



Bluenotes **EUROPE** 2020
CONFERENCE



Conference Programme (NOT FINAL – SUBJECT TO CHANGE)

21-22 OCTOBER 2020

Bluenotes EUROPE 2020

Hosted by the University of Strathclyde, Glasgow
Sponsored by Explorance

Glasgow Marriott Hotel
500 Argyle St, Glasgow G3 8RR



Bluenotes EUROPE 2020 Conference

About Explorance

Explorance is a Journey Analytics provider that empowers organisations in making the right decisions with fact-based feedback data. Through the Blue suite of products, Explorance is at the heart of the learning organisation's continuous improvement strategy. By assessing needs, expectations, and competencies, organisations can support their people with the full picture in mind and monitor improvement over time.

Founded in 2003, Explorance is headquartered in Montreal with business units in Chicago, Chennai, Melbourne, Amman, and London. Since 2014, Explorance has been consecutively ranked as a top employer by the Great Places to Work Institute. Explorance's clients include a wide variety of academic institutions from across the globe such as Aarhus University, Birkbeck University of London, Copenhagen Business School, Dublin Institute of Technology, Durham University, Glasgow Caledonian University, Kingston University, Liverpool John Moores University, Loughborough University, University of Johannesburg, Monash University, the University of New South Wales, the University of Melbourne, the National University of Singapore, the University of Auckland, University of Louisville, Princeton University, University of Pennsylvania, University of Toronto, University of British Columbia, McGill University, Zayed University, University of Sharjah, American University of Beirut, King Saud University, IESE Business School, Xi'an Jiaotong-Liverpool University, and organisations 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 are located. 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!

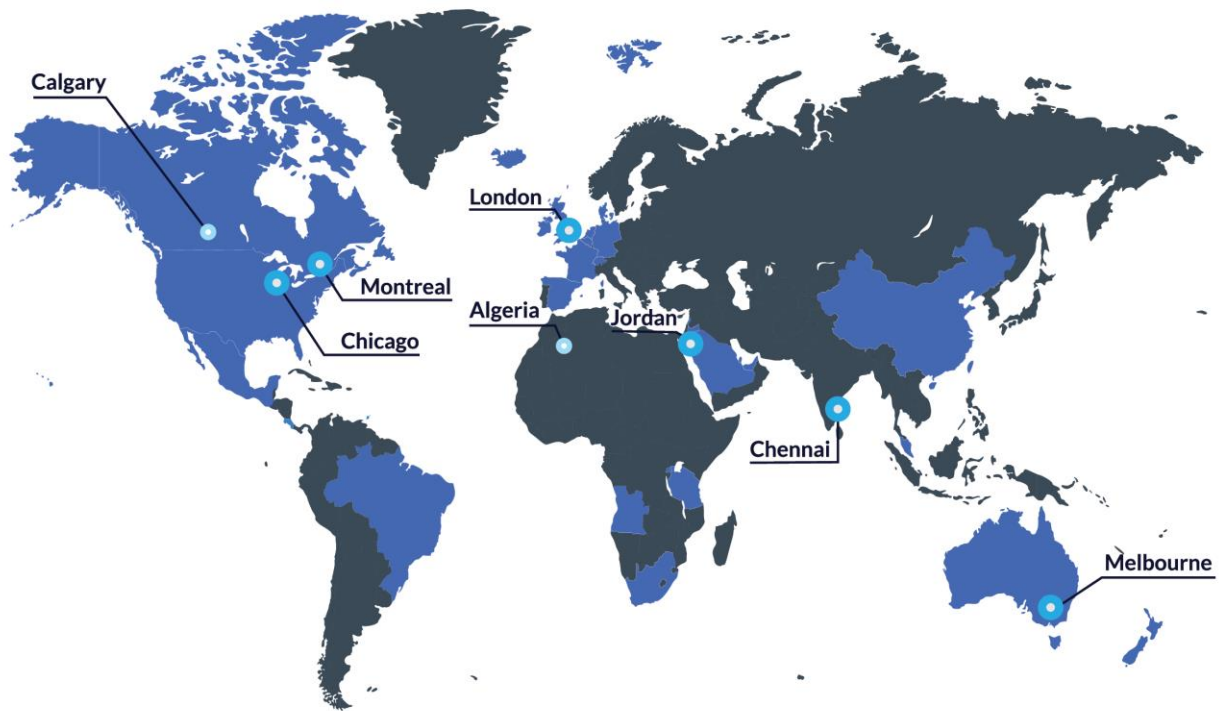


Explorance

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- 250 Employees

Customers Worldwide

- 45 Countries
- ~1000 Institutions and Organizations



Keynote Speakers



Dr Ailsa Crum, Head of Quality & Enhancement, QAA Scotland.

Keynote Speech: *Students as partners or customers? Does our relationship with students affect how we hear and respond to the student voice?*

Dr Ailsa Crum is Head of Quality & Enhancement at QAA Scotland, which involves overseeing the review and enhancement activities designed and delivered in close association with the Scottish university sector and its students. She has a range of sector engagements (eg Scottish Funding Council and SCQF Partnership) and links outside the UK including with: the Academic Quality Agency for New Zealand Universities, the European Quality Audit Network, Quality and Qualifications Ireland (QQI) and the University of Limerick. She is experienced in national strategy and policy design and delivery, engaging Government, multi-agencies and students in policy creation, implementation and communication. Outside work, Ailsa has a research interest in literary memoir and all forms of storytelling.



Cindy Davis, Program Manager, The Ohio State University

Keynote Speech: *We have an app for that: Finding commonalities in the era of Student Journey Analytics*

Cindy Davis is a Program Manager at The Ohio State University where her current focus is exclusively on Student Evaluation of Instruction. She has managed this process for over 7 years, including 2 years with Explorance, but has an extensive background in a wide variety of academic functions. Specifically, she has managed a testing center, planned commencement ceremonies, implemented major software conversions, built schedules of classes, oriented incoming students and has taught students, parents and even faculty how academic online solutions work. Through it all her passion for young people and the ability to change lives (and indeed the world) through higher education serves as her north star. She has received professional recognition from the Ohio Association of Collegiate Registrars and Admission Officers, the Ohio College Testing Association, and the OSU University Staff Advisory Council, but her greatest professional achievement is that of Certified Blue Expert (and not just because she survived Montreal in February). Follow her on twitter @3822Davis and find the Ohio State app in the App Store or on Google Play.

Agenda Day 1

Time	Wednesday 21 October
10:00-10:30	Registration and Morning Refreshments
10:30-10:40	Conference Welcome John Atherton, Explorance
10:40-11:00	Opening Remarks University of Strathclyde
11:00-11:45	Keynote Speaker: Students as partners or customers? Does our relationship with students affect how we hear and respond to the student voice? <i>Dr Ailsa Crum, QAA Scotland</i>
11:45-12:15	CEO Update: Explorance Vision Forward – Implementation of a holistic Student Journey Analytics (SJA) framework at your institution Samer Saab, Explorance
12:15-13:15	Customer Lightning Talks: <i>Opportunities with Text Analytics</i> <i>Debbie Ginsburg and Dr Tim Linsey, Kingston University</i> <i>Dynamic Rights for Your Dynamic Viewers</i> <i>Stephen Rektenwald, Abilene Christian University</i> <i>Black and Blue: Challenges and Solutions in Implementing Multiple Reporting Strategies</i> <i>Paul Mitchell, Dr Danielle Grenade and Dr Ann Macfadyen, Northumbria University</i>
13:15-14:05	Lunch Break

Agenda Day 1 (Continued)

Time	Wednesday 21 October
14:05-14:10	Group Photo
14:10-14:30	Structured Networking
14:30-15:00	<p>Panel Discussion: <i>Module Evaluation Dilemmas – What Keeps You Awake at Night?</i></p> <p>Panel Members: Caroline Breslin, University of Strathclyde Penny Jones, University of Brighton Mette Dybkjær Hansen, Copenhagen Business School Mette Tikær Brock, Aarhus University</p> <p>Panel Facilitator: Phil Smith, Higher Education Communications Consultant</p>
15:00-16:00	<p>Customer Lightning Talks:</p> <p><i>“You Spin Me Right Round”: Using Blue to Close the Loop</i> Garmon ap Garth, Birkbeck University of London</p> <p>Automated Midterm Evaluations Mette Tikær Brock and Line Krog Heltoft, Aarhus University</p> <p>VLE Engagement as a Predictor for Module Evaluation Completion? Phil Rothwell, Dr Graham Sherwood and Dr Elena Zaitseva, Liverpool John Moores University</p>
16:00-16:30	Afternoon Refreshment Break
16:30-16:45	<p>Navigating Customer Success Management Kevin Haggerty and Matthew Claridge, Explorance</p>
16:45-17:25	<p>Unlock the Full Potential of Your Experience Management with Blue Mohammed Sheraidah, Explorance</p>
17:25-17:30	<p>Drawing for First Door Prize (Trip to Bluenotes Global 2020 - Chicago, USA) Yeona Jang, Explorance</p>
19:00-22:00	<p>Clydeside Distillery Bluenotes EUROPE Networking Dinner</p>

Agenda Day 2

Time	Thursday 22 October
9:30-9:55	Morning Refreshments
9:55-10:00	Conference Welcome John Atherton, Explorance
10:00:10:45	International Blue Keynote Speaker: We have an app for that - Finding commonalities in the era of Student Journey Analytics Cindy Davis, The Ohio State University
10:45-11:00	My BlueX Experience Abigail Murray, Explorance
11:00-11:45	Explorance Product Update Samer Saab, Explorance
11:45-12:45	<p>Customer Lightning Talks:</p> <p><i>A Dynamic Approach to Implementation of Blue at Strathclyde</i> <i>Brian Green, Caroline Breslin, Jacqueline Jahn and Lorna Robertson, University of Strathclyde</i></p> <p><i>Powering Program & Course Evaluations at Blekinge Institute of Technology</i> <i>Christina Vesterlund Hansson, Blekinge Institute of Technology</i></p> <p><i>Towards Full Automation</i> <i>Dr Tim Linsey and Debbie Ginsburg, Kingston University</i></p>
12:45-13:45	Lunch Break

Agenda Day 2 (Continued)

Time	Thursday 22 October
13:45-14:05	Structured Networking
14:05-14:45	<p style="text-align: center;">Debate: <i>Student Evaluations of Teaching are an Important Assessment Tool for Evaluating Overall Faculty Performance</i></p> <p style="text-align: center;">For the Motion: Julie Mulvey, Durham University Cindy Davis, The Ohio State University</p> <p style="text-align: center;">Against the Motion: Garmon ap Garth, Birkbeck, University of London Graham Sherwood, Liverpool John Moores University</p> <p style="text-align: center;">Panel Facilitator: Phil Smith, Higher Education Communications Consultant</p>
14:45-15:45	<p style="text-align: center;">Customer Lightning Talks:</p> <p style="text-align: center;"><i>Evaluating Staff with Multiple Roles</i> Julie Mulvey, Durham University</p> <p style="text-align: center;"><i>How to increase ROI for Blue by thinking outside the (evaluation) box?</i> Rebekka Helga Aðalsteinsdóttir, Reykjavik University</p> <p style="text-align: center;"><i>Closing the feedback loop – supporting student engagement and a sense of belonging</i> Kirsty Roden, Glasgow Caledonian University</p>
15:45-15:55	<p>Bluepulse Conference Engagement Review Nitin Sharma, Explorance</p>
15:55-16:00	<p>Drawing for Second Door Prize and Closing Remarks (Trip to Bluenotes Global 2020 - Chicago, USA) Yeona Jang, Explorance John Atherton, Explorance</p>

Session Descriptions (Day 1)

Wednesday, October 21

Session Time:	11:00 – 11:45
Title:	Students as partners or customers? Does our relationship with students affect how we hear and respond to the student voice?
Presenter:	Dr Ailsa Crum, Head of Quality and Enhancement, Scotland. The Quality Assurance Agency (QAA)
<p>This keynote speech considers how we engage students and how we intend to use the student views we gather. It provides an introduction to some of the insights and tools developed as part of the current Enhancement Theme, Evidence for Enhancement and related projects.</p>	
Session Time:	11:45 – 12:15
Title:	Explorance Vision Forward – Implementation of a holistic Student Journey Analytics (SJA) framework at your institution
Presenter:	Samer Saab, CEO, Explorance
<p>Explorance’s CEO, Samer Saab, will share the vision forward in supporting the implementation of a holistic Student Journey Analytics (SJA) framework at your institution. Higher Education institutions are facing increasing challenges due to ever-changing government regulations, an increasingly competitive landscape, and the digitization of the economy. The focus on student success and other key indicators such as first-year retention, engagement and graduation rates, are fast becoming top priorities for every academic leader. Through this session, you will learn how the Blue SJA solutions can be leveraged to help you better support your students throughout their academic lifecycle with a connected experience management process, continuous listening strategy, and robust decision support capabilities.</p>	

Session Time:	12:15 – 12:35
Title:	Opportunities with Text Analytics
Presenters:	Dr Tim Linsey, Director of the Learning and Teaching Enhancement Centre, Kingston University Debbie Ginsburg, Technology Enhanced Learning Project Manager/ Acting Student Voice Coordinator, Kingston University
<p>The institution used Blue Text Analytics for the first time over the summer of 2019 to analyse qualitative feedback from the National Student Survey. Course Group and Department reports were generated and distributed to all Faculties. This presentation will discuss the process that was implemented, the lessons learnt, and their text analytics plans for MEQs during the current academic year.</p>	
Session Time:	12:35 – 12:55
Title:	Dynamic Rights for Your Dynamic Viewers
Presenter:	Stephen Rektenwald, Assistant Director of Innovation Foundry and Educational Technology, Abilene Christian University
<p>Dynamic Report Access helps distribute reports to the dynamic hierarchy of supervisors and administrators. A quick walkthrough of the processes and procedures for assuring accurate report delivery for Abilene Christian University.</p>	
Session Time:	12:55 – 13:15
Title:	Black and Blue: Challenges and Solutions in Implementing Multiple Reporting Strategies
Presenters:	Paul Mitchell, Quality and Teaching Excellence Co-ordinator, Northumbria University Dr Danielle Grenade, Quality and Teaching Excellence Co-ordinator, Northumbria University Dr Ann Macfadyen, University Director of Learning and Teaching, Northumbria University
<p>In addition to using student feedback to inform module developments, and working closely with colleagues at Explorance, Northumbria University have implemented a system of providing reports at Programme, Department, Faculty and University level. They have also introduced a system of specific reports for their London and Amsterdam campus delivery and delivered all of this while adhering to the University's branding guidelines. The team will share some of the challenges they have had to overcome along the way and present the solutions which have enabled them to develop these reports.</p>	

Session Time:	14:30 – 15:00
Title:	Module Evaluation Dilemmas – What Keeps You Awake at Night?
Panellists:	Caroline Breslin, Learning Enhancement Manager, University of Strathclyde Penny Jones, Insight Manager, University of Brighton Mette Dybkjær Hansen, Team Lead, Copenhagen Business School Mette Tikær Brock, Data manager, Aarhus University
Facilitator:	Phil Smith, Higher Education PR Communications Consultant
<p>From importing the right data from University systems to deciding when is the best time to launch surveys, this panel discussion will consider the top module evaluation dilemmas and discuss the key decisions facing universities in 2020.</p>	
Session Time:	15:00 – 15:20
Title:	“You Spin Me Right Round”: Using Blue to Close the Loop
Presenter:	Garmon ap Garth, Academic Services Manager, Birkbeck, University of London
<p>Birkbeck has implemented a process for reporting back to students on the module evaluation. The presentation will provide an overview of the processes and how module convenors used the process.</p>	
Session Time:	15:20 – 15:40
Title:	Automated Midterm Evaluation
Presenters:	Line Krog Heltoft, Project Coordinator, Aarhus University Mette Tikær Brock, Data Manager, Aarhus University
<p>At Aarhus University midterm evaluation is mandatory but it is up to the teacher to set it up. We are developing a solution for an automated midterm. Using both DIG and Blue we can support a midterm evaluation that teachers can select if they want to use at the start of the semester.</p>	
Session Time:	15:40 – 16:00
Title:	VLE Engagement as a Predictor for Module Evaluation Completion?
Presenters:	Phil Rothwell, Learning Technology Developer, Liverpool John Moores University Graham Sherwood, Faculty Registrar, Liverpool John Moores University Elena Zaitseva, Academic Research and Development Officer, Liverpool John Moores University
<p>An investigation to explore if a relationship exists between student engagement with a module using the Virtual Learning Environment and their engagement with evaluations for the given module. Explore the use of machine learning models to establish if it is possible to reliably predict module evaluation completion based on different aspects of student engagement within the VLE.</p>	

Session Time:	16:30 – 16:45
Title:	Navigating Customer Success Management
Presenters:	Kevin Haggerty, Vice President, Customer Success, Explorance Matthew Claridge, Customer Success Manager, Explorance
<p>Kevin Haggerty Vice President of Customer Success at Explorance will navigate through what Customer Success Management looks to achieve when partnering with you. An Introduction to Explorance’s newest team member Matt Claridge; Matt will be based in London and cover all of Europe as your Customer Success Manager. In addition; Matt will present on how he would like to partner up with you to achieve your success outcomes while making sure you’re receiving your desired value with Explorance products and services.</p>	
Session Time:	16:45 – 17:25
Title:	Unlock the Full Potential of Your Experience Management with Blue
Presenter:	Mohammed Sheraidah, Executive Solutions Architect, Explorance
<p>The power of Blue is in its flexibility to handle any feedback gathering initiative, but that flexibility and richness in features can be overwhelming to a Blue administrator. In this interactive session will share with you a method to designing projects and reports in Blue to maximize the value you can get from Blue.</p>	

SESSION DESCRIPTIONS (DAY 2)

Thursday, March 26

Session Time:	10:00 – 10:45
Title:	We have an app for that - Finding commonalities in the era of Student Journey Analytics
Presenter:	Cindy Davis, Program Manager, The Ohio State University
<p>You say module and I say course, you say course and I say major. It may sometimes seem like we speak different languages, but we know underneath it's the same. Is that also true for the big picture of course evaluation processes? In this session, learn about the pressing issues for evaluations in the US today and what approaches are being taken to address those. How do those compare to your challenges and concerns? Are there universal solutions? Cindy will also discuss the OSU Mobile app and talk about how they were able to get blue evaluations in every student's pocket.</p>	
Session Time:	10:45 – 11:00
Title:	My BlueX Experience
Presenter:	Abigail Murray, Market Engagement Manager, Explorance
<p>Over the last 3-4 years, the Product Development team at Explorance has worked with 49 Universities to design a new survey tool, known as BlueX. The aim of BlueX is to provide a decentralised survey tool, which anyone in your institution could access and create surveys on demand. In advance of the Bluenotes Europe Conference, BlueX was used to collect feedback about customer's use of Blue, seeking pros/cons and ideas for improvement. For this session, Abigail will share her experience of using BlueX for the customer feedback survey as well as other examples to showcase what is possible.</p>	
Session Time:	11:00 – 11:45
Title:	Explorance Product Update
Presenter:	Samer Saab, CEO, Explorance
<p>Explorance's CEO, Samer Saab, will provide an overview of Explorance's product strategy and roadmap, including feedback from the product engagement survey.</p>	

Session Time:	11:45 – 12:05
Title:	A Dynamic Approach to Implementation of Blue
Presenters:	Brian Green, Deputy Associate Principal (Learning and Teaching), University of Strathclyde Caroline Breslin, Learning Enhancement Manager, University of Strathclyde Jacqueline Jahn, Module Evaluation Project Officer, University of Strathclyde Lorna Robertson, Student Survey Officer, University of Strathclyde
<p>The University of Strathclyde will present on the approach taken to implement Explorance Blue in academic year 2019-20, preceded by University-wide consultation which built on years of previous experience, including a range of approaches and module evaluation pilots across the institution. Presenters will include information on the dynamic governance structure which has been adopted for the phased approach to ensure appropriate academic representation and effective collaboration with academic, teaching and professional services colleagues. Blue module evaluation is delivered via integration with Strathclyde’s Moodle-based VLE and early adopters of the system have represented a wide range of disciplines over undergraduate and postgraduate modules, taught both face to face and online. Strathclyde colleagues will report on evaluation to date that is built in to inform subsequent implementation phases.</p>	
Session Time:	12:05 – 12:25
Title:	Powering Program & Course Evaluations
Presenter:	Christina Vesterlund Hansson, Education Developer, Blekinge Institute of Technology
<p>Blekinge Institute of Technology’s course evaluation journey. Integrating Blue by Explorance with Ladok (SIS) and Canvas (LMS) to provide BTH power evaluations and offer rich reports and dashboards.</p>	

Session Time:	12:25 – 12:45
Title:	Towards Full Automation
Presenters:	Dr Tim Linsey, Director of the Learning and Teaching Enhancement Centre, Kingston University Debbie Ginsburg, Technology Enhanced Learning Project Manager/ Acting Student Voice Coordinator, Kingston University
<p>The institution is in its third year of delivering online MEQs using Blue, and during this time we have been progressing towards full automation of the service. Currently, Blue is populated with modules, module leaders and students via a data integration with the SIS. Once an MEQ is complete, student and staff reports are automatically generated via Blue and the data is fed to University data warehouse and dashboards (Tableau). The last stage of our automation is in progress, and concerns scheduling dates, with planned implementation of the updated service from September 2020. This presentation will provide an overview of the key processes and stages in this development, and an assessment of the institutional impact.</p>	
Session Time:	14:05 – 14:45
Title:	Student Evaluations of Teaching are an Important Assessment Tool for Evaluating Overall Faculty Performance
For the Motion:	Graham Sherwood, Faculty Registrar, Liverpool John Moores University Julie Mulvey, Learning Technology Specialist, Durham University
Against the Motion:	Cindy Davis, Program Manager, The Ohio State University Garmon ap Garth, Academic Services Manager, Birkbeck, University of London
Facilitator:	Phil Smith, Higher Education PR Communications Consultant
<p>This debate will examine the importance of student evaluations and to what degree it should be used as an assessment tool for evaluating overall faculty performance. Several institutions use student evaluations as an important criterion to form a part of the teacher's performance and promotion review while others argue that it should only be considered for improving the teaching and overall learning experience. The panellists will argue for and against the motion while the audience will be given the chance to vote before and after the panellists' discussions.</p>	
Session Time:	14:45 – 15:05
Title:	Evaluating Staff with Multiple Roles
Presenter:	Julie Mulvey, Learning Technology Specialist, Durham University
<p>At Durham University we evaluate Teaching Staff teaching on a course/module – however – we also evaluate members of staff who can have multiple roles. As an example, a Lecturer on a Module may be the main teacher, however, he/she may also lead an individual seminar group, or alternatively may supervise individual students on a dissertation module. We would like to rate staff for the different roles and are looking for a solution for this.</p>	

Session Time:	15:05 – 15:25
Title:	How to increase ROI for Blue by thinking outside the (evaluation) box?
Presenter:	Rebekka Helga Aðalsteinsdóttir, Project Manager, Reykjavik University
<p>Although usually exclusively used for module evaluations Blue can be utilized for all sorts of data collection. Reykjavik University will take advantage of this fact by automating module and exam related data collection that has up until now been done manually.</p>	
Session Time:	15:25 – 15:45
Title:	Closing the feedback loop – supporting student engagement and a sense of belonging
Presenter:	Kirsty Roden, Deputy Director of Strategy and Planning, Glasgow Caledonian University
<p>Student engagement and a sense of belonging is a key theme of Glasgow Caledonian University's (GCU) Enhancing the Student Experience 2020 Action Plan. This theme was developed in response to student views on how we gather, use and respond to their feedback. It focusses on enhancing ways in which the student voice can influence change. To support this, we have been piloting a 'closing the feedback loop' process for our Module Evaluation Questionnaires (MEQ) in academic year 2019/20 using Explorance Blue. In this session we will cover our consultation process with staff and students; the implementation of the pilot; and the future of the MEQ closing the feedback loop process at GCU.</p>	
Session Time:	15:45 – 15:55
Title:	Bluepulse Conference Engagement Review
Presenter:	Nitin Sharma, Platform Product Manager, Explorance
<p>In this session, we'll review the administrators experience in using Bluepulse throughout the conference. We'll show you how we created/scheduled our content, the responses we gathered and the insights we'll take away from Bluenotes Europe 2020.</p>	

Upcoming Bluenotes Learning Events

**BN GLOBAL 2020, in collaboration with University of Louisville
@ Chicago, USA: August 2-5, 2020**

**BAC (Blue Administrator Certification) Training Camp
@ BN GLOBAL 2020, Chicago, USA: July 30-31, 2020**

**BRMC (Blue Report Master Certification) Training Camp
@ BN GLOBAL 2020, Chicago, USA: July 30-August 1, 2020**

**BEC (Blue Expert Certification) Training Camp
@ BN GLOBAL 2020, Chicago, USA: July 30-August 1, 2020**

Check out the **special bundle promotion** for your certification training and professional development:

- **Bluenotes Global registration + Advanced Blue Certification camp** (Blue Report Master Certification camp or Blue Expert Certification Camp)
- **Deadline:** March 20, 2020
- **Whom:** every certified Blue Administrator who already has a time-value BAC training subscription
- **List price:** \$5,845 per person (\$895 for registration and \$4,950 for BEC/BRMC registration)
- **Promotion:**
 - US\$3,750 for one seat (36% discount)
 - US\$5,950 for two seats from same organization (49% discount)
 - US\$7,750 for three seats from same organization (56% discount)

During this promotion period, if you are not a certified Blue Administrator, it includes a Learning Expediter session before the BEC camp or the BRMC camp

And Bluenotes Community-led and Explorance-led [Learning Webinars!](#)

Visit www.bluenotesgroup.com for full details
Or BNcommunity@explorance.com



Notes

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