



Bluenotes **GLOBAL** 2021
VIRTUAL EXPERIENCE

CONFERENCE PROGRAM

Re-imagining Feedback &
Assessment in a Post-Pandemic
World of Higher Education

August 1 - 4, 2021
Chicago, IL, USA





About Explorance

At Explorance, we believe that feedback matters. From students in higher education to employees at the workplace, feedback is a vital part of the lifelong learner's journey. That's why Explorance's mission is to help organizations create a personalized journey of impact and fulfillment for their people through innovative Journey Analytics solutions.

With the [Blue suite](#) of feedback gathering and analysis solutions, and the [Metrics That Matter \(MTM\)](#) learning effectiveness solution, organizations can gather the insights they need to make the best decisions possible when it comes to recruiting, engaging, and retaining their key stakeholders. As the world's largest provider of Journey Analytics solutions, Explorance partners with more than 750 organizations in 45 countries, including 35% of the Fortune 100 and over 25% of the QS top 100 higher education institutions.

We believe in the human touch at Explorance and are known for our pioneering Culture of Free Will built on autonomy, empowerment, and trust. To our employees, this means the freedom to bring achievement into their own lives. For our customers, it means caring for their needs and helping them succeed. For our communities, it means doing our part to help our neighbors simply because it's the right thing to do. Explorance is ranked the #2 best workplace in Canada by the Great Places to Work® Institute and is headquartered in Montreal with business units in Chicago, Chennai, Melbourne, Amman, and London.



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 800 community members from nearly 300 institutions globally. Follow the Bluenotes Group on [LinkedIn](#), [Facebook](#), [Twitter](#) and join in the conversation!

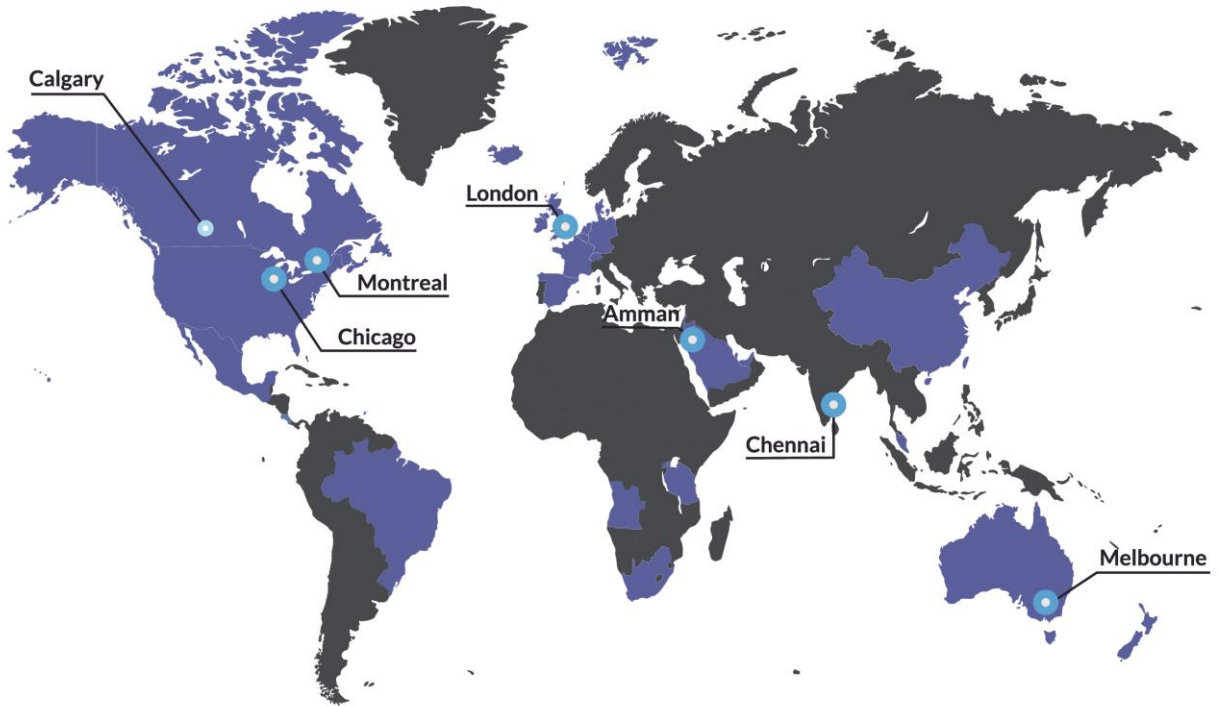


Explorance

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- ~1000 Institutions and Organizations





Conference Schedule at a Glance, August 2-4, EDT

(NOT FINAL – SUBJECT TO CHANGE)

The [Faculty Research Grant Recipients](#) will be sharing their Research Findings in the Faculty-centric Track)

Monday, August 2

10:00 AM to 10:05 AM		
Opening and Welcome Remarks Yeona Jang, Explorance		
10:05 AM to 11:05 AM		
Keynote Speaker: TBA		
11:05 AM to 11:20 AM		
Break		
11:20 AM to 12:00 PM		
<p>Session A Framework for Assurance of Learning Presenter(s): Nabeel Murshed, University of Dubai</p>	<p>Session To Question Bank or Not to Question Bank – Part 2 Presenter(s): Julie Mulvey & Donna Hay, Durham University</p>	<p>Session Faculty Grant Research #1 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
12:00 PM to 1:00 PM		
Break		
1:00 PM to 2:00 PM		
Explorance CEO Update and Looking Forward Presenter: Samer Saab, Explorance		
2:00 PM to 2:15 PM		
Break		
2:15 PM to 2:55 PM		
<p>Session: Engaging Faculty, Departments, & Schools in Utilizing Midcourse Surveys for Improvement Presenter(s): Christina Bifulco, Rutgers University</p>	<p>Session: Fun With Health Sciences: OASIS and Blue Presenter(s): Candace Girard & Tim Winn, Tufts University</p>	<p>Session Faculty Grant Research #2 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>



2:55 PM to 3:10 PM		
Break		
3:10 PM to 3:50 PM		
Session Making the Dynamic Report Viewer Feature Work for You Presenter(s): Lisa Votodian, University of Pittsburgh	Session BlueML - Explorance's Machine Learning for Text Analytics to Provide Insights and Value Presenter(s): Eric Matson, Explorance	Session Faculty Grant Research #3 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD
3:50 PM to 4:00 PM		
Break		
4:00 PM to 4:50 PM		
Panel: How did the COVID pandemic Transform Evaluations at Your Institution? Panelists: Rob Nelson, University of Pennsylvania Donna Davis, James Madison University Joseph Delaney, Rutgers University Stephanie Klein, University of Minnesota Moderator: Yeona Jang, Explorance		
4:50 PM to 5:10 PM		
Door Prize Drawing (must be present to win) Presentation of Charity Check (\$3,000)		
5:10 PM to 6:00 PM		
Break		
6:00 PM to 6:40 PM		
Session: TBD Presenter(s): Corey Buchanan Southern Alberta Institute of Technology & Krimo Bouaou, Explorance	Session: Managing the Mischief of Health Sciences Course Evaluations Presenter(s): Donna Davis, James Madison University	Session TBD
6:40 PM to 6:55 PM		
Break		
6:55 PM to 7:35 PM		



Session: TBD	Session: TBD	Session TBD
7:35 PM to 7:50 PM		
Break		
7:50 PM to 8:30 PM		
Session: TBD	Session Faculty Grant Research #4 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD	
8:30 PM to 8:45 PM		
Break		
8:45 PM to 9:45 PM		
Session: Meet Blue Experts in Explorance & Ask Questions Dave Sykes, Michael Cochrane & Nitin Sharma		
9:45 PM to 9:50 PM		
Closing of Day 1		



Tuesday, August 3, EDT

10:00 AM – 10:05 AM		
Day 2 Opening and Welcome		
10:05 AM to 10:55 AM		
Session Product Roadmaps: A Look at What is and What is Yet to Come Presenter(s): Nitin Sharma & Zebrey Bedard, Explorance		
10:55 AM to 11:05 AM		
Announcement of Blue Experts & Blue Report Masters Certified Since September 2020		
11:05 AM to 11:20 AM		
Break		
11:20 AM to 12:00 PM		
Blue Experts Community Meetup Co-chaired by Daniel Glover, University of Minnesota & Ginny Cockerill, University of Alabama in Huntsville & Gloria Eccleston, Washtenaw Community College	Session: Feedback from Form Fill-out to Faculty Development: Fostering a Data Culture to Integrate Perspectives and Lessons across Multiple Roles Presenter(s): Gregory Hum, Katharine Lauder, Peter Eden, Kyle Turner, University of Toronto	Session Faculty Grant Research #5 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD
12:00 PM – 1:00 PM		
Break		
1:00 PM – 1:40 PM		
Bluenotes Reporting & Analytics Community Meetup Co-chaired by John Jordi, University of Florida & Stephanie Klein, University of Minnesota	Session: Leveraging QBank to the Fullest: Department and Program Customization and Looking Forward to Gen Ed Accreditation Planning Presenter(s): Heather Thompson, UNC-Chapel Hill	Session Faculty Grant Research #6 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD
1:40 PM – 1:55 PM		
Break		



1:55 PM – 2:35 PM		
<p>Bluenotes Medical & Health Sciences Community Meetup Co-chaired by Lawrence Williams, Oregon Health and Science University & Christina Pomykal, The UNC Eshelman School of Pharmacy</p>	<p>Session: TBD Presenter(s): Laura Woodward, Wayne State University</p>	<p>Session Faculty Grant Research #7 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
2:35 PM to 2:50 PM		
Break		
2:50 PM to 3:30 PM		
<p>Bluenotes Business Schools Community Meetup Co-chaired by Rocky Moran, The Haas School of Business at UC Berkeley & Pamela Knight, The Wharton School of the University of Pennsylvania</p>	<p>Session: TBD Presenter(s): Gloria Eccleston & TBD, Washtenaw Community College</p>	<p>Session Faculty Grant Research #8 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
3:30 PM to 3:45 PM		
Break		
3:45 PM to 4:25 PM		
<p>Session: The Changing Landscape for Course Evaluations Presenter(s): Rob Nelson, University of Pennsylvania & Francois Beneteau, Explorance</p>	<p>Session: TBD Presenter(s): Sharon Pederson, Bowdoin & Khalid Marbou, Explorance</p>	<p>Session Faculty Grant Research #9 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
4:30 PM to 5:30 PM		
<p>Virtual Social Networking Door Prize Drawing (must be present to win) Presentation of Charity Check (\$5,000)</p>		
5:30 PM to 6:00 PM		
Break		



6:00 PM to 6:40 PM		
Session: TBD	Session: TBD	Session: TBD
6:40 PM to 6:55 PM		
Break		
6:55 PM to 7:35 PM		
Session: TBD	Session: TBD	Session TBD
7:35 PM to 7:50 PM		
Break		
9:00 PM to 9:40 PM		
Session Faculty Grant Research #10 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD		
9:40 PM to 10:00 PM		
Break		
10:00 PM to 10:40 PM		
Session TBD		
10:40 PM to 10:50 PM		
Closing of Day 2		



Wednesday, August 4, EDT

10:00 AM to 10:05 AM		
Day 3 Opening & Welcome		
10:05 AM – 10:45 AM		
<p>Session: Meet Blue Experts in Explorance & Ask Questions Margot MacNutt , Michael Cochrane & Nitin Sharma</p>	<p style="text-align: center;">Session What’s New with Blue Feedback Dashboard Presenter(s): Long Hua, Explorance</p>	<p style="text-align: center;">Session Faculty Grant Research #11 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
10:45 AM to 11:00 AM		
Break		
11:00 AM – 11:45 AM		
<p style="text-align: center;">Session Beyond the Classroom: Measuring the Overall Student Experience Presenter(s): Jennifer Balcom, Explorance</p>	<p style="text-align: center;">Session More Than a Handshake: Insights from over 200 Blue-LMS Integrations Presenter(s): Georges Geha and Luigi Petrolito, Explorance</p>	<p style="text-align: center;">Session Faculty Grant Research #12 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
11:45 AM to 1:00 PM		
Break		
1:00 PM – 1:40 PM		
<p style="text-align: center;">Session What We Heard: 2021 CSAT Update Presenter(s): Marc Lamy, Explorance</p>	<p style="text-align: center;">Session Student Experience with Blue Surveys Presenter(s): Mohammed Sheraidah, Explorance</p>	<p style="text-align: center;">Session Faculty Grant Research #13 on use of student feedback data in curricular change, student learning and student success Presenter(s): TBD</p>
1:40 PM to 2:00 PM		
Break		
2:00 PM – 2:50 PM		
<p>Panel: How to Talk about Gender Bias in Course Evaluations Panelists: Gregory Hum, University of Toronto TBD Moderator: TBD</p>		



2:50 PM – 3:00 PM

Presentation of Charity Check (\$10,000)
Closing Remarks & See you at the Bluenotes GLOBAL 2022!



Bluenotes Community Meetups

Tuesday, August 2

Business School Community Meetup

**Co-chairs: Rocky Moran, The Haas School of Business at UC Berkeley &
Pamela Knight, The Wharton School of the University of Pennsylvania**

Bluenotes community members working in Business Schools and/or supporting Business Schools' evaluation needs are coming together to connect and share. Join the Business School community meetup and connect with your peers to share, discuss, and problem-solve together to address unique requirements and challenges, which helps shape Explorance's future product directions. This is the inaugural meetup.

Blue Experts Community Meetup

**Co-chairs: Daniel Glover, University of Minnesota &
Ginny Cockerill, University of Alabama in Huntsville &
Gloria Eccleston, Washtenaw Community College**

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 (the discussion is going on by certified Blue Experts to plan the meetup so as to make the meetup meaningful and beneficial all the certified Blue Experts who are joining the meetup. Join this discussion on [the Blue Experts Community forum](#)).

MHS (Medical & Health Sciences) Community Meetup

**Co-chairs: Lawrence Williams, Oregon Health and Science University &
Christina Pomykal, The UNC Eshelman School of Pharmacy**

Join the 3rd Medical and Health Sciences community meetup and connect with your peers to share, discuss, and problem-solve together to address unique requirements and challenges, which will also help shape Explorance's product roadmaps.

Reporting & Analytics Community Meetup

**Co-chairs: John Jordi, University of Florida &
Stephanie Klein, University of Minnesota**

Join the Bluenotes Reporting & Analytics Community meetup and connect with your peers to share, discuss, and problem-solve together to address institutions' evolving reporting & analytics requirements and challenges.



Conference Panels and Sessions

(Alphabetically ordered by Presenter’s first name by Track)

Title:	How Did the COVID-19 Pandemic Transform Evaluations at Your Institution?
Panelists:	Stephanie Klein, University of Minnesota TBD
<p>Higher -Education institutions' commitment to improve students' educational experiences includes regular review of their course evaluation programs, identifying needed changes to help instructors, deans, curriculum committees, etc. receive high quality feedback from students. The pace and scope of those adaptations changed dramatically when the COVID-19 pandemic altered instruction and learning. Panelists from multiple institutions will discuss how the COVID-19 pandemic transformed their course evaluation programs in various ways. Panelists will also discuss the impact of these transformations on teaching and learning and on individual stakeholder groups such as instructors and students, as well as issues, concerns, decisions that are still pending and questions that are still open, with the transformation of evaluations being made.</p>	
Track:	Leadership & Analytics
Title:	A Framework for Assurance of Learning
Presenter(s):	Nabeel Murshed, University of Dubai
<p>In Outcome-based Education assurance of learning is paramount. It stems from the statement in all syllabi that “after the end of the course, students are expected to be able to ...”, which requires that course instructor, course coordinator, and assessment committee demonstrate the extent to which students have achieved the Course Learning Outcomes (CLOs). A framework for assurance of learning is presented. It is based on quantitative and qualitative data, provided by iCBAS and Bluepulse. The iCBAS is an intelligent and adaptive system that assesses student performance based on formative assessments. A key feature of the iCBAS is the use of Neural Networks to provide Intelligent Feedback (iFeedback) to enhance teaching and learning.</p>	
Track:	Leadership & Analytics
Title:	BlueML - Explorance’s Machine Learning for Text Analytics to Provide Insights and Value
Presenter(s):	Eric Maston, Explorance
<p>Student comment analysis brings additional meaning and insight to quantitative results. However, analyzing comments is often a time-consuming and tedious process, especially when large enrollments yield large data sets. These situations are perfect for machine learning applications to drive text analytics. Come hear how with BlueML, Explorance’s machine-learning-based text analytics, the analysis gets better with every qualitative feedback submitted and how it provides value to various stakeholders in your institutions.</p>	
Track:	Leadership & Analytics
Title:	Beyond the Classroom: Measuring the Overall Student Experience
Presenter:	Jennifer Balcom, Explorance
<p>While the student experience in classrooms is important, understanding the overall student experience is a crucial as it impacts both enrollment and retention. In this session we will show you what a student experience journey map is, why it is important and how to develop one for your institution. Your student experience</p>	



journey map will allow you to easily identify improvement opportunities from the student’s perspective and measure their impact.

Track: Leadership & Analytics
Title: The Changing Landscape for Course Evaluations
Presenter: Rob Nelson, University of Pennsylvania & Francois Beneteau, Explorance

End of the term course evaluations are standard at almost all institutions of higher education. But there are calls for change based on concerns about bias and accuracy of evaluations and a sense that the goal of improving teaching would be served by a different approach. Since University of Pennsylvania chose Blue to replace a pencil and paper course evaluation in 2008, University of Pennsylvania and Explorance and have been working together to think about technological solutions to evaluating teaching and learning.

Come join a discussion about the future of course evaluations based on examples and ideas from your institution. We will share efforts at University of Pennsylvania to improve student response rates for course evaluations and the development of a feedback tool for instructors that is separate from end-of term-evaluations. Topics for discussion include efforts to focus student evaluations on evaluating experiences rather than on rating the instructor, attempts to change the culture and systems around evaluations, and what emerging technologies such Machine Learning and Nudge Ed Tech (“a collection of technologies that work together to achieve timely personalized interaction with students, staff and faculty, such as a just-in-time text (SMS) reminders for class”) may impact course evaluations in the future.

Track: Faculty Engagement
Title: Engaging Faculty, Departments, & Schools in Utilizing Midcourse Surveys for Improvement
Presenter(s): Christina Bifulco, Rutgers University

Midcourse surveys are an excellent formative tool for instructors and departments to utilize at a point when changes are still possible in the semester. However, many instructors and admins do not understand the benefits of running them. This presentation will cover how we at Rutgers University engage faculty in the midcourse survey process through an interactive workshop. This process includes designing questions, analyzing the feedback, determining actions, and closing the loop with students. The various elements of the workshop will be explained including the information, templates that are provided to instructors, and activities. The presentation will enable your institution to be able to easily implement a similar offering.

Track: Implementation Insights – Course Evaluations
Title: Fun With Health Sciences: OASIS and Blue
Presenter(s): Candace Girard & Tim Winn, Tufts University

Health Sciences data is a tricky thing. Tufts University is using the OASIS (Online Access to Student Information and Scheduling) system to manage clinical rotations. In this session, we will discuss the technical details of how we store and prepare the data in OASIS, transport it to Blue, and use it to automate our veterinary school rotation evaluations. Our solution has removed a lot of pain points, and handles instructors with multiple roles per rotation, as well as students across a variety of scheduled weeks, at a variety of clinic locations. With a single authoritative data source like OASIS, and Blue’s data sync, we were able to kiss our spreadsheets goodbye.



Track: Implementation Insights – Course Evaluations

Title: Managing the Mischief of Health Sciences Course Evaluations

Presenter(s): Donna Davies, James Madison University

Health Sciences course evaluations, with their many permutations and combinations of components, can be a little challenging! This presentation showcases James Madison University’s resourceful approach to handling their Kinesiology courses which consist of multiple lectures and labs inter-dependent on each other. Join Donna to see how the courses are implemented in Blue to meet the component-specific needs such as lecture specific questions and lab specific questions using the concepts of relational datasources and triggers in Blue.

Track: Implementation Insights – Course Evaluations

Title: Feedback from Form Fill-out to Faculty Development: Fostering a Data Culture to Integrate Perspectives and Lessons across Multiple Roles

Presenter(s): Gregory Hum, Katharine Lauder, Kyle Turner, Peter Eden, University of Toronto

The University of Toronto has operated its course evaluations in Blue for over a decade. Our team is now being integrated and expanded into a larger Assessment and Evaluation portfolio that also includes the Scholarship of Teaching & Learning and Faculty (SoTL) Development. Multiple staff and stakeholders have always necessarily been involved in collecting and reporting the course evaluation data, but much of this work has been siloed and we are taking this opportunity to re-examine our practice and processes. We are now working towards a Data Culture whereby our entire extended team operates on a shared understanding of the use and interpretation of the data. This can then inform each of our own best practices in data handling and use across the entire pipeline of the course evaluations. This work includes integration with university enterprise systems, Blue operations, reporting and interpretation, policy, and educational development. We will share key issues and lessons learned in our panel consisting of technical, Blue administration, educational development, and managerial staff.

Track: Implementation Insights – Course Evaluations

Title: Leveraging QBank to the Fullest: Department and Program Customization and Looking Forward to Gen Ed Accreditation Planning

Presenter(s): Heather Thompson, University of North Carolina at Chapel Hill

Managing a questionnaire with over 430 unique questions and section titles has been part of the College of Arts & Sciences (CAS) Student Evaluations of Teaching (SET) process for more than a decade now, but moving that into QBank has greatly improved what CAS can do and how quickly we can generate reports in Blue (from over 19 to only 2.5 hours for report generation!). I’ll share some lessons learned while migrating CAS’s existing questions into QBank and what we have planned for implementing new questions to support our General Education assessment process as we roll out a new curriculum in 2022. We’ll be looking at Blue set up, the Question Bank Excel files, and some ways to visualize a complex array of questions during planning.

Track: Implementation Insights – Course Evaluations

Title: To Question Bank or Not to Question Bank – Part 2

Presenter(s): Julie Mulvey & Donna Hay, Durham University

We delivered a presentation at Bluenotes Gobar 2020 Virtual Experience on the use of the Question Bank, the Institutional Hierarchy and question bank mapping. Our findings made us question what we were actually



doing, was if working for us and could we improve our processes. The outcomes of our investigation made us ask the question should we use the Question Bank going forward or should radical changes be made to the question structure that the institution had recommended and we do our evaluations in a different way. Find out more about which direction we went in by joining this session.

Track: Implementation Insights – Course Evaluations
Title: Making the Dynamic Report Viewer Feature Work for Uou
Presenter(s): Lisa Votodian, University of Pittsburgh

Think the Blue Dynamic Report Viewer won't work with a complex report viewer model or data structure? With some forethought and data management, you can take advantage of this feature to meet most of your report viewer access needs.

The University of Pittsburgh has a complex report viewer model. Each school determines its own set of report viewing privileges which may include limiting access to specific programs, subjects, or faculty ranks. The Dynamic Report Viewer (DRV) feature eliminates the need for extension blocks and reduces the need to create multiple reports filtered for certain conditions. The DRV feature can also be expanded to accommodate new report viewer roles and hierarchies making it truly a dynamic feature. It doesn't have to be a one and done process giving Blue admins the flexibility to react to changes in institutional policies and leverage new points of data.

Track: Implementation Insights – Course Evaluations
Title: More Than a Handshake: Insights from over 200 Blue-LMS Integrations
Presenter(s): Georges Geha & Luigi Petrolito, Explorance

Our Native Blue-LMS Integrations are more and more becoming the main drivers to increase response rates. In this presentation, we will be sharing with you our experience-based knowledge that has been acquired through integrating more than 150 institutions. We will also walk through some of the best practices highlighting their impacts on the different stakeholders which will help you gain the upmost value rolling-out the different available features (ex: Popups, Calendars, announcements, etc.).

Track: Implemion Insights – Course Evaluations
Title: What's New with Blue Feedback Dashboard
Presenter(s): Long Hua, Explorance

Blue Feedback Dashboard is an add-on analytics module within the Blue feedback platform. It is specially conceived to support data-driven decision making at every level of an institution. The user interface is built for stakeholders such as faculty and senior administrators, with easy navigation and interactivity of the data to unveil actionable insights from your course evaluations. In this session, we will discuss the various analytics capabilities available in Blue Feedback Dashboard.

Track: Implementation Insights – General Feedback Processes
Title: Leverage Blue to Support All of Your Student Experience Surveys
Presenter(s): Mohammed Sheraidah, Explorance



Insight depends on reliable and accurate data that covers the subject being analyzed from multiple touch points. In this session, we will explore how you can leverage Blue to gather data about all of students' experiences and use it to extract rich insight for the different stakeholders.

Title: Product Roadmaps: A Look at What is and What is Yet to Come

Presenter(s): Nitin Sharma & Zebrey Bedard, Explorance

Explorance products continue to evolve at a rapid pace. In this session, we will take a look at roadmaps for Blue, Bluepulse and BlueX, sharing some of the most notable features and capabilities introduced over the past year, and providing a glimpse into what the future holds for each of these platforms from feature sets and capabilities to product visions.

Title: What We Heard: 2021 CSAT Update

Presenter(s): Marc Lamy, Explorance

We will share the results of the 2021 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.

More to come!

[Register for Blue Certification Training Camp and Get Certified!](#)