analytics on student feedback from our Student Ratings of Instruction as part of our institutional approach to improving teaching and learning enhancement. In particular, it will explore how our quantitative student feedback data informed our modelling of student success and retention, as well as our use of text analytics to support both student wellness and crisis intervention and program-level academic evaluation that explores the values underpinning our student learning environment. The presenter will discuss a framework articulating the data governance expectations that institutions in higher education should establish in order for analytics to be implemented effectively.

Title: Revisiting Course Evaluations: Strategies to Minimize Gender and Racial Biases in Student Evaluations of Teaching

Presenter: Howard Mzumara, Indiana University – Purdue University Indianapolis

Student feedback from end-of-term evaluations is a popular tool that faculty uses to improve teaching and administrators to reward excellence in teaching. However, what do faculty and administrators know about a growing body of research demonstrating gender and racial biases in student evaluations? As more colleges and universities use student ratings data to guide personnel or employment decisions, it is critical that decision makers have access to research-based information about the appropriate use and interpretation of that data. This session will help participants to learn more about student ratings research and effective strategies they can use to mitigate biases and improve the quality and utility of course evaluations at their campus.

Title: University of Johannesburg's Course Evaluation Journey from Ad-hoc Paper-based Evaluations to Blackboard-integrated Blue

Presenter: Riaan Loots, University of Johannesburg

In the beginning … module and teaching evaluations were primarily used for professional development and promotion purposes by our academics. The University of Johannesburg's strategic objectives for global excellence in teaching and learning meant that module and lecturer evaluations should also form part of our overall strategy to improve student success through evidence-based decision making. Thus, the increasing number of evaluations necessitated a different approach that is efficient at handling high volumes of evaluations while also providing meaningful data to UJ as a whole. This presentation gives an overview of our journey from ad hoc and paper-based evaluations to Blue-based evaluation that is semi-automated and fully integrated with Blackboard (LMS). The presentation will also provide insights into our staff and student perceptions as well as some lessons learnt.

Title: Analyzing Students' Feedback to Enhance Project-based Learning: a UAE Study

Presenters: Sadiq Midraj, Zayed University & Jessica Midraj, Khalifa University

The purpose of the presentation is to share the results of a study that analyzed students' feedback on their project-based learning experience to continue to improve. The participants (n=50) responded to the University's Blue course and instructor evaluation survey, and selected participants responded to interview questions. The quantitative findings were very positive, while the qualitative results showed mixed perspectives on the project-based learning experience. This prompted adapting the project-based learning tasks and assessment rubrics. Also, the improvement areas addressed diversity, academic integrity, data collection, peer coordination, and collaboration.

Wednesday, August 7

Title: Encouraging Early Feedback on Learning/Teaching and 'Just In Time' Support to Students through ACU Unitpulse: A Long-term Strategic Approach at an Institutional Level

Presenters: Elizabeth Santhanam & Bernardine Lynch, Australian Catholic University

The presentation discusses the process of adoption and university-wide implementation of the Bluepulse (ACU Unitpulse) formative feedback tool at Australian Catholic University (ACU). The presentation highlights some of the challenges in encouraging staff to make use of ACU Unitpulse and make timely improvements to the learning experience of ACU students while a study period is underway.

Title: The Missing Puzzle Piece: The Role of Course Evaluations in Understanding Faculty Impact

Presenters: Ben Wang & Scott Wymer, Interfolio

Comprehensive course evaluation software that collects and displays feedback data in a central location is an obvious requirement when analyzing student outcomes and success. But when institutions want to see a more holistic picture of the institutional impact of their most valuable resource, faculty, how can they view and make decisions from the full spectrum of accurate scholarly data in one place? Research activity, service responsibilities, course load, review milestones, and teaching impact comprise a cumulative view of faculty activity, and can be managed centrally in a new technological category called the Faculty Information System (FIS). This presentation debuts the integration between two best-in-category products: Interfolio's FIS and Explorance's Blue and Bluepulse. By integrating student voices into FIS for all faculty information, data, and decisions, institutions benefit from a first-ever 360-degree view of academic performance on campus, tying faculty engagement and activity to student success.

Title: Building Your Culture Through Learning and Measurement

Presenter: John Mattox, Explorance

While well-focused intention and a willingness to experiment with feedback help build a great culture, a critical component is the ability to measure, monitor and manage the factors that influence it, especially continuous improvement. Come listen to best practices for measuring learning programs so you can better manage your data-backed continuous improvement, fostering learning and measurement culture.

Title: Blue and LMS Integrations at Various Levels - from Planning to Implementation

Panelists: Catherine Crouch, University of Michigan; Ginny Cockerill, The University of Alabama in Huntsville; Gloria Eccleston, Washtenaw Community College; Stephen Rektenwald, Abilene Christian University; Mohammed Sheraidah, Explorance (Moderator)

The panel will share and discuss what to plan ahead for the integration of Blue with LMS, along with potential pitfalls to keep an eye on. The panel will also discuss how they leverage the integration between Blue and their LMS to enable better analytics to inform decisions.

Title: Machine Learning for Muggles

Presenter: Alexis Tremblay, Explorance

This presentation covers the fundamentals of machine learning. Without math.

Title: Cats Cats Cats… and a Bit of BlueX

Presenter: Francois Beneteau, Explorance

Oh no! Cats have made their way into BlueX! Are you kitten me!? Is this fur real? They're everywhere. How did they… what are they… hey that looks kind of purrty. I didn't know you could do that in BlueX right meow. I'll guess stick around (metafurkittily speaking of course) and see what are the other survey pawssibilities of BlueX.

Title: The Age of Continuous Connection

Presenter: Nitin Sharma, Explorance

Connect. Engage. Improve. Bluepulse puts improvement at the fingertips of everyone within your institution (faculty, staff, students, etc.). See first-hand how Bluepulse can help you ensure that no one is left behind. Through direct, indirect and recurring check-ins you can start gathering the insights you need to shape the teaching and learning experience. Let's brings feedback into the moment.

Title: Update on 2019 Customer Satisfaction Survey Results

Presenter: Samer Jaffar, Explorance

We will share the results of the 2019 customer satisfaction (CSAT) survey. We will also 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.

Title: Unveiling the Blue Text Analytics Machine Learning Project

Presenter: Long Hua, Explorance

Open ended feedback is an important source of student feedback about their learning experience. However, interpreting the qualitative results adequately can prove challenging. In this session, we will examine the power of Blue Text Analytics (BTA) in telling comprehensive analytics stories for instructors and academic leaders as well as unveil the BTA machine learning project. Community participation is crucial to the success of this next phase in expanding the capabilities of BTA.

Title: Using Relationship Demographics to Enhance Your Projects and Reports

Presenters: Andres Rodriguez & Margot MacNutt, Explorance

Relationship demographics give you more control and flexibility in managing projects, and can be used to provide more insightful reports. We will demonstrate with practical use cases how to take advantage of instructor and student relationship demographic data to add more efficiency when working with Blue.

Title: How to Structure Blue Data Sources – 3 Critical Concepts for Design

Presenter: Peggy Collins, Explorance

Designing and structuring sustainable data sources that work for your institution is critical to successful Blue projects. In this session, we will highlight three design concepts that have worked across many institutions. Techniques for creating, updating and especially managing change to existing data sources will be featured using actual examples based on experience drawn from working with various Blue customers.

Title: Blue to Power Learning Journey Analytics for Your Students from Application to Graduation

Presenter: Mohammed Sheraidah, Explorance

Insight depends greatly on reliable and accurate data that covers the subject being analyzed. In this session, we will explore how you can leverage Blue to gather data about a student's experiences through their learning journey from application to graduation and beyond.

Title: Managing Large Questionnaires with Blue: Cascaded versus Conditional

Presenter: Alexandra Virlanuta, Explorance

Course evaluations play a major role in course improvement and student retention and asking the right questions is key. If you and your institution are managing multiple instruments, then this presentation is for you. You may have heard of terms such as triggers, Qbank or Question bank and wondered which solution or approach best suits your institution's needs. This session presents the "Questionnaire logic: *Cascaded* versus *Conditional*"; we will discover together the best ways to build and manage diverse instruments and review the implications of the decision of to be Cascaded or to be Conditional.

Title: Keeping Unwanted Data Out of Your Projects

Presenters: Sara Alkadri & Krimo Bouaou, Explorance

Have you experienced unwanted data sneaking into your projects? We will present important guidelines developed while working with various Blue-using institutions over time, along with various use cases taking advantage of the data structures and filters, in order to prevent accidents from happening in your own projects.

Explorers (in Alphabetical Order by First Name)

Alexandra Virlanuta
Consultant, Professional Services

Alexandra has over 10 years of combined business and technical experience in the computer software industry. She joined Explorance's Professional Services team in 2015, after a long-term collaboration with IBM and Lenovo, as a Strategist/Marketing Database Analyst. Alexandra is a Blue expert, specializing in Question Bank and complex course evaluations.

Alexis Tremblay
Lead - Artificial Intelligence, Product Development

Alexis transitioned from actuarial science to AI a decade ago. Fueled by science fiction and fantasy dreams, he found his way in combining Mathematics with Computer Science through machine learning to statistically predict the future. In his constant quest for knowledge, Alexis is leading the AI team at Explorance, while pursuing a Master in Machine Learning at University of Montreal.

Andres Rodriguez
Customer Support Engineer, Customer Support

Andres has seven years of experience working within the educational sector. During these years, he has accomplished sales and customer services roles. He had the great experience of opening the market for Explorance in Latin America and Spain. Also, he has been in customer interaction roles within the electronic industry, software event industry and at Concordia University.

Brett Hatten
Principal Solution Architect, Enterprise Solutions

Brett has worked as part of the Metrics That Matter (Enterprise) team since early 2012. His primary focus is to decrease technology adoption hurdles, address technological/process barriers, and drive effective adoption of Enterprise solutions within Explorance. Previous positions have been held within the supply chain management area of the motion picture industry.

Chanel Sutherland
Manager of Content & Brand Strategy, Marketing

Ever since she was young, Chanel has been observing the world around her and making little scribbles in notebooks and anything on hand at the moment. A writer at heart, she studied Literature and Creative Writing at Concordia University, and went on to work in several industries including publishing, e-commerce, FinTech, and now Edtech. A self-proclaimed futurist who loves writing science fiction and fantasy stories, she is fascinated by the future and the sense of what's coming next, especially relating to human behavior.

Charles Assaf
Chief Revenue Officer

As Chief Revenue Officer, Charles is responsible for running the sales operations of Explorance globally. He was previously the GM of ORSYP Canada, where he was responsible for establishing and leading the expansion of the business until its acquisition. While at Automic Software, Charles headed a worldwide synergy function enabling Automic to become global pure-play leader in business automation market until its acquisition by CA software. He holds a Bachelor of Engineering degree from McGill University and a Masters of Engineering degree from MIT. He is involved in various charitable organizations and currently sits on the board of directors of the Montreal Museum of Fine Art Foundation.

Cristina Hall, MBA
VP, Enterprise Strategy

As VP, Enterprise Strategy, Cristina is responsible for ensuring the alignment of customer needs with Explorance solutions in the Enterprise sector. She has 13 years of experience helping companies establish and optimize their L&D measurement strategies, and her finance background and MBA provide a strong connection to what the business wants from talent development leaders. Outside of work she leads a community non-profit in her Chicago neighborhood, and is an active volunteer at her son's elementary school.

David Norenberg, M.Ed.
Product Training Specialist, Community Expertise & Learning Center

David joined Explorance after 20 years of experience in university administration during which he frequently developed and facilitated training workshops for staff and students. He also assisted in leading university reaccreditation processes including assessment of student learning outcomes. A trained public speaker, he is an energetic and involving presenter and facilitator.

Dena Fowler, MBA

Vice President, Professional Services - Enterprise

Dena Fowler has 25 years of experience in marketing, operations, finance, and consulting. As a consultant, she led projects enabling clients to formulate learning measurement strategies, demonstrating the value and impact of critical programs, and driving continuous improvement of employee performance and business outcomes. As VP of Professional Services, Dena is responsible for ensuring the successful onboarding of new Enterprise clients, and providing creative, Hire-to-Retire consulting solutions that lead to increased client conversions and account growth, and greater client satisfaction.

Diana Diaco Cervantes

Community Engagement Manager, Community Expertise & Learning Center

Diana started her career 12 years ago as a DePaul University graduate. She worked on the product side of the business making an impact managing various QA, Design & Delivery and Help projects. Over the years, her passion for working with people and technology transitioned her into her current role of helping our customer community members be connected and engaged for their rewarding learning experiences, as they connect, share, and learn.

Erika Cost, CPLP

Sr. Consultant, Product Expertise and Training, Community Expertise & Learning Center

Erika has been heading up Customer Education for Metrics That Matter since 2011. A passion for helping people to be more successful in their jobs led to a career change from supplemental secondary education to corporate learning and development 16 years ago. In her role at Explorance, she designs, develops, and delivers customer and product education for Metrics That Matter and collaborates cross-functionally on customer and product education strategy.

Fernando Sanchez
Consultant, Professional Services

With more than 15 years of experience in customer facing roles that go from need analysis to solution implementation, Fernando delivers Explorance's technology-based solutions to Clients and works with multiple Stakeholders in a win-win relationship. Fernando's expertise includes higher education, automotive, finance, logistics and software industries.

François Bénéteau
Director, Sales Operations

Francois Beneteau is a graduate of the Computer Engineering department at Concordia University and has been working in the technology sector for the past 13 years, 11 of those in software for Higher Education. His background in technical support and professional services have made him a power user for Explorance's software suites.

Georges Geha
Vice President, Deployment & Integration Services

Georges Geha has over 18 years of experience in IT, starting as a programmer, analyst, team leader and a project manager. He also assumed a CEO position for 9 years prior to joining Explorance. As Vice President of Deployment and Integration Services at Explorance, he is known for his enthusiasm, involvement and integrity in his work. Georges enjoys a good Netflix binge, but can also be found boxing at the gym.

Ihssan Ghannoum, Ph.D.
Program manager, CEO Office

Ihssan has been with Explorance since 2013 and he is now responsible for Explorance Program and leading the Governance team in the CEO Office. Before Explorance, Ihssan worked for 7 years in Thales - France which is one of the main providers in the aerospace and defence market. Ihssan holds a PhD in Telecommunication from Université Pierre et Marie Curie.

Jeff Anderson
Vice President, Customer Loyalty

With over a decade of experience developing meaningful customer relationships for Explorance, Jeff is now heading the Customer Loyalty division. He leverages his knowledge of the Blue and its user community to create enhanced client experiences.

Jeffrey Wang
Sr. Software Developer, Product Development

Jeffrey has been with Explorance since 2012 as a software developer. He works in the Blue development team, mainly focusing on the Blue Report Engine.

John Atherton
Sales Director

Since graduating in Business and Marketing from Sheffield Hallam University in 2007, John has spent most of his career focused on sales growth within the Higher Education sector for student feedback solutions. Currently, John leads the sales effort and the market development for the United Kingdom, Republic of Ireland and the Republic of South Africa.

John R. Mattox, II, Ph.D.
Head of Talent Research, Community Expertise & Learning Center

John serves clients by helping them develop measurement strategies and by measuring the impact of curriculum on critical business measures. As the Head of Talent Research, he gathers industry information that will be useful to clients regarding talent measurement and decision making. John led training evaluation teams at KPMG, PricewaterhouseCoopers and Arthur Andersen for 12 years. In 2014 he co-authored a book with Jac Fitz-enz entitled *Predictive Analytics for Human Resources.* In 2016 he published a book on learning analytics with his colleagues Jean Martin and Mark Van Buren. In 2018 Cake HR recognized John as one of the Top 135 influencers in HR Analytics. He lives in Franklin, TN with his wife and three children.

Julia Seiler
Customer Support Engineer, Customer Support

The past 10 years, Julia has been working in different roles in the software industry. She first started off with a software developer apprenticeship to later change into roles that combine customer support with technology. Before joining Explorance in October 2018, Julia worked in improving voice recognition software for German automotive companies and was the single point of contact for clients in the energy sector.

Justin Taylor, Ph.D.
Executive Vice President & General Manager

Justin brings over fifteen years' experience in various human capital measurement, analytics and strategy roles. He joined the Metrics That Matter (MTM) Consulting Practice in 2013 after nearly a decade of corporate experience. Since 2016, Justin has led the MTM business, now the Enterprise Solutions business as part of Explorance. He is accountable for product strategy, roadmap & delivery as well as all execution teams from platform implementations to our consulting practice. Ultimately, Justin is accountable for the success of our clients, growing and deepening our mutually beneficial partnerships. Justin holds a PhD from The Ohio State University where his research and teaching interests focused on behavioral research methods and applied statistics.

Kevin Haggerty
Vice President, Customer Success - Enterprise Solutions

Kevin joined Explorance in 2018 after 12 years as a Customer Success and Account Management leader in the SaaS computer software industry. As VP of Customer Success, Kevin leads the Explorance enterprise Customer Success, Customer Specialists, and Support teams. Kevin is passionate about Customer Success with a focus on improving operations and coordinating across teams to optimize our client experience and value.

Krimo Bouaou
Director of Learning Center, Community Expertise & Learning Center

Krimo joined Explorance in 2013 after 15 years spent in the fields of eLearning and training & consulting on IBM collaboration tools. As an Explorer, Krimo has enjoyed helping dozens of clients around the world - and in many languages - adopt Blue and meet their institutional requirements and challenges. Since 2018, he is responsible for designing and delivering advanced Blue training and learning webinars, helping Explorance customers get the best from Blue and its companion products.

Long Hua
Chief Product Officer

Long has been with Explorance since 2003. Currently, Long is leading the product management function at Explorance which defines the product vision, strategy and controls the product roadmap.

Marc Lamy, MBA, CFA
Chief Financial Officer

Since May 2016, Marc has been the Chief Financial Officer of Explorance. Prior to joining Explorance, he ran his own consulting practice in MLC Finance providing his clients with merger, acquisition, financing and advisory services. Prior to this, Marc acted as Chief Financial Officer of iBwave Solutions, a software company focused on in-building wireless software solutions. Prior to 2009 when he joined iBwave, Marc was part of the corporate finance group of Deloitte since 2007, working with Deloitte clients to provide M&A, financing and advisory services. For the prior 15 years, Marc worked as Chief Financial Officer for technology companies, such as Wysdom, Lyrtech and Cognicase which he helped bring public on Nasdaq and the TSX in 1997 and where he supervised the acquisition of 18 companies. Throughout this period, he also served as a board member for Explorance, Ixiasoft Inc., Micro-Intel, Accovia, Lyrtech, Mindready Solutions and Cognicase.

Margot MacNutt
Training Manager, Community Expertise & Learning Center

Margot has over 15 years of experience working in the software development industry. With a background in technical support and software business analysis, she joined Explorance's Professional Services team 6 years ago. Because of her enjoyment of teaching, she took on the role of Training Manager two years ago in 2017.

Mary Cash
Customer Relationship Manager, Customer Loyalty

Mary enjoys fostering Customer Loyalty within Explorance, to enhance the learning experience of today's students in higher education Colleges and Universities worldwide and enabling continuous improvement from Day 1 keeping students engaged and teachers in tune with progress from the start. Loving the camaraderie of this uniquely led company and delighted to be contributing within the educational sphere after many years nurturing my family.

Michael Lee Jones
Consultant, Professional Services

Michael has been supporting customers in Blue implementation since he joined Explorance's Professional Services team in 2018. Born and raised in Montreal and fully fluent in English and French, Michael enjoys new technology. He has many years of experience in managing technology implementation projects, analyzing needs, and configuring cloud-based applications. He is an advocate of feedback gathering processes and has found a home at Explorance.

Michael Weisman
Customer Relationship Manager, Customer Loyalty

Californian born, Canadian living. Michael grew up in Orange County (The OC), CA and desperately misses the California "winters". He has been with Explorance's Loyalty Team for almost three years helping our partners extract the most value out of our product lines to meet the demands of all stakeholders.

Miltiadis Vadrahanis
Vice President, Global Services

Experienced Vice President with a demonstrated history of working in the information technology and services industry. During the past 30 years, Milt has gained a multitude of client facing experiences leading to his current position at Explorance. Fifteen of those years were spent in the software industry where Milt managed accounts in the government and public sectors. Prior to joining Explorance in 2011, Milt was the Vice President of Business Development – Government & Public Sector at Messaging Architects Inc. where he was responsible for accounts including the US Department of Justice, the US Library of Congress, the State of North Carolina and others.

Mohammed Sheraidah
Executive Solution Architect, CEO Office

Mohammed has been with Explorance since 2009 and has worked in many capacities and roles with one main driver-- how to deliver value to our customers in the most efficient and effective way.

Nitin Sharma
Product Analyst, Bluepulse Product Management

Nitin joined Explorance after more than 5 years as an Operations Specialist at Apple. He was also a Technical Support Manager for large e-commerce clients which enables him to bring a unique perspective to his work at Explorance. Working in close collaboration with the Explorance community, Nitin focuses on creating mindfully crafted features that enable institutions to connect, engage and gather insights at all points in a learner's journey.

Pavlo Tull
Content Marketing Specialist, Marketing

Pavlo is a graduate of Communication Studies at Concordia University, and joined Explorance at the end of 2018.

Peggy Collins
Consultant, Professional Services

Peggy joined Explorance in 2018 after 5 years as a client managing the Blue team at Washington State University. Peggy has over 25 years' experience in information technology in the higher education field in the USA and brings this client perspective to the company. "I have been in the shoes of the clients and this informs how I approach all my consultations." Peggy enjoys helping other institutions adopt Blue to meet their needs. Her expertise is using DIG for data preparation as Washington State was the first university to use DIG in production. Peggy studied at Clark University in Worcester MA and holds a master's degree in survey research methodology.

Pete Dickert
Sr. Customer Success Manager, Enterprise Solutions

Pete has over 25 years of experience in Learning & Development within the medical, financial services, and food industries. His roles have included instructional designer and department Manager. He led the effort for MTM to become an enterprise platform within both HR and business lines. In March of 2019, Pete joined Explorance/MTM in his current role. As someone who is passionate about maximizing Learning & Development value within an organization, Pete is excited to work with customers on their opportunities to develop and deliver on their strategic goals through via MTM and Blue platforms.

Raluca Druta
Consultant, Professional Services

Raluca Druta is a graduate of the Computer Science department at Concordia University, Montreal. She is a returning employee at Explorance. After having left in 2012, she returned in 2017 to the same Professional Services team where she started out. She is well versed in Explorance's products Blue, Bluepulse, BlueX, as well as DIG.

Raphael Gera
Solutions Engineer, Solutions Engineering

Raphael has been working at Explorance for over six years in various roles, passionate about teaching and learning. Before joining Explorance, he was immersed at Algonquin College taking in the full Higher-Education experience of student, faculty and staff. He continues to teach part time, but can most often be found at Explorance helping others, sharing knowledge and solving problems. Fun fact: He first attended the Bluenotes Conference in 2015 as a software developer working on Dashboards for Blue.

Samer Jaffar
Chief Customer Officer

Samer has been working in Explorance since 2006. As part of his Chief Customer Officer role, he is responsible for the customer journey which encompasses the deployment, integration, implementation and overall project management. The key objective is to ensure that customers can leverage the Blue platform for a seamless automation, enhanced students and faculty engagement and to create actionable insights. He is also responsible for the ongoing customer support to help customers address their inquiries and issues in a timely manner.

Sara Alkadri, Eng.
Software Support Engineer, Customer Support

Sara is an Electrical Engineering graduate from McGill University with a minor in Technological Entrepreneurship. She has been working with Explorance for 4 years supporting our clients and enhancing their experience and journey with Blue. As a Software Support Engineer, Sara is the point of contact to ensure superior customer support and problem-solving services.

Steve Lange, M.Ed.
Senior Consultant, Enterprise Solutions

Steve has over 20 years of experience in corporate Training, Learning, & Development and Performance Consulting. Steve has worked in various L&D roles with Arthur Andersen, MetLife, and most recently with McDonald's. With Explorance, Steve provides expertise and insight for organizations to strategically and consistently measure, evaluate, and manage their L&D programs. Steve works with clients to craft talent-focused measurement solutions for learning and development needs, assisting clients to develop and streamline strategies, tools, and analytics with the goals of improving efficiency and effectiveness, and ultimately increasing business returns on human capital investments.

Tim Brennan
General Manager, Asia-Pacific

Tim Brennan joined Explorance in 2015 as the General Manager of Asia-Pacific. Based in Melbourne, Australia, Tim is leading the rapid growth of Explorance office in that region. Prior to joining Explorance Tim was the Senior Manager of Survey Services Centre at RMIT University, Australia's largest tertiary institution where he was responsible for the administration and reporting of student feedback across all global locations. Tim has experience in working in Government, Higher Education and the Vocational Education sector, with a background in statistics and strategic planning. Tim holds a Master's degree in Applied Social Research.

Tsvetana Dimitrova
Manager of Quality Assurance, Product Development

Tzveti has been working at Explorance for more than 4 years. Started as Professional Services Consultant in 2015 directly facing client needs, she is in Quality Assurance Department now, ensuring the quality of the products. She has deep knowledge in Blue reporting and calculations. She has a mathematical background in Statistics and Master's Degree in Computer Science.

Wenzhuo Zhang
Director of Blue Development, Product Development

Wenzhuo joined Explorance in 2007 as a software developer. Currently, he is responsible for Blue related product development.

Yeona Jang, MBA, Ph.D.
Executive Vice President, Community Expertise & Learning Center

Since July 2016, Yeona is responsible for Explorance's customer community, product expertise & learning for customers globally. She also leads Explorance's strategic initiative to contribute to the Higher-Ed community to advance interoperability standards for learning analytics, while continuing her research in learning analytics and data literacy, as an adjunct professor at McGill University where she took a sabbatical from the corporate world, prior to joining Explorance. Prior to joining McGill, she worked as CIO and CKO at Samsung in support of its global growth. She served on various boards and committees including the Presidential Advisory Council on Science & Technology in South Korea, the Knowledge Management Committee of Canada National Research Council, and the 60 Million Girls Foundation dedicated to girls' education in developing countries reducing gender disparity.

Zelbrey Bedard
Vice President, Blue Product Management

Zelbrey has worked at Explorance for over a decade in various roles. As the Product Manager for Blue, he enjoys working closely with a dynamic team of developers and relies on customers' experiences to deliver solutions that support their key processes. His passion and mission is to continuously add value for all stakeholders who interact with Blue.

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Thank you for attending Bluenotes Global 2019

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