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#FeedbackMatters Movement – How to build a culture of continuous feedback with Bluepulse

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Agenda

1. The Technology Implementation perspective
    1. What is Bluepulse?
    2. Principles and Use Cases
    3. Typical Implementation process
2. #FeedbackMatters Movement at Washtenaw Community College
    1. Goals: short and long term
    2. #Feedback Matters Movement
    3. Where we are at
    4. What is next?

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The Technology Implementation Perspective

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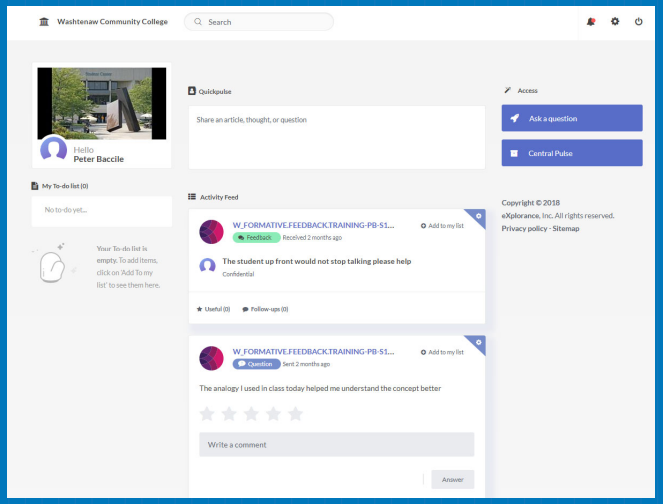
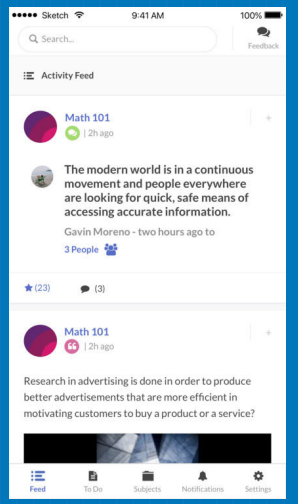
What is Bluepulse?

Formative feedback cycle

1) Ask a question
2) Get feedback
3) Follow-up





- Live social feedback
- Two way communication
- Integration with LMS / SSO
- Mobile friendly

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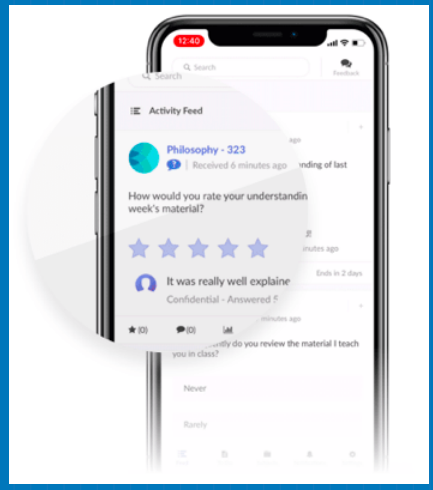
Principles and Use Cases

Principles	Use Cases
Anytime	PGCE / New Teachers
Confidential	Open communication on Teaching Style
Inclusive	Student union/reps Administrator
Social / Mobile	Large Classes & Students inclusion
Close the Loop	Online Courses & collaboration
Controlled	Instructor portfolio
Evidence	Institutional Services
Complements Summative Feedback	Employee engagement, e.g. Leadership Program



Typical Implementation Process

1) Define Goals and identify Champions
2) Prepare the Environment, Internal Training and References
3) Deliver on-boarding sessions
    1) Set expectations
    2) Engage Faculty
    3) Get support from Administrators
4) Think big, start small and influence gradually
    1) Launch and administer initiatives, collect feedback and provide support
    2) Validate expectations of those initiatives, get the stakeholders to identify and share perceived benefits
5) Gain insight and plan for the next iteration

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Goals: Short and Long Term

What we are trying to achieve:

- **Authentic feedback in the classroom is the most proactive means a teacher can have to adjust instruction to increase student success.**
- **Build a 2-way feedback culture and learn what's on my student's mind**
- **Identify and pilot areas in the Institution that could also benefit from real-time feedback**

Washtenaw Community College | Student Data Ecosystem

Communication, coursework, grades, etc

Mobile engagement

Grades, attendance trends, faculty communication, etc

Faculty Tool

Bb

Grades, attendance, etc

Student, faculty & course data

Student, faculty & course data

Campuswide CRM for Higher Education

Summative Course Evaluations

Formative Instructor Feedback

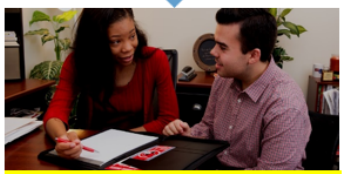
ellucian®
BANNER

Comprehensive & consolidated student information

WCC Website
student self-help

blue® b

Student, faculty & course data

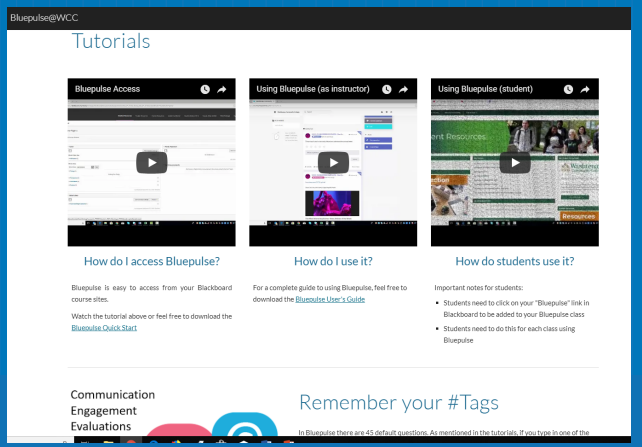


Proactive Advising

#Feedback Matters Movement

Some of the key activities

1) **Prepare to support the initiative**
   - **Formative feedback professional development**
   - **Need for turn-key solution**
   - **Alignment with college initiatives**
   - **“Structure + Organic = Adoption”**
2) **Agree on the scope the initiative**
3) **Elaborate reference material and make it accessible**
4) **Faculty event in November 2018**



Challenges? #patience #resilience #commitment ☺

Where we are at

Academic front:

- Organically adopted
- Adopted in 11 disciplines and growing
- Faculty are owning among themselves
- Being used for program assessment

Administrative front

- Very little administrative involvement
- Need to expand support for sustainability
- Used for non-academic feedback

Achievements:

- Adoption! It's been a journey
- Data being shared between faculty / departments
- Blackboard (LMS) is primary portal

Insights:

- LMS portal used 68%
- Email notification 29%
- App 3%
  - *Non-academic much higher*

What is Next?

Academic front:

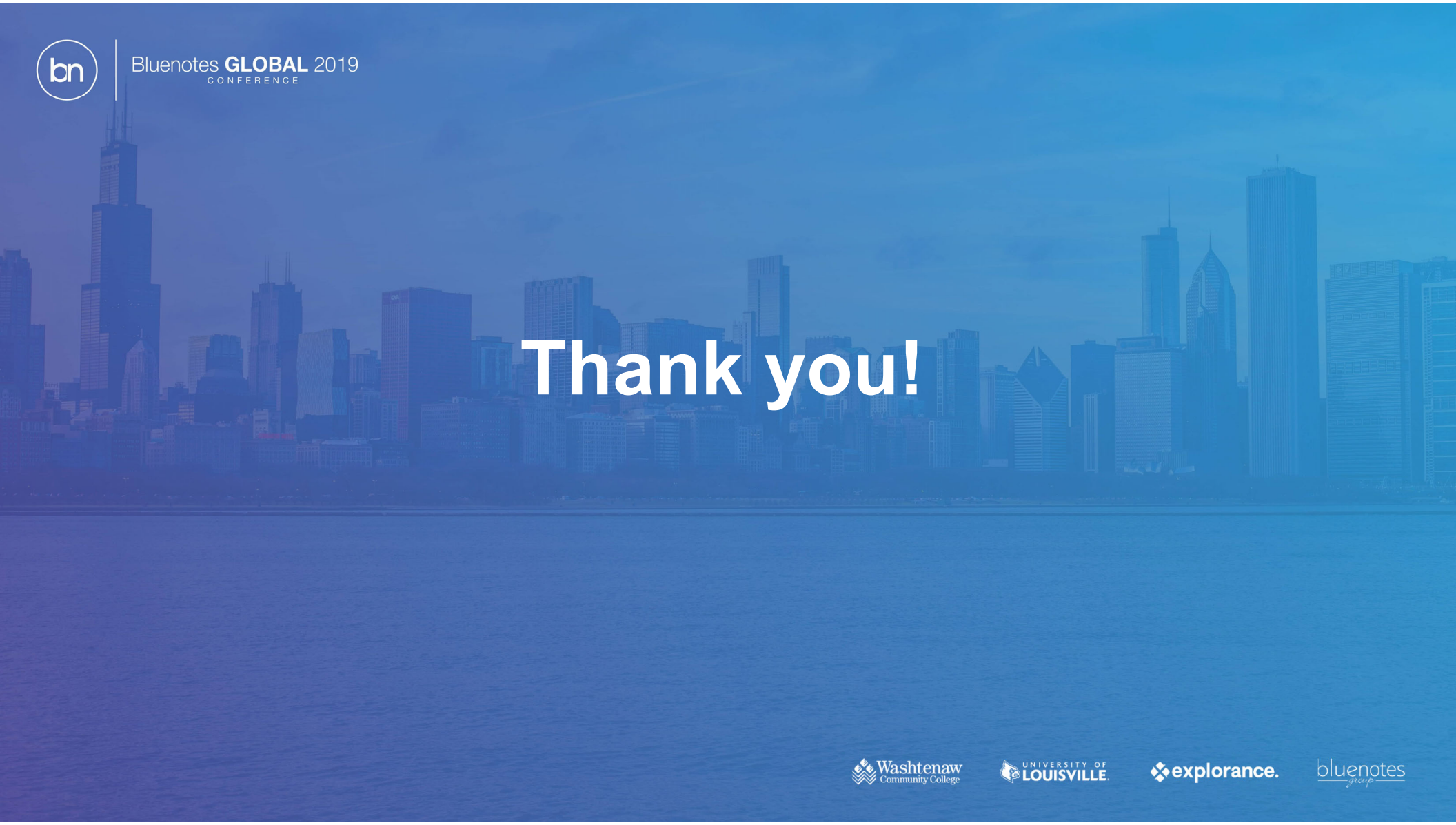
- Faculty hand-off of ownership
- Peer to Peer PD
- Expansion of qualitative course and/or program assessment

Administrative:

- Introducing peer mentoring
- Formalizing non-academic solution for supervisors

Long-term dream:

- Information becomes part of data lake
  - *(Challenge though – big brother)*
- Campus solution for academic and Non-academic feedback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