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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

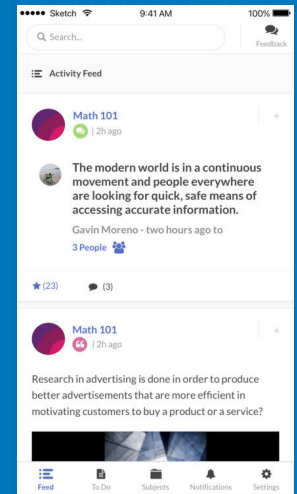
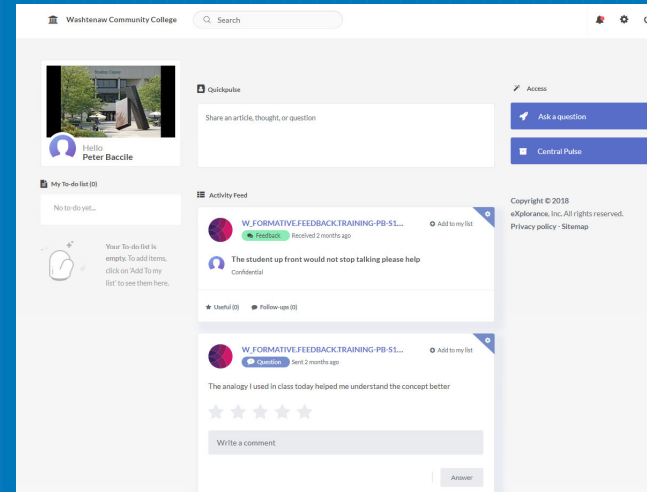
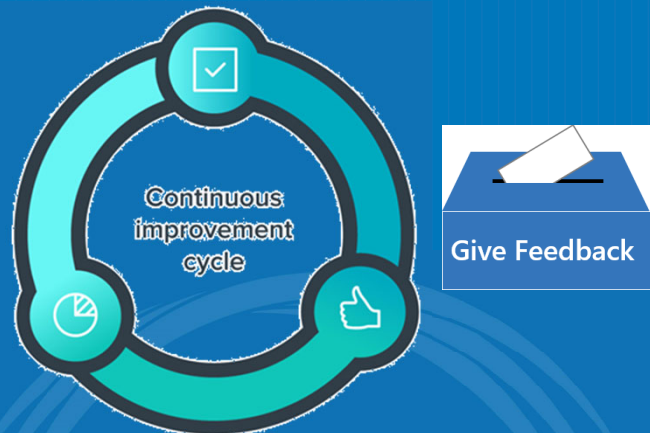




What is Bluepulse?

Formative feedback cycle

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

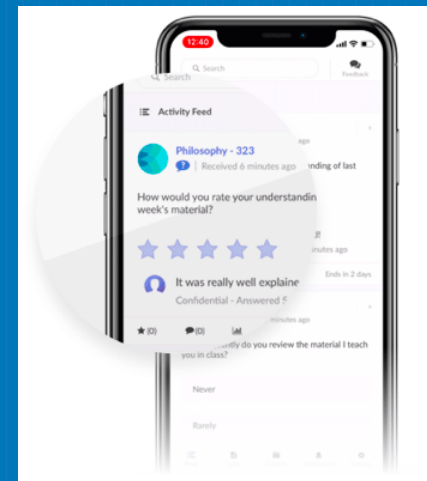


- Live social feedback
- Two way communication
- Integration with LMS / SSO
- Mobile friendly



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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#FeedbackMatters Movement at Washtenaw Community College





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**



Communication, coursework, grades, etc

Mobile engagement

Grades, attendance trends, faculty communication, etc



Washtenaw Community College

Student Data Ecosystem



Faculty Tool



Grades, attendance, etc

Student, faculty & course data

Student, faculty & course data



Campuswide CRM for Higher Education

Summative Course Evaluations

Formative Instructor Feedback



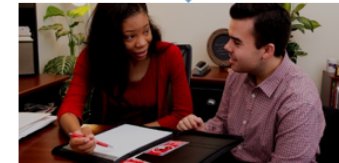
Student, faculty & course data



Comprehensive & consolidated student information



WCC Website student self-help



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 😊

Bluepulse@WCC

Bluepulse @ WCC

#Feedback Matters

Authentic feedback in the classroom is the most proactive means a teacher can have to adjust instruction to increase student success. This can be accomplished with multiple methods, and Bluepulse is another powerful way to receive reliable information from your students.

Join the #Feedback movement! Even if you are having successful feedback sessions with your students without Bluepulse...you are part of this. Email #Feedback to CTLib@wccnet.edu and receive your #Feedback shirt.

What is Bluepulse?

Bluepulse is an anonymous formative evaluation tool for your class. If you are looking for a way to:

- Enhance student engagement
- Receive authentic feedback from your students
- Improve or assess your curriculum

Bluepulse@WCC

Tutorials

How do I access Bluepulse?

Bluepulse is easy to access from your Blackboard course sites. Watch the tutorial above or feel free to download the [Bluepulse Quick Start](#).

How do I use it?

For a complete guide to using Bluepulse, feel free to download the [Bluepulse User's Guide](#).

How do students use it?

Important notes for students:

- Students need to click on your "Bluepulse" link in Blackboard to be added to your Bluepulse class
- Students need to do this for each class using Bluepulse

Communication Engagement Evaluations

Remember your #Tags

Bluepulse has three pre-set default questions. All mentioned in the tutorials. If you type in one of the



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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Thank you!

