



Feedback for the Brave

Amplifying the Student Voice with Explorance MLY: AI-powered Platform

Anastasia Tsimiklis

Chief Marketing Officer



Our mission is to **empower** people in their professional journey of **purpose**, **impact**, and **growth**.

Empower

How do "we" empower people?

By providing tools, support, and opportunities to excel and thrive.

Empower vs. Give
One includes support

Purpose

Why does purpose matter?

Provides meaning and fulfillment.

Understand how their role contributes to the bigger picture.

Align their values with the company's mission.

Impact

How is purpose measured?

Through seeing how your efforts matter and create positive change.

Seeing how the results of your work benefits the organization or institution.

Feeling a sense of pride in the contributions you make.

Outcome

What is the end result of these efforts?

Opportunities for skill development and career advancement.

Continuous learning to stay relevant and competitive.

Courageous Conversations

Ask open-ended questions

Hear different opinions

Commit to change

**When people feel heard,
we receive information
that is authentic.**

**We enable courageous
conversations through
technology**

Feedback Takes Center Stage ✨

The community here is like no other, in part because of the residential college. Each college has its own dining hall, library, gym, theater/entertainment. So it feels like home within the larger university. Most of all, I love student culture which is engaged, passionate, and knows how to have fun.

The instructor was very knowledgeable and was able to provide realistic examples which ultimately helped us learn a lot.

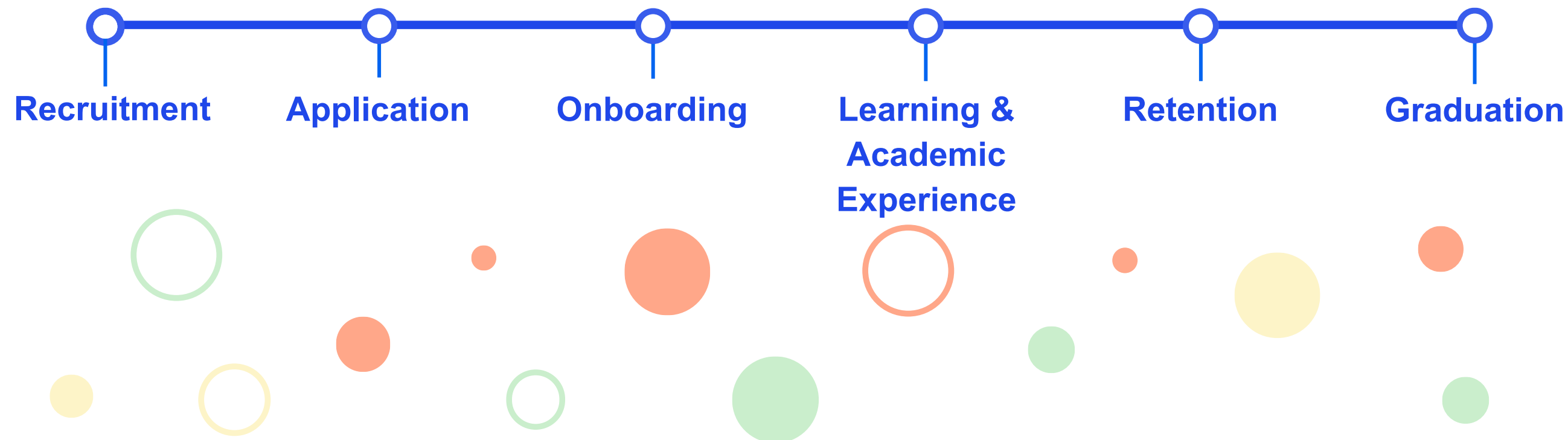
I am arranging my expenses with great difficulty because I have to work 10 hours a week while balancing my studies. I had to pay this semester's fees and with no help from my family. It was very difficult for me to focus on my studies as I am too overwhelmed and stressed.

Students Have A Lot To Say

- **Housing and Campus Life**
- **What's Working in the Classroom**
- **Wellbeing Outside the Classroom**
- **Overall Academic Experience**

Students provide comments and feedback throughout their journey

Are we listening?



Respond to institution-wide surveys

Take time to add open-ended comments

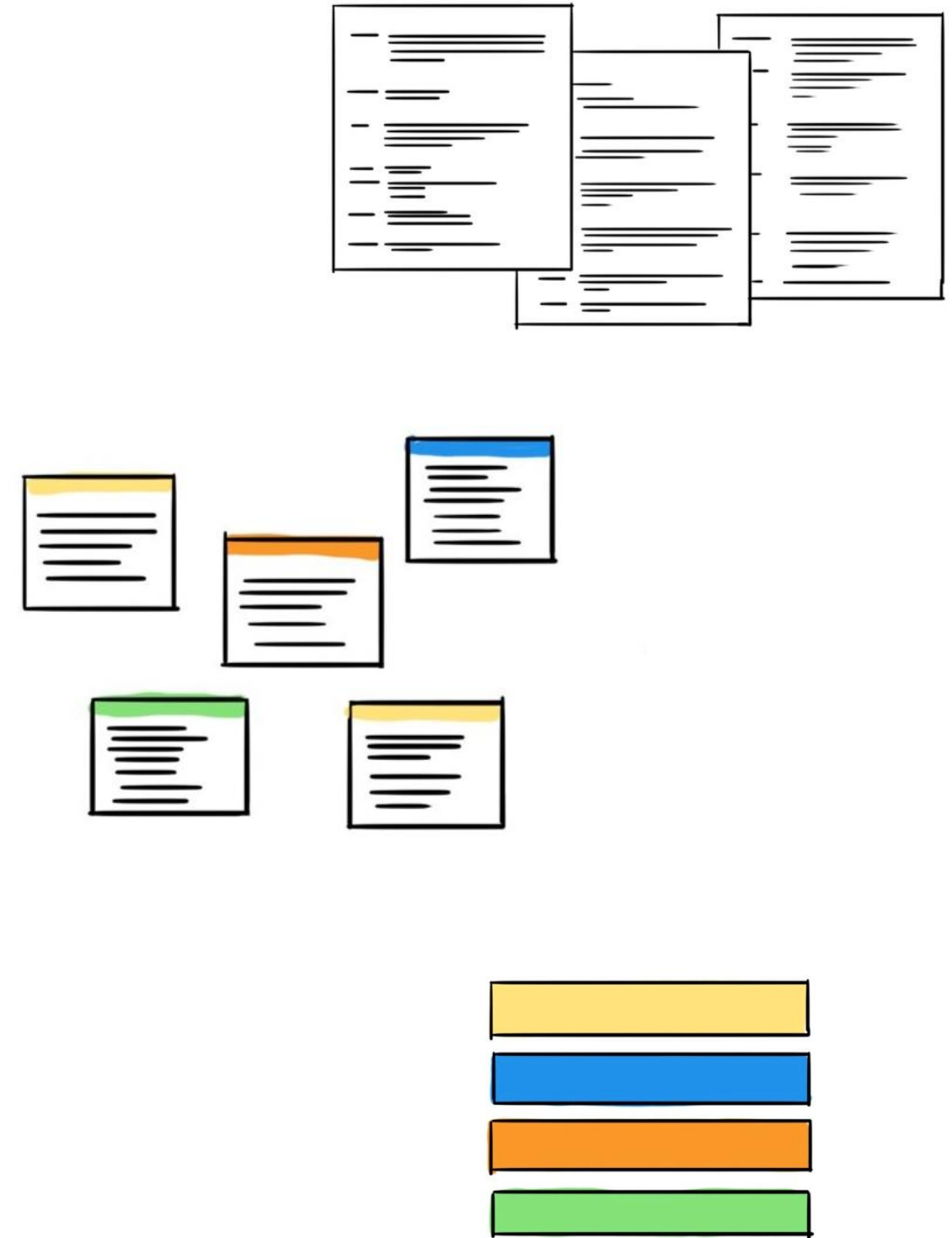
Share feedback on review sites

Post comments on social media

Share valuable insights and recommendations

How are you handling the large volume of student comment data today?

- ✓ We have a dedicated resource to review and analyze our comments in a systematized way
- ✓ We seek to find the 3-5 comments that validate the quantitative data we have analyzed
- ✓ We only read through a handful of comments... or don't read them at all



Qualitative feedback leads to
richer and more honest insights.

**But how can we act on these insights
on time and at scale?**

The only Higher Education-specific AI platform purpose-built to amplify the Student Voice

from massive amounts of unstructured communications

- Open-ended comments in surveys
- Reviews on external websites
- Posts on social media

Meet Explorance MLY

Innovative AI platform at the intersection of machine learning (ML) and the pursuit of answers (Y).

Pronounced as “mi-lee,” symbolizes strength and dedication, aiming to amplify Voices of Employees (VoE) and Students in HR and Higher Education (HE)





Celebrating Six Years of R&D Advancement in AI

- **Sixty Explorers** working directly on evolving the base technology, models, and applications
- **Six fast evolving models:**
Employee Experience, Employee Learning, and Student Experience Insights
Polarity, Recommendation, and Alerts
- **Multi-source / Open Architecture approach**
Explorance MLY Services – I/O API to leverage model via external applications (PowerBI, Tableau ...)
- **Decision Grade Approach:**
Supervised learning
Precision vs. Recall

Amplifying Student Voice with AI

Deeper Insights With Specialized Machine Learning

55,000 unique insights categorized with student experience-related topics.

Beyond Insights From Crowdsourced Recommendations and Alerts

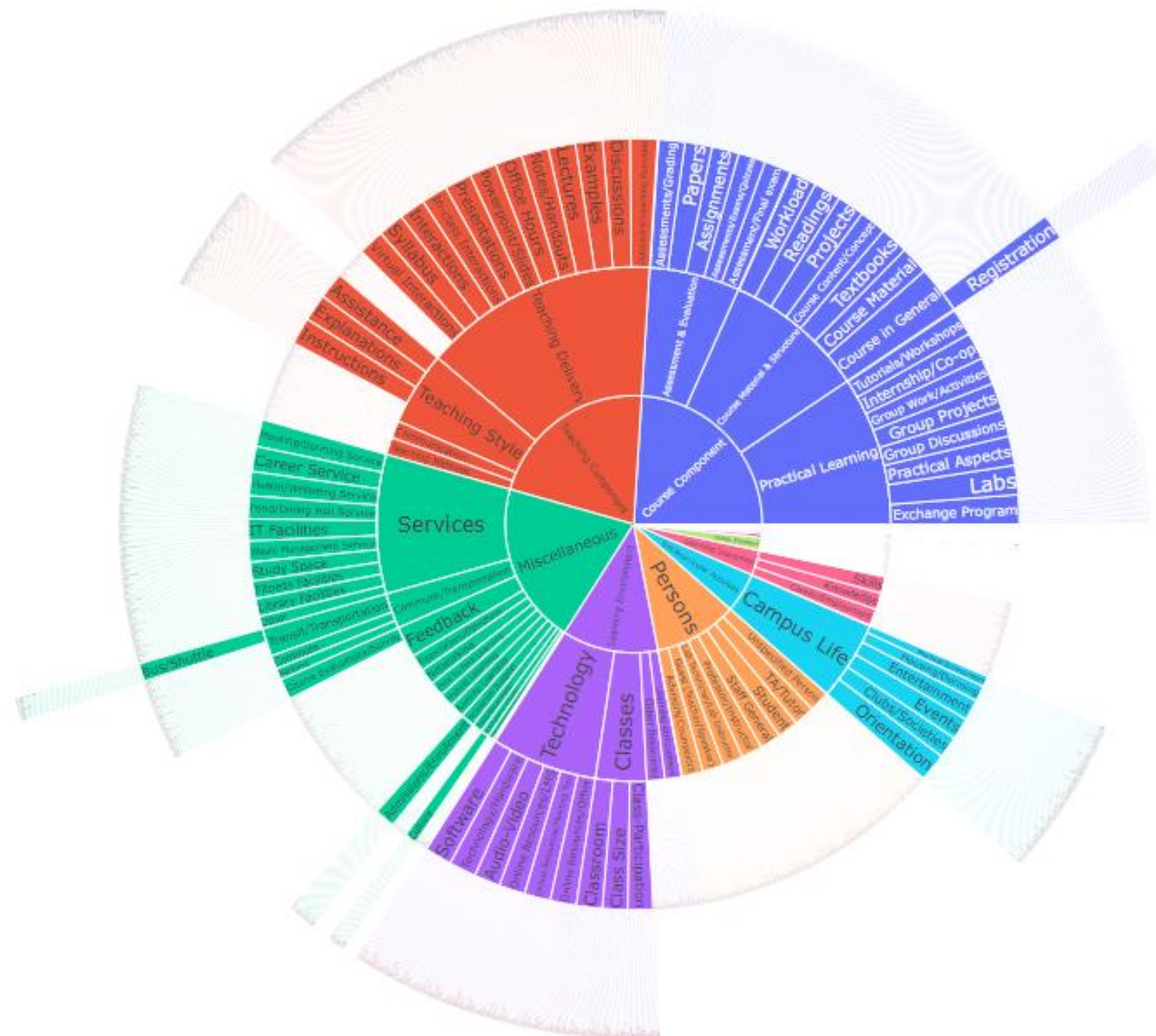
Prescriptive insights on what your institution should do more, do less, change, start, or stop doing.

More Insights Wherever Feedback Comes From

MLY is a stand-alone platform that allows you to analyze feedback from anywhere (i.e., surveys, course evaluations, social media, review sites).



Explorance MLY Models



Four Connected Evolutionary Models

❖ SEI (Student Experience Insights)

- ❖ Institution brand, culture insights, engagement indicators, inclusion drivers, and more ...

❖ Polarity

- ❖ Qualify your insights with the students' dominant sentiment

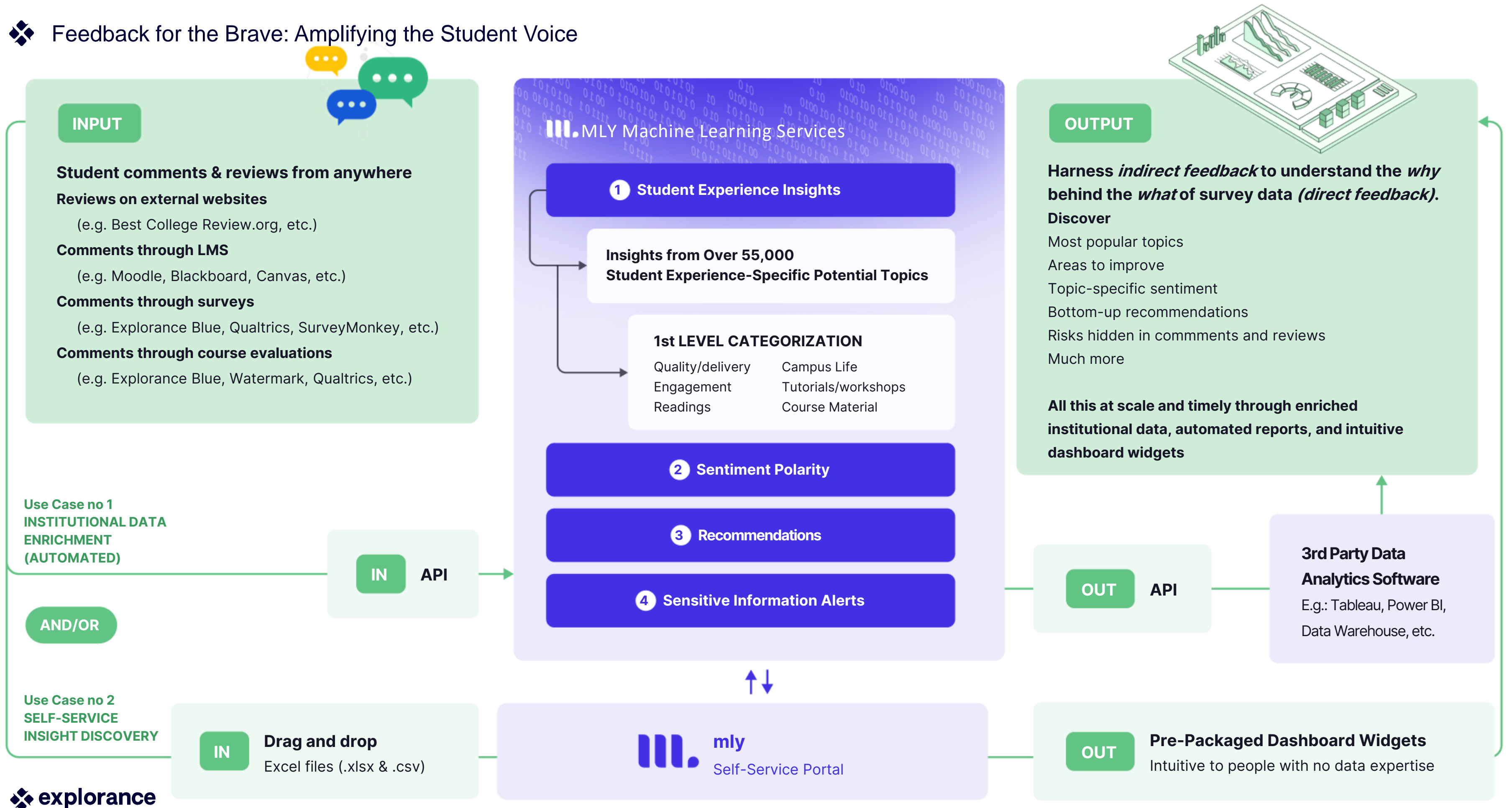
❖ Recommendations

- ❖ Find out what your students are recommending you do more of, less of, start/stop doing, or change

❖ Alerts

- ❖ Uncover critical issues that stem from your students' comments

Feedback for the Brave: Amplifying the Student Voice



"Examples of what was expected was very helpful especially because there was such specific expectations. Being able to choose our own topics was great. I appreciate that in the prep there were videos and readings. I appreciated the feedback I got from the faculty grading my assignments, it was in depth and useful. The institution needs to reduce tuition fees since students are remote and don't have access to campus services during the pandemic."





MLY Insights

One Student Said

“Examples of what expected was very helpful especially because there was such specific expectations. I appreciate that in the prep there were videos. I appreciated the feedback I got from the faculty grading my assignments, it was in depth and useful. The institution needs to reduce tuition fees since students are remote and don’t have access to campus services during the pandemic.”

+ Teaching Delivery > Examples

+ Technology > Audio-Video

+ Feedback > Depth

+ Feedback > Quality

+ Feedback > Helpfulness & Support

+ Institution in General

- Expenses > Fees

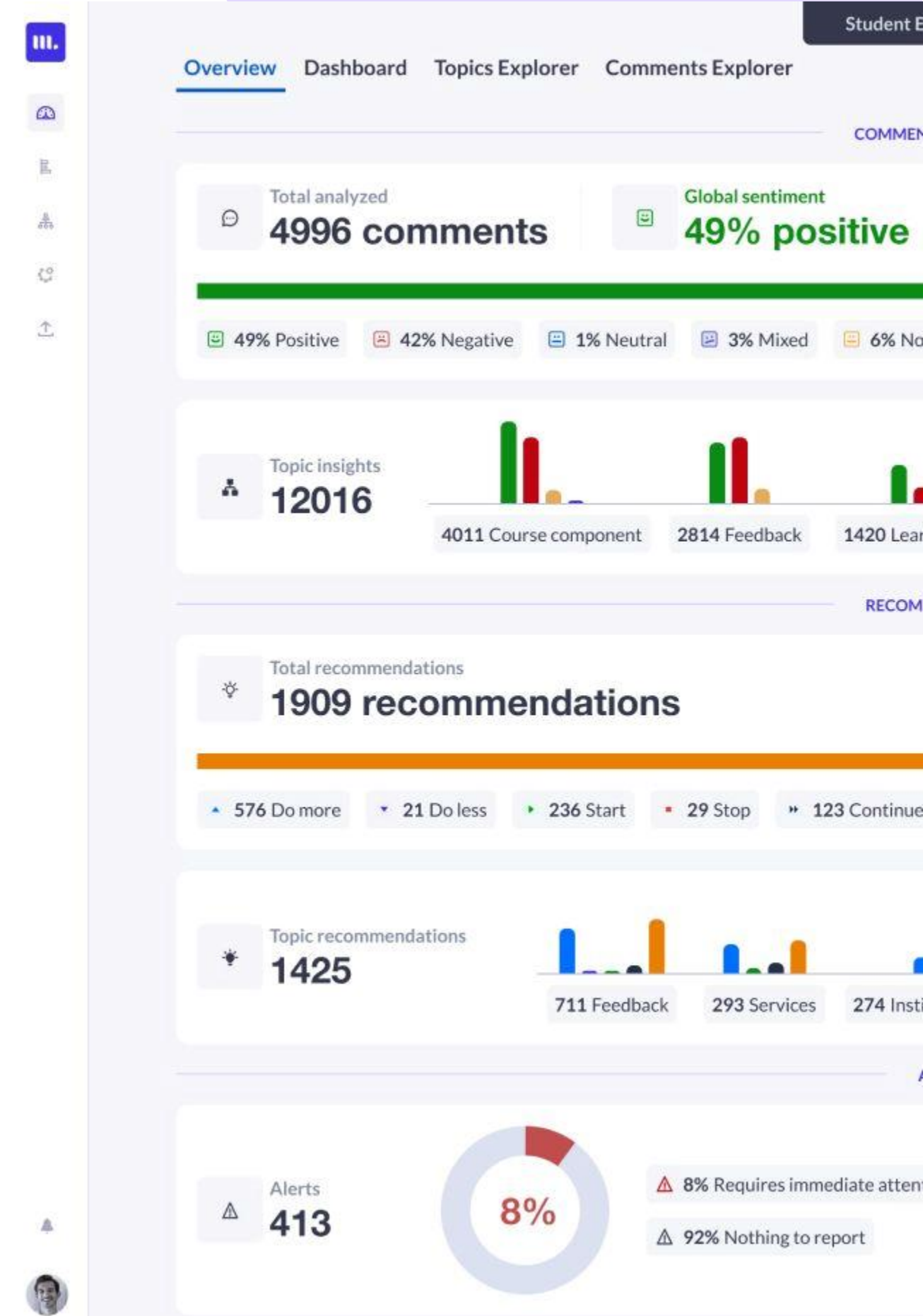
Do less - Expenses/fees

Thousands of Comments Analyzed in Seconds

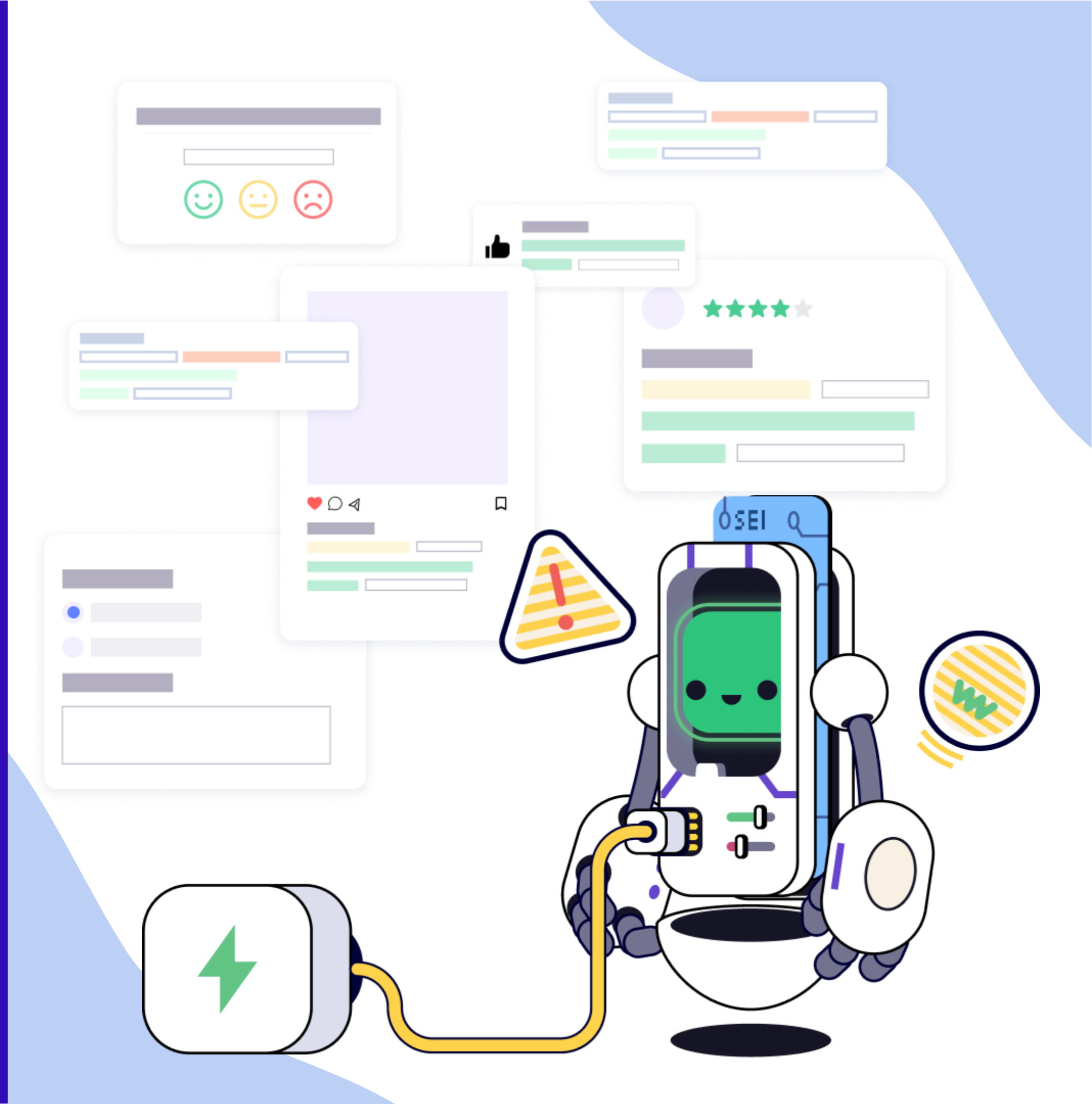
Topic-specific sentiment analysis and categorization

Recommendations on what to do more, do less, start, stop, continue, and change

Alerts on comments that require immediate attention



- The world of education will continue to change and become more efficient
- The need for human intervention will remain – MLY can't do it alone
- We want to leverage AI so that we can spend *more time* getting curious about the insights we see, and action planning on what matters most.



Thank you!



❖ Feedback for the Brave: Amplifying the Student Voice



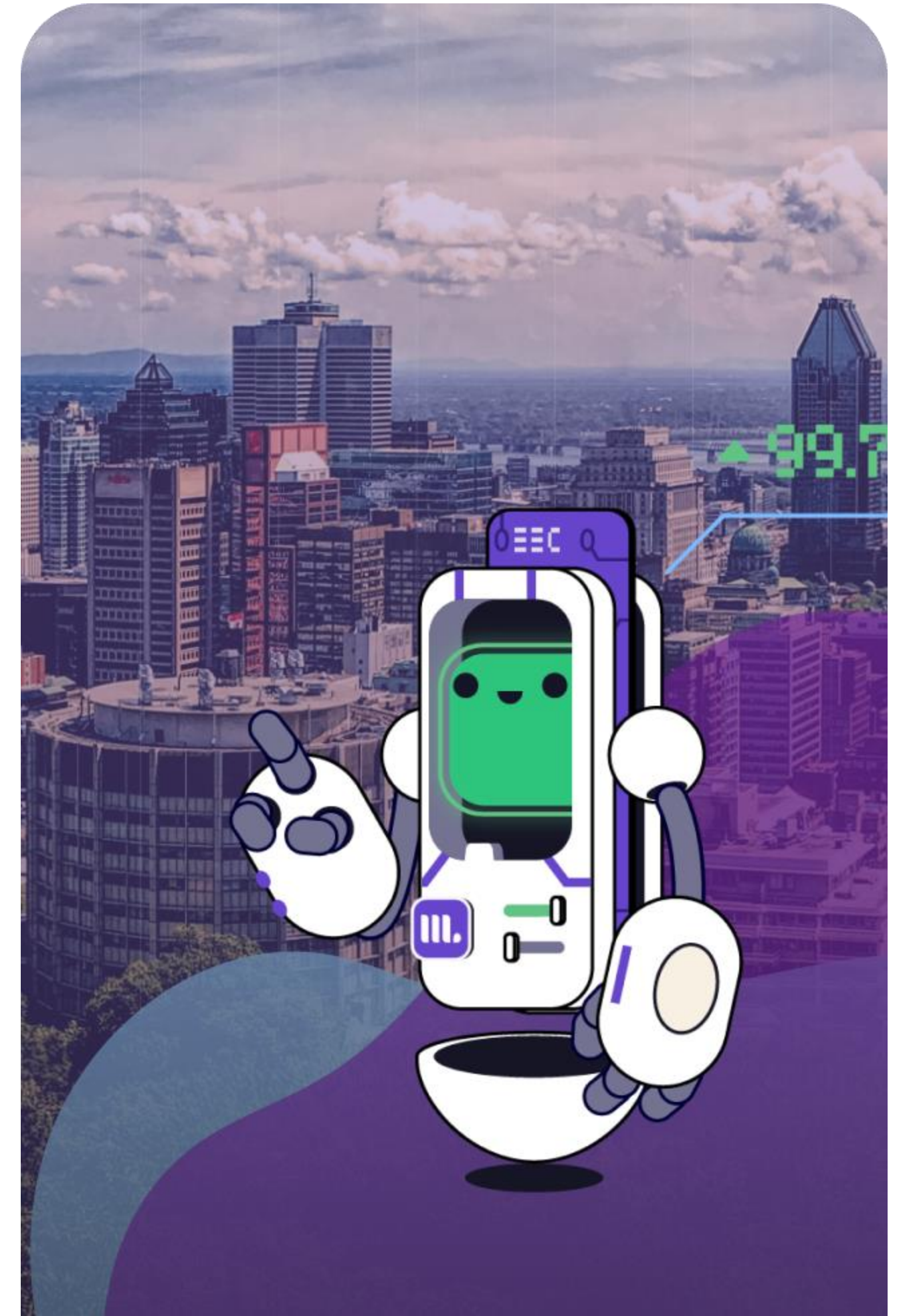
📅 June 25 to 28, 2024

★ 📍 Montreal, Canada

Feedback for the Brave

Connecting leaders working with Feedback Analytics to empower key business initiatives.

Explorance World 2024 conference caters to all who harness feedback and AI to nurture student success and employee experience - regardless of industry.



➔ Robust Annotation

A manual annotation process to ensure strong insights quality

➔ Proprietary Models

The only employee comment analysis models on the market

➔ Staying Ahead

Fast-paced R&D process for fast evolution and adaptability

