

# Fearless Feedback: Amplifying the Voice of the Student with AI

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Presented by:

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**Course Evaluation Institute**



UNIVERSITY OF  
TORONTO

CENTRE FOR TEACHING SUPPORT & INNOVATION



# Blue Machine Learning (MLY)

*Turning Qualitative Data into Actionable Insights*



# ❖ Explorance BlueML General Availability: March 2023



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## Explorance Launches General Availability of Explorance BlueML and Free Personalized Feedback Analytics Report to Help Human Resource and Academic Leaders Build a More Robust and Agile Workforce

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## Explorance BlueML To Assist HR And Academic Leaders In Creating A More Resilient And Agile Workforce

By HRTech News Desk — On Mar 6, 2023

MACHINE LEARNINGNEWS

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## Using Machine Learning To Uncover Hidden Workforce Insights

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## Explorance Introduces Breakthrough Tool for Employee Experience Management in Tumultuous Year for Talent

03/03/2023

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## Lancement de Explorance BlueML, pour une main-d'œuvre plus robuste et agile

Par Renaud Larue Langlois

f t in e d

# Accelerating Success for 25M+ Students Every Day



**Most organizations are sitting on a goldmine of employee data that can drive better talent decisions.**

This type of technology can fundamentally change how organizations assess and address employee experience and can have a tremendous positive impact on talent retention.

**Mike Cooke**  
CEO

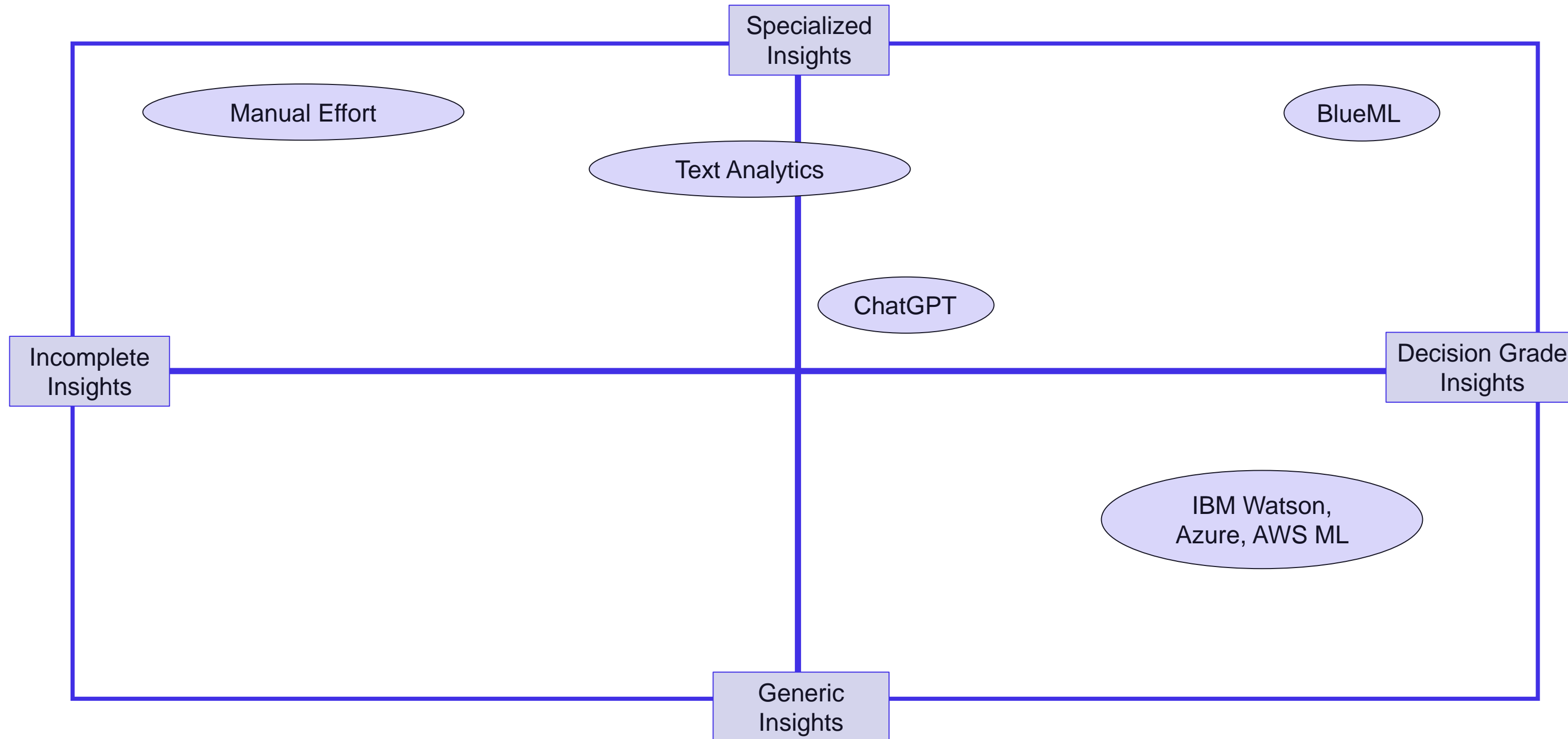
**I am honored to work with a sector leading team known for thought leadership and cutting-edge innovation.**

Our team's dedication and expertise in harnessing the power of machine learning to derive actionable intelligence from unstructured data sets us apart in the field and this is only made possible by the strong partnership between Explorance and University of Newcastle.

**Meagan Morrissey**  
Manager: Student and Staff Insights

**Course Evaluation Institute**

# The Genesis of BlueML



# ❖ Explorance BlueML in Numbers



## Celebrating 6 Years of R&D Advancement in AI



60 Explorers working directly on evolving the base technology, models, and applications

6 fast evolving models:

- ❖ Employee Experience, Employee Learning, and Student Experience Insights
- ❖ Polarity, Recommendation, and Alerts



Multi-source / Open Architecture approach

- ❖ Explorance BlueML Services – I/O API to leverage model via external applications (PowerBI, Tableau ...)



An industry first: A Comment Analysis Dashboard

- ❖ Explorance BlueML Dashboard for fast consumption of Employee Voice Analytics



# BlueML - Features & Functionality

*BlueML is a comment analysis solution which allows organizations to analyze qualitative feedback from students and employees during their academic and employment journeys.*



# Your Student Sentiment and Feedback at a Glance

## Deeper Insights

### With an Academic-Specific Feedback Analysis Solution

Because student contextualization matters, BlueML caters specifically to the student learning experience.



## More Insights

### From Student Writings: Comment Source-Agnostic

Harness collective intelligence wherever it comes from:

- End-of-term course evaluations
- Midterm course evaluations
- Student wellness surveys
- Undergraduate admissions surveys
- Graduation surveys
- Learning and Development platforms
- External review sites

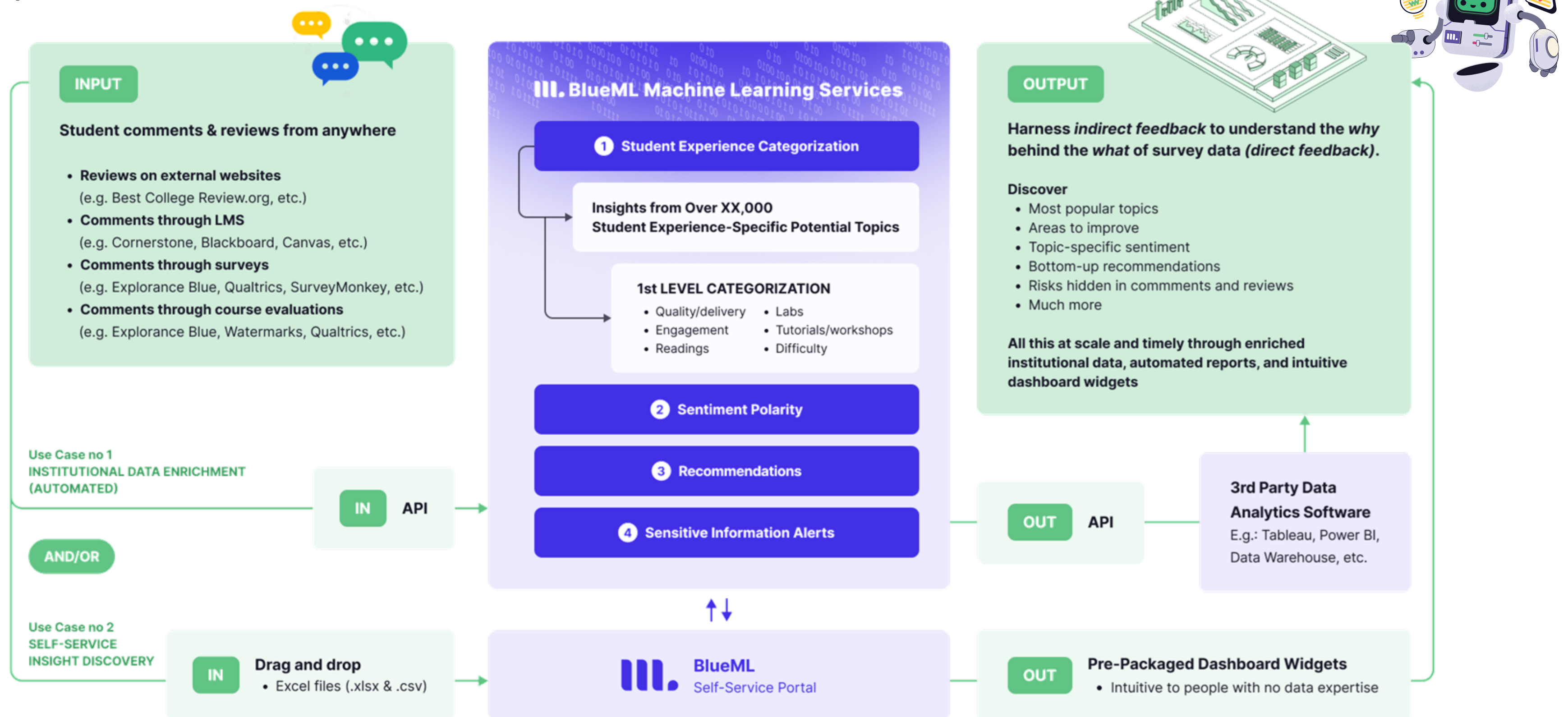
## Beyond Insights

### Dive Into Crowdsourced Recommendations

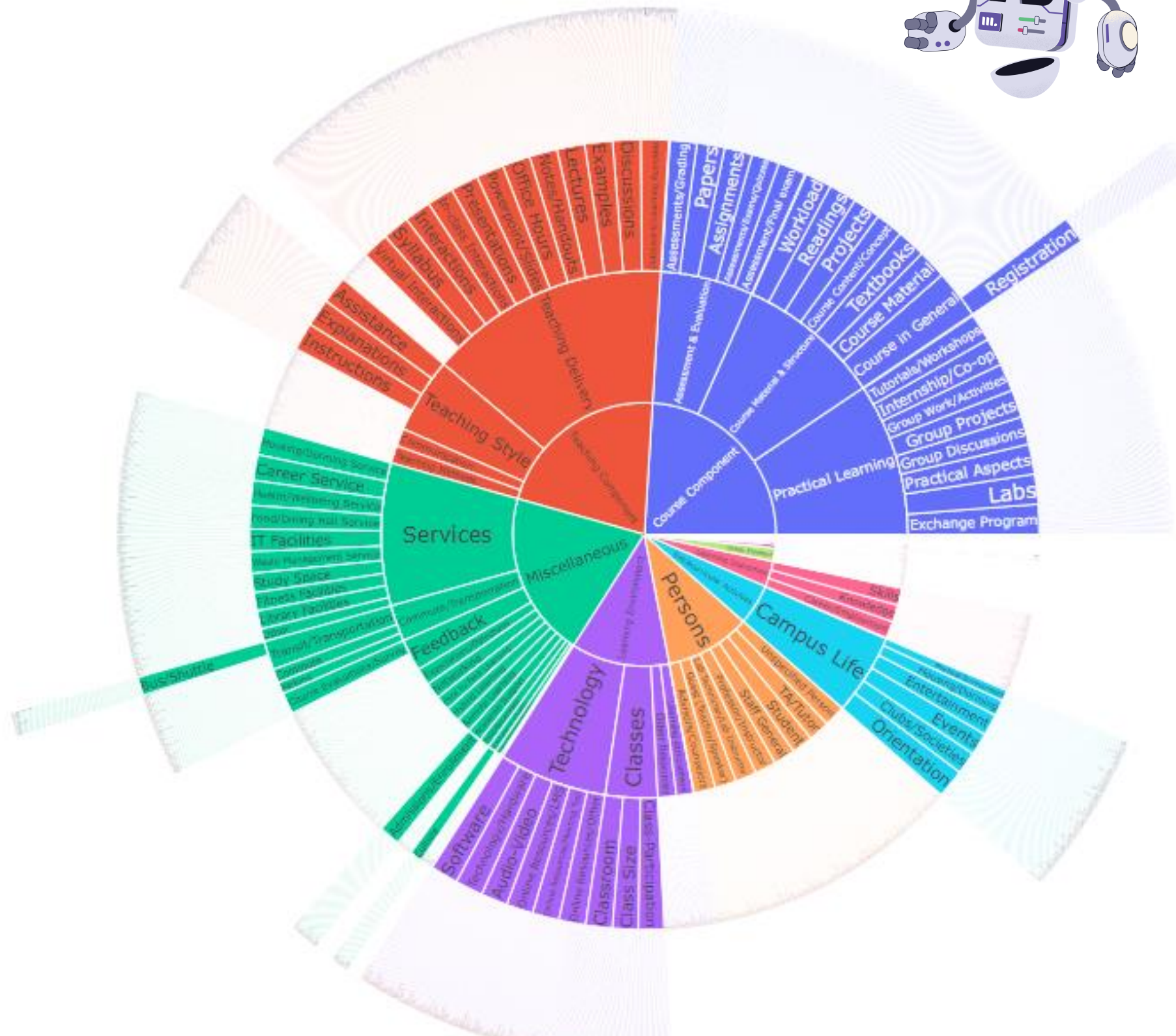
Turn free-text feedback and reviews into timely, data-driven, and actionable recommendations, by distilling what your organization should:

- Start or stop doing
- Do more or less of
- Change

# BlueML Infrastructure



# BlueML Models



## 4 Connected Evolutionary Models

### ❖ SEC (Student Experience Categorization)

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

### ❖ Polarity

- ❖ Qualify your insights with the students' dominant sentiment

### ❖ Recommendation

- ❖ 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

# ❖ BlueML Insights from Model Convergence

## One Employee Said

*“The job is great, but the workload is very high. They want you to do the work of 4 people. The benefits are great and the outlook going forward is great, but they need to hire more people.”*

## BlueML Uncovered 7 Meaningful Insights

- ❖ Categorizations
  - Positive sentiment towards Job/Work and Benefits/Perks
  - Negative sentiment towards Resources & Tools, and Workload
- ❖ Recommendations
  - Bring in more people to help with the job
  - Change the available resources and tools to increase efficiency
- ❖ Alert
  - There is an inherent risk of burnout

## Quick analysis

Use this space to run or test an analysis on a single comment and get to know BlueML a little better.


Model: **EEC** English

Precision level: **High (Recommended)** <=>

The job is great, but the workload is very high. They want you to do the work of 4 people. The benefits are great and the outlook going forward is great, but they need to hire more people.

  4  2  **49%**

### Analysis interpretation:

 The comment you have inserted has a **Mixed** sentiment.

The analysis also found a total of 4 topic insights, 2 recommendations, and an alert score of 49%.  
View the analysis results below for more details:

#### ^ Topic insights (4)

##### Positive (2)

Job/Work ▶ General   Pay/Benefits ▶ Benefits/Perks ▶ General

##### Negative (2)

Job/Work ▶ Resources & Tools   Job/Work ▶ Workload

#### ^ Recommendations (2)

##### Do more (1)

▲ HR ▶ Human Resource Management ▶ Recruitment Process

##### Change (1)

● Job/Work ▶ Resources & Tools

 There is an alert score of **49%**, this comment requires immediate attention. The default threshold is set at **30%**.



# BlueML: The Future

Moving forward at the speed of light



# BlueML Roadmap and Commitments



## Just Released

### Major model update and augmentation

- ❖ Enhanced EEC and ELC to incorporate applicant, effectiveness, and offboarding insights
- ❖ Expansion of Alerts and Recommendation models
- ❖ Multilingual models, including Arabic, French, German, and Japanese
- ❖ APIs to support mixed-models analysis

## Coming Soon

### Short term features and enhancements

- ❖ Continued model evolution
- ❖ One Stop Shop – Multi-model analysis
- ❖ Multi-column analysis
- ❖ Quick Analysis tool
- ❖ Recommendation widget
- ❖ Rich analysis summary block

## What is Ahead

### Medium term features and enhancements

- ❖ Time trend analysis
- ❖ Breakdown by demographic data
- ❖ List most relevant comments for a topic/sentiment combination
- ❖ Multilingual interface
- ❖ Dashboard view sharing
- ❖ Date support for continuous analysis
- ❖ Advanced filter support (and, or ...)
- ❖ Clipboard management for document output



# Person vs. Machine



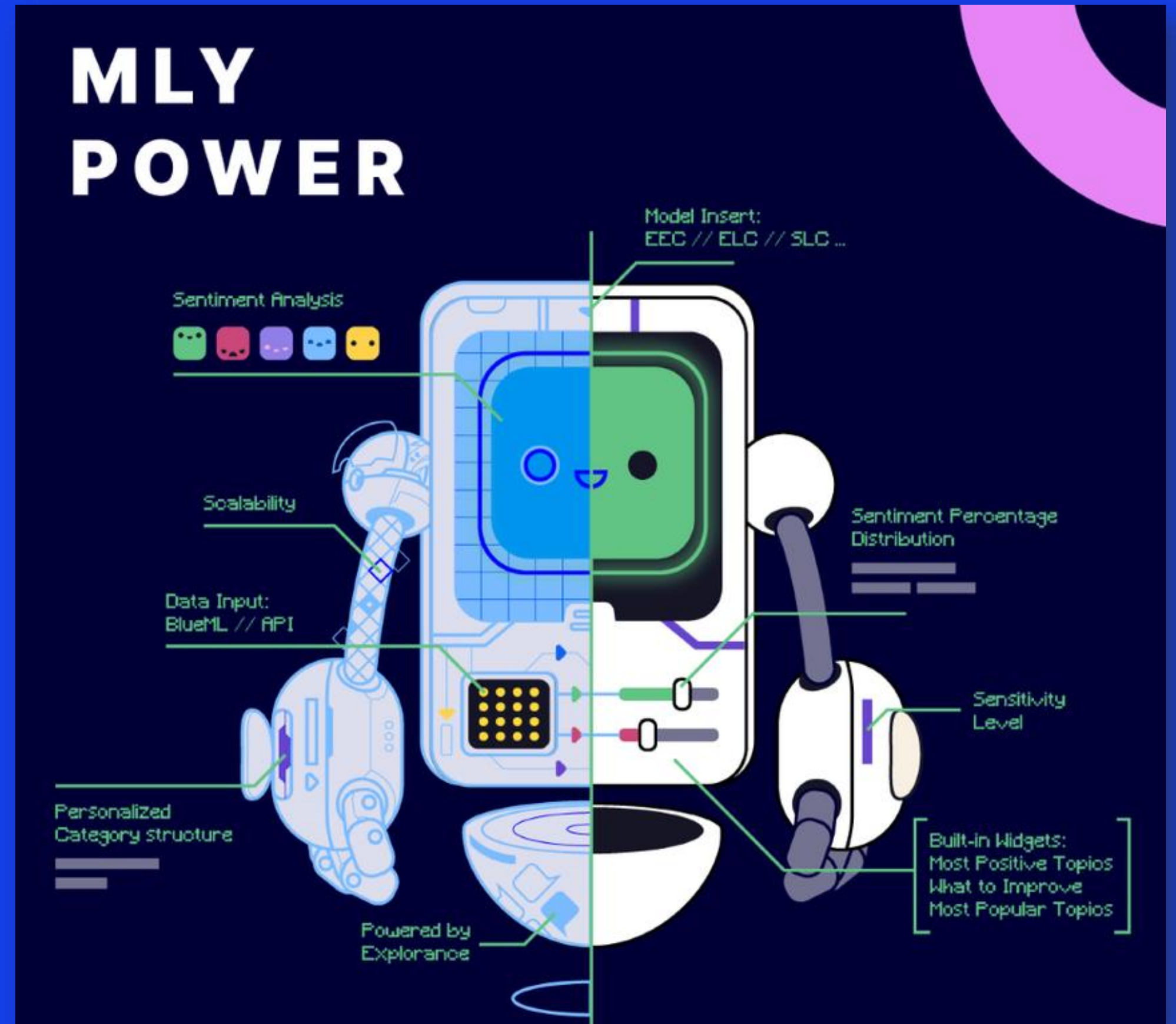


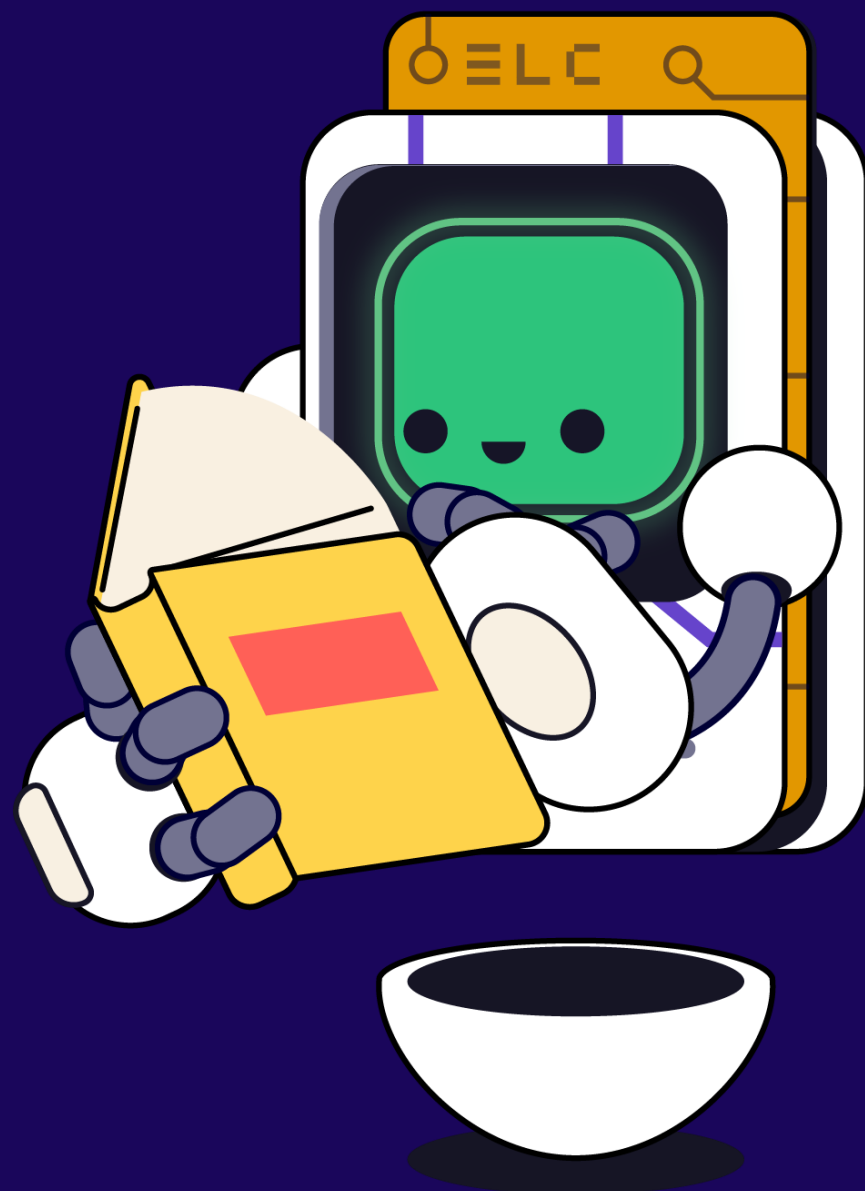
Examples of what was expected was very helpful especially because there was such specific expectations. Being able to choose our own topics was great. I appreciate that in the prep there were videos and readings. I appreciated the feedback I got from the faculty grading my assignments, it was in depth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



*The job is great, but the workload is very high. They want you to do the work of 4 people. The benefits are great and the outlook going forward is great, but they need to hire more people.*

# Get to Know MLY





# Thank you

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