Closing the loop with Bluepulse

Continuous feedback from students,

timely actions from staff and service areas

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AAIR FORUM 2017
THE CENTRE OF AUSTRALIA
CENTRE OF DECISION MAKING
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Overview

eXplorance®
Improvement at heart.

- **Founded in 2003**

- **Focused on Educational institutions**
  - **110 employees in 5 global locations**
  - **350 institutions in 24 countries**

- **Committed to continuous innovation**
  - **25% of revenues committed to R&D**

Awards & Recognitions

Deloitte Technology Fast 500

Gartner Cool Vendor in Education

Great Place to Work

Who we work with

Selected clients in APAC

Who we partner with

Blackboard Partnerships | Premier Partner™

canvas PREMIER PARTNER

brightspace Partner Network SELECT

ellucian. COMMUNITY PARTNER

GSA

PROVALIS RESEARCH

Microsoft GOLD CERTIFIED Partner

nuventive

ABBYY

Our Solutions

blue® — Institutional Platform for Evaluations and Central/Major Surveys

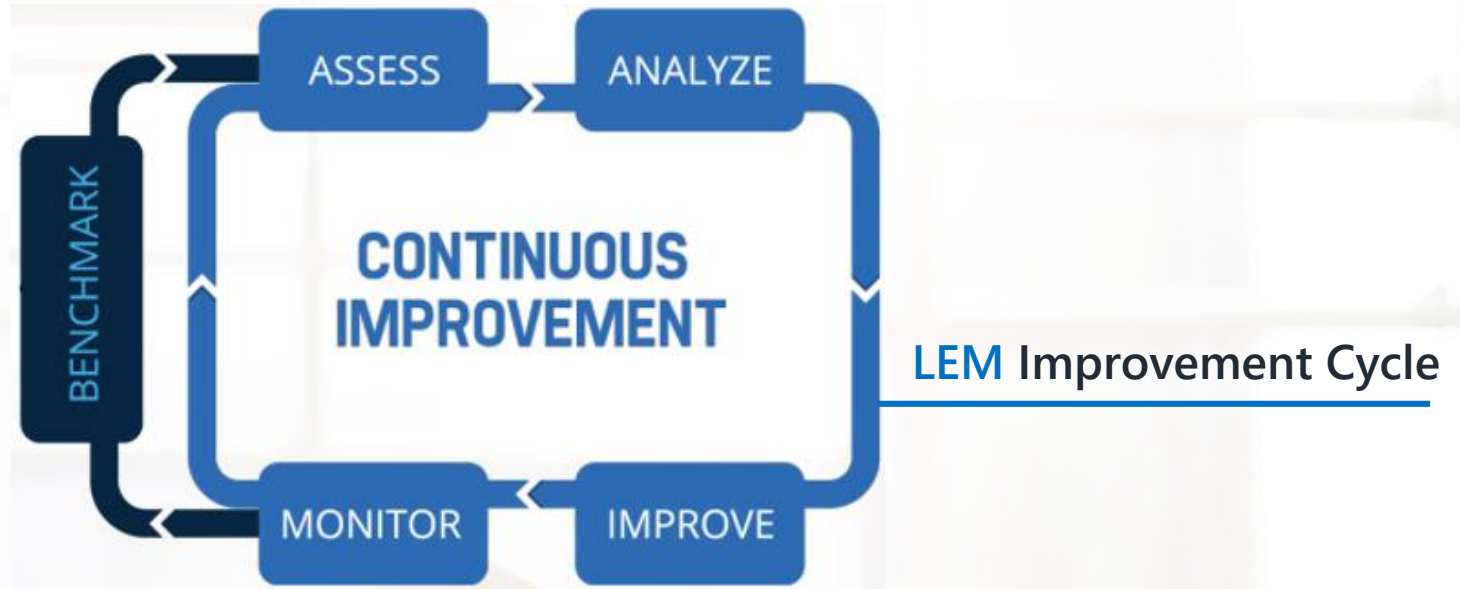**bluepulse®** — Institutional Platform for Instant Feedback Management

blueX — Institutional Platform for Generalised Surveys

Our Approach

Learning Experience Management (LEM)

ASSESS   ANALYZE

BENCHMARK

CONTINUOUS IMPROVEMENT

MONITOR   IMPROVE

LEM Improvement Cycle

Assess
Type – needs, expectations, skills, knowledge, competencies
Stakeholders – students, faculty, employees, customers, etc.
Frequency – schedules (Blue), live formative (Bluepulse)

Analyse
Connected data – demographics, behaviour, social and mobile
Information – structured, unstructured (BTA)
Cascaded – data meaningful and relevant at every level (evalUT)

Improve
Recommendation engine (prescriptive)
Improve tracking
Notifications, escalations and alert for fast response

Monitor
Time trending and comparatives
Interactive Dashboards
Learning systems integration

Environmental Scan

Student Satisfaction

Completion Rates

Retention rates

Market Share
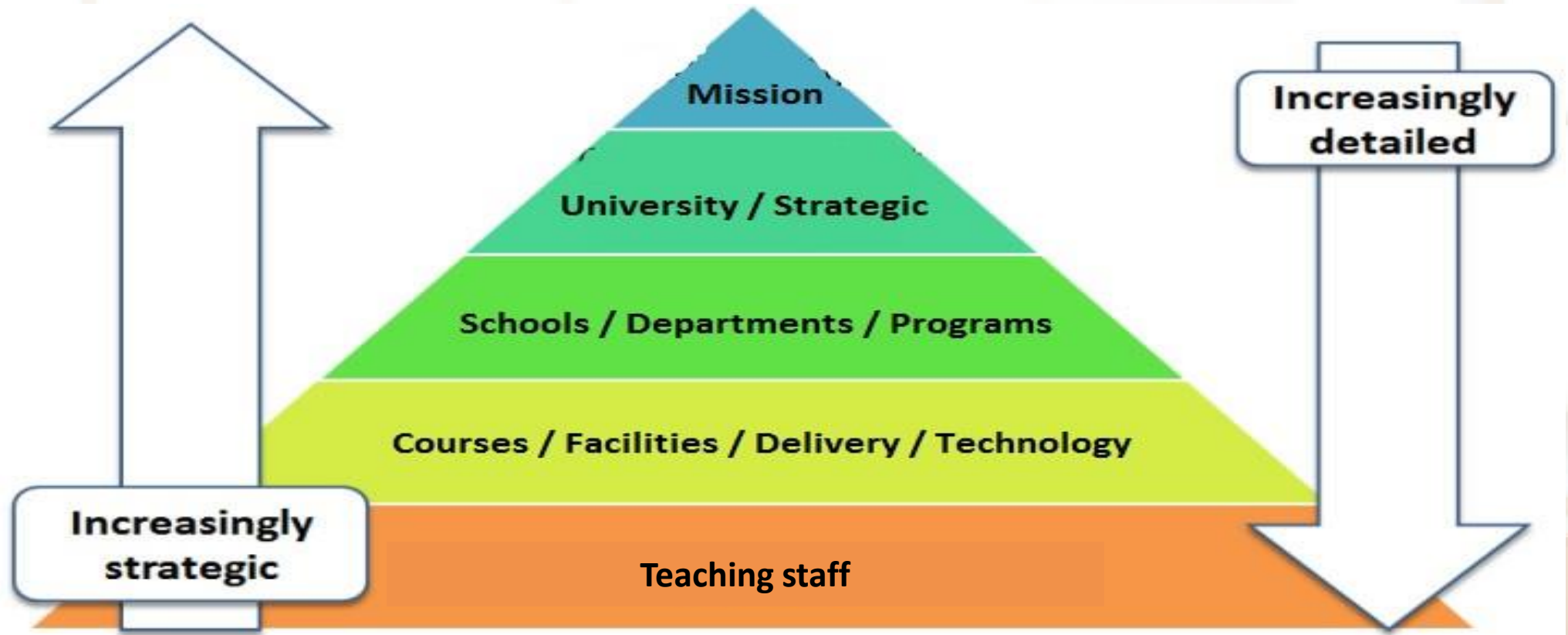
Student experience beyond L&T

Access to budget

Soft Skills

Disparate needs of stakeholders

Mission

University / Strategic

Schools / Departments / Programs

Courses / Facilities / Delivery / Technology

Teaching staff

Increasingly strategic

Increasingly detailed

The Genesis of Social Feedback

STEPWISE PATH FEEDBACK

End-of-term Course Evaluations

INCREASED FREQUENCY

Mid-term Course Evaluations

CONTINUOUS IMPROVEMENT

Daily Validated Feedback

Analysis of Feedback Channels

	End of Semester surveys	Discussion forums	Social media	Ratings websites	bluepulse
Privacy (for teaching staff)	✓				✓
Confidentiality (for students)	✓			✓	✓
Two-way interaction		✓	✓		✓
Frequent feedback		✓	✓		✓
Structured feedback	✓				✓
Unstructured feedback	✓	✓	✓	✓	✓
Improvement driven	✓				✓

A hub for *live-formative* feedback

Continuous improvement with real-time student feedback.
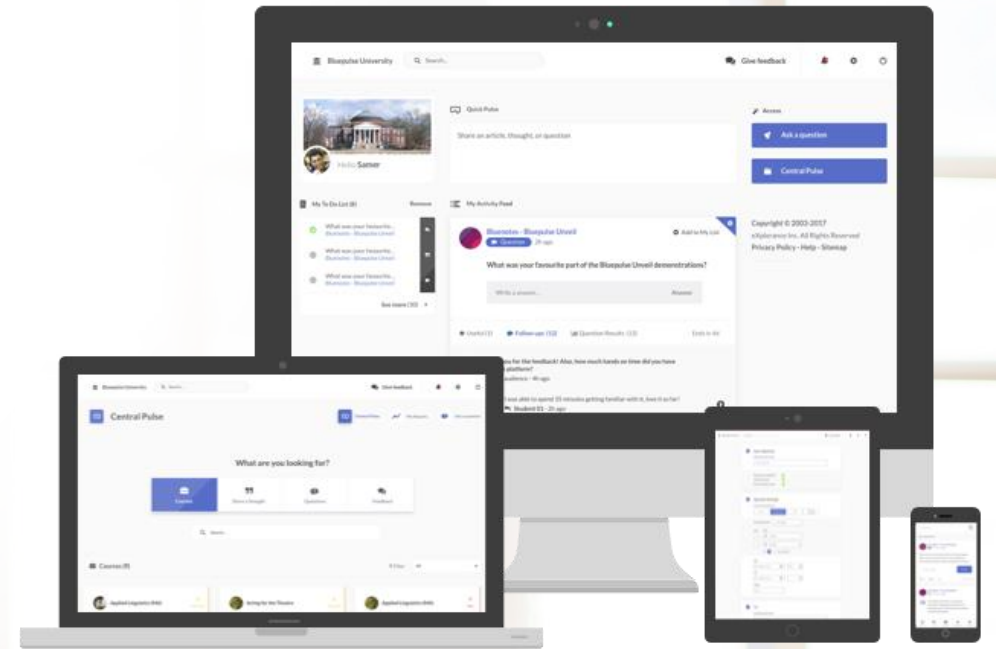
Benefits

- ✓ Teaching effectiveness
- ✓ Learning excellence
- ✓ Student experience of campus life & facilities
- ✓ Faculty and student engagement
- ✓ Student retention

How partner institutions use Bluepulse

- **Service areas** – Hubs, IT, Library, Property Services, Student Unions
- **Learning and Teaching** - First Year Teachers
- Course and Program reviews
- Strategic Planning, Service area and L&T Planning
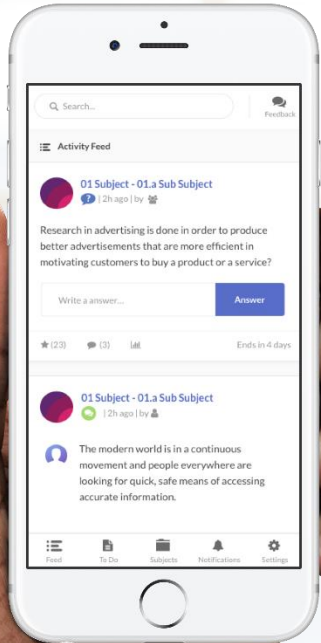- eLearning, Blended Learning, Distance Learning
- **Professional Development** – Tenure track, academic promotion, teaching awards
- **Professional certifications** – MBA, Medical, Law
- English as a second language (ESL)
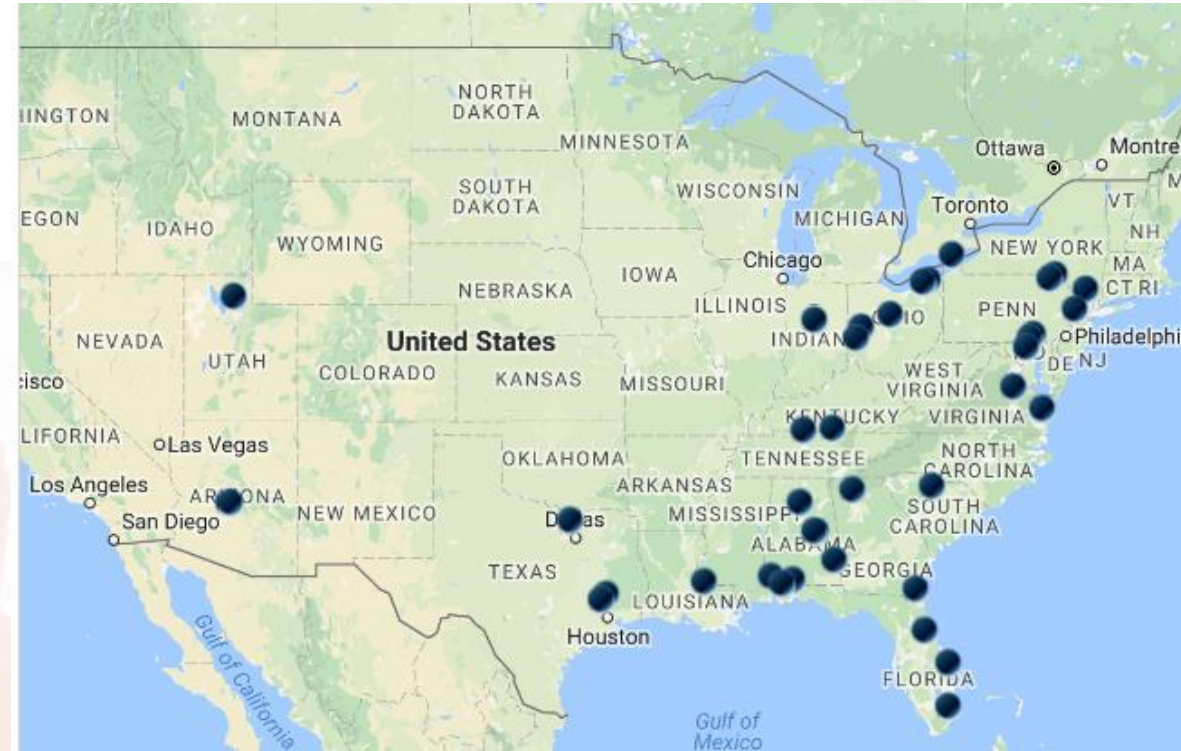- Just in Time Teaching (JITT)
- Gateway courses
- Compliment for Office hours availability for students

How our partner institutions use Bluepulse: Education Affiliates

- 45+ schools all separately accredited

- 17 states

- Over 11,000 students

- Approximately 40 programs
  - Nursing
  - Allied Health
  - Medical Technology
  - Trades
  - Business
  - Technology

How our partner institutions use Bluepulse: Education Affiliates

Initial Goals for using Bluepulse

- Improve student engagement (peer and faculty)

- Provide just-in-time formative feedback to faculty

- Empower faculty to make instructional improvements

- Ultimately: Improve student learning and outcomes

How our partner institutions use Bluepulse: Education Affiliates

Pilot Structure:

- Timing
  - Spring 2017; Weeks 2 through 6 of 6-week

- # of Schools in Pilot – 5
  - VP of Education sponsorship
  - Identified pilot schools
  - Most, but not all, early adopter culture
  - Schools identified a Champion and faculty to participate

- Champions
  - Faculty
  - Some tech-savviness
  - General enthusiasm for new things (not all)

How our partner institutions use Bluepulse: Education Affiliates

Onboarding School Champions

- Kickoff meeting (include leadership)
- Explain scope of role
- Practice logins (student and instructor)
- Communication plan for onboarding faculty and students
- Check-ins and frequent meetings
- Address issues asap

Onboarding Faculty

- School Deans identified faculty
- Champion-led training at school
- Champion-led sessions to develop ideas on how to use
- Champions had faculty identify one question per week

Onboarding Students

- Faculty introduced in class during week 1
- Students download app and connect on mobile device together in classroom
- Sample questions / answers (some schools)
- Enthusiastic faculty = engaged students

How our partner institutions use Bluepulse:

Education Affiliates

- Engaging Champions
  - Answer questions throughout
  - Mid-pilot Champions Check-In
  - Exchange ideas – questions that work, engaging faculty and students
- Engaging Faculty
  - Regular contact with Champion
  - Regular contact with other faculty in school pilot
  - Discussions – what is working/what isn't working
  - Encourage organic use of tool

How our partner institutions use Bluepulse:

Education Affiliates

- Engaging Students
  - Overtly apply the feedback inspired students to participate
  - Types of Questions / Timing that worked well
    - Short answer questions were favored
    - Incorporate into homework

How our partner institutions use Bluepulse:

Education Affiliates

- Examples of Questions that engaged students
  - Where there any parts of today's topics that are still fuzzy?
  - What type of learner are you?
  - What did you think of today's group activity?
  - Which questions from the review book would you like me to cover during the next class?

How our partner institutions use Bluepulse: Education Affiliates

Examples of Instructional Improvements

- Adjusted focus of certification exam prep
- Adjustments to in-class activities
- Adjustment to pace / time spent on a topic
- Instruction plan modified based on student learning preferences

How our partner institutions use Bluepulse: Education Affiliates

What's next for EA?

- Integration with Student Portal
- Second pilot
- Student-initiated feedback
- Rollout planning

How our partner institutions use Bluepulse: The University of New South Wales

17 Courses, ~2,500 Students, cross section of schools

Recruitment of staff/courses by EOI

F2F training plus recordings

Students appreciated anonymity

Challenges establishing new tool in classroom

- Evaluation of pilot in progress prior to broader roll-out

How our partner institutions use Bluepulse: RMIT University

Multiple pilots

Questions administered centrally

No teacher use of the tool

Unsolicited feedback from students

One tool in the L&T toolkit

Feedback to eXplorance re reporting needs
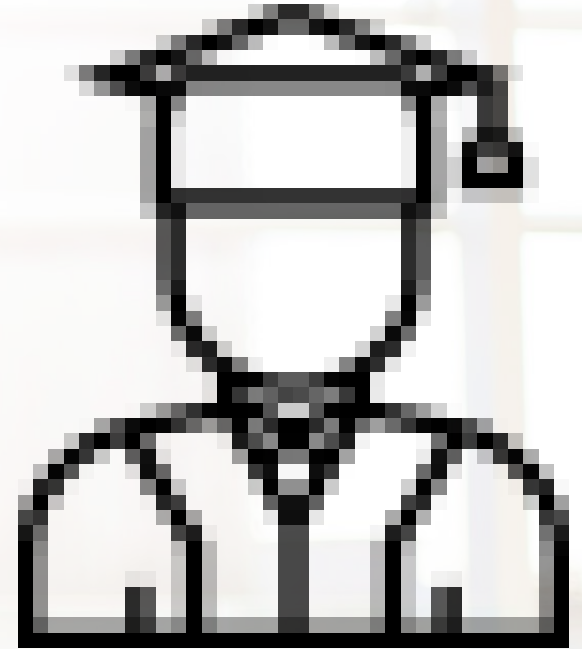
For Teachers

Act on feedback for an immediate impact on the student experience

Provide an open communication channel that is inclusive of all students

Engage students with a unique and diverse toolkit

Track and evidence progress, demonstrate improvement

For Institutions

Data to complement the learning analytics strategy

Improve student success by focussing on outcomes, retention and wellness during the term

Compare student satisfaction, response rates and engagement of students with courses not using Bluepulse

Leverage formative feedback to enhance instruction, shape course content, improve delivery mechanisms and inform strategic initiatives
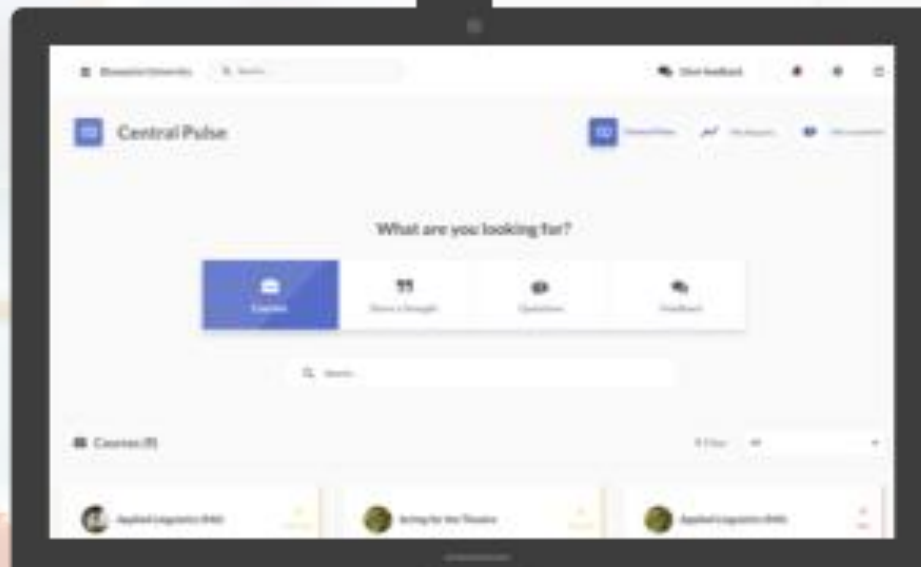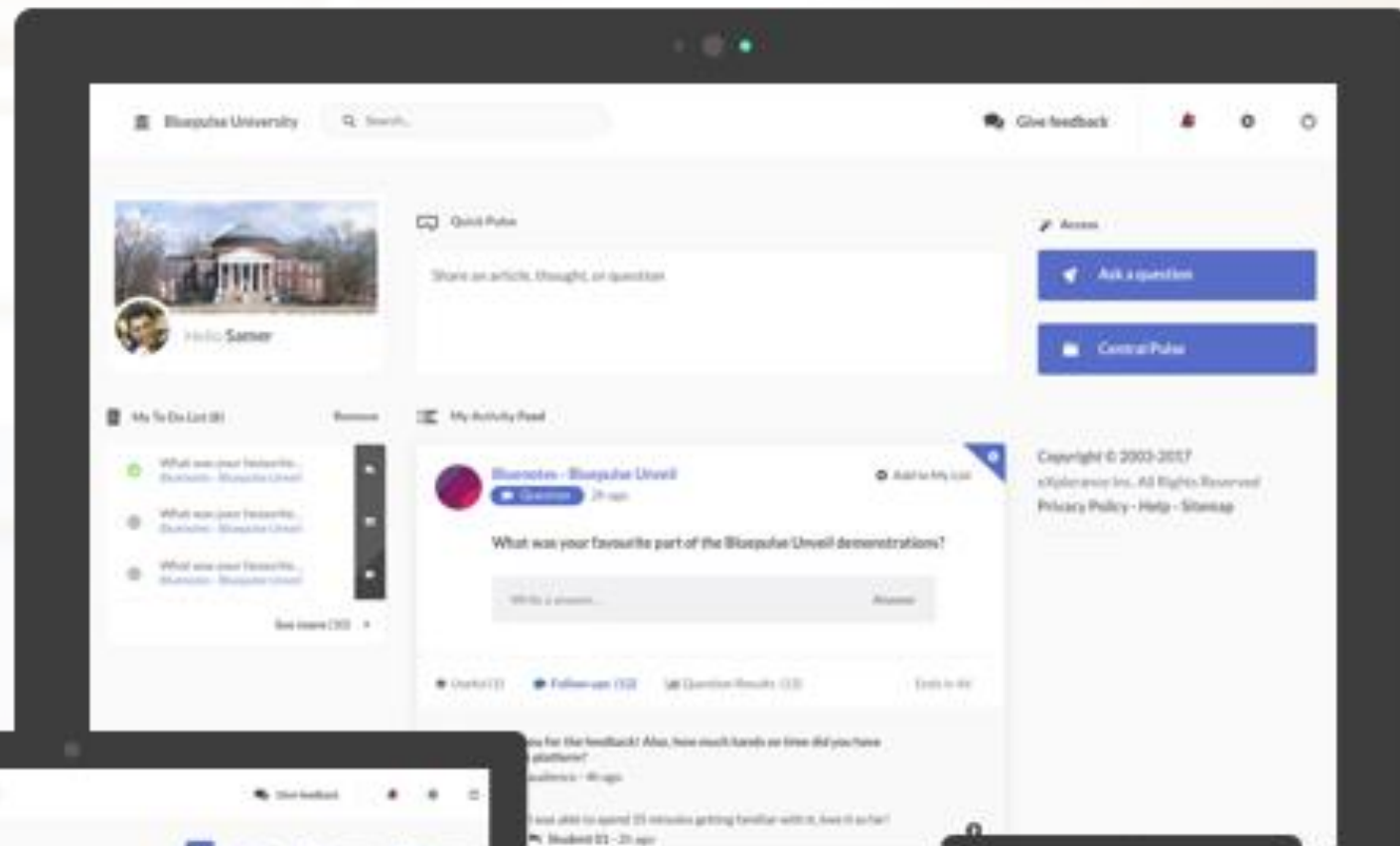
Most recent Bluepulse advancements

Visual & architectural re-design. Allowing us to perfectly compliment feedback strategies for Services, Teams, Cohorts, & Personal Development

Central question bank

Enhanced reporting

Personalised To Do's

Confidentiality controls (questions & feedback)

Improved question types, plus the option to share thoughts & articles

Redesigned LMS experience.

Central Pulse, a centralised place to view activity across all courses

Complete mobile app experience(instructors ability to send a quickpulse, view feedback & question responses/follow-ups)

THANK YOU

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