

Event: BbWorld Conference

Dates: 7/17/2018 to 7/19/2018

Attendee: Professor Fitzpatrick

I attended the Bb World Conference from 7/17/2018 to 7/19/2018. The below is a list of events I attended.

### **7/17/2018 Tuesday**

**Using Analytics to Guide Innovative Practices to Maximize Success.** Kendall St. Hilaire from Indian River State College gave a remarkable presentation about their vision for the Virtual Campus and explained how her campus has really harnessed a data driven initiative to student retention and student success in their online courses. She spoke about how streamlining courses so analytics could be used across courses to indicate trigger weeks/lessons that causes students to become unsuccessful in a course. Indian State River works very closely with Blackboard using Blackboard Analytics and Blackboard Predict tools. She also addressed the fact that her college mandates all online courses are required to have a least one proctored exam to verify student work.

Ms. St. Hilaire also pointed out that Florida State went to performance based funding in 2014. The funding for the college is primarily based on success rates meaning how well they are able to retain students and graduation rates.

I did like one of the analytic reports she presented that showed the students' performance in the class vs the class average. This allows students to better gage their performance in a course and leads to increased transparency. This learning analytic was part of Blackboard Analytics.

This presentation will be useful to me as I serve on the Product Quality Team for the Virtual Campus.

**Data Privacy after GDPR.** Stephan Geering gave an interesting presentation about how the new data privacy laws in the EU affect Blackboard users. Data Privacy issues are a hot topic these days and I thought this information/topic would be interesting to bring back into a Statistics Classroom when covering ethical standards. I found the topic of the "right to be forgotten" to be the most interesting. He spoke about the individual's rights to have their information erased from a database or system and what are companies' legal obligations to respect ones decision to have their information be forgotten.

### **BbWorld Opening General Session Keynote speaker: Sheila C. Johnson**

Ms. Johnson shed light on the paths African Americans took in pursuit to be an educated class in society. She spoke about the boat schools along the Mississippi River. She spoke about how it was the desire to have a strong education that helped slaves to freedom. Her presentation was both colorful and enlightening and made everyone in the room proud to be a part of the education industry.

## **7/18/2018 Wednesday**

**Analytics at Blackboard: Values, Vision, and Velocity.** This presentation was given by Rachel Scherer and provided insight into Blackboards Analytics which can be used to increase retention and success rates.

### **Blackboard Predict in Practice: Data Informed Student Success Initiatives.**

In 2017, four California State University campuses began to pilot Blackboard's predictive analytics products, with varying strategies to catch students who were struggling in courses before it was too late. CSU Chico and San Diego State University (SDSU) piloted Blackboard Predict, while Sonoma and San Francisco State piloted X-Ray, a Moodle-specific tool. This panel serves as the second Predict knowledge share to the Blackboard user community, with updated research and student success interventions that have occurred since 2017.

### **Higher Education Rocket Sessions-Analytics in Education**

In this fast-paced and engaging session, learn from educational technology experts about how they are using data to support faculty development and drive a culture of innovation. Each Rocket session will be made up of five to seven consecutive, concise and fast-paced presentations consisting of exactly 20 slides auto-timed for 20 seconds per slide. Rocket session topics: - Assessing Administrative Encouragement to use Blackboard - I Like Big Data and I Cannot Lie: How to Measure Your Data Like a Boss - Using X-Ray Analytics to Inform Strategic Planning - Using Analytics for Research in Course Design - Creating a Growth Mindset in Your Classroom.

## **7/19/2018 Thursday**

### **SHSU Online Course Beautification**

SHSU Online is currently working through a "reskinning" process to ensure that we give students a quality online experience, freeing instructors to concentrate on interaction with students. Fully online graduate program courses will have a similar look and feel so that students in a specific program will always know who to contact, where to find information, resources, assignments, and activities. Learn how SHSU Online is leveraging Blackboard and the CBP to improve online teaching and learning.

This is a very important element to a successful Virtual Campus and the knowledge from this presentation will help in the efforts of building a Virtual Campus at CCM.

### **Comparison between Faculty and Student Perceptions on Instructor Interaction**

With the Federal call for regular and substantive interactions, the big questions become, "are we doing enough in our online courses" and "what do our students think"? This session will discuss the finding of research conducted at a mid-sized university using an adapted Community of Inquiry survey, with the focus on instructor presence. Two similar surveys were administered to both faculty and students who either taught or were taking an online course. The findings from this research will be compared and

shared. The findings will also be paired with current best practices to provide possible resolutions for regular and substantive interactions.

The researcher for this presentation did not finish the study so the presentation did focus on the current WGU case. From this case study what I learned to be one of the most important facts was that computer generated feedback was not considered regular or substantive feedback. To be considered regular and substantive the feedback needed to come directly from the professor with direct interaction with the students. Also watching a recorded webinar does not qualify as regular or substantive.

There were examples as to what was acceptable and what is not acceptable as regular and substantive feedback.

**Keynote Speaker : Shankar Vedantam host of NPR's Hidden Brain.**

One of the most interesting take-a-ways from Vedantams presentation was the analysis of a soccer goalie. About 1/3 of the time a kick will be in the direction of either left, right or the center; but the goalies moves do not mirror this. The goalie will move left or right 49-44% and only staying in the center 6% of the time. Using statistics we can see that a player has the best chance of making a goal if he aims for the center of the net.

This is something I can bring back to my statistics classes.

**Exhibitors Visited 7/17/2018 to 7/19/2018**

I wanted to visit the booths that provided online proctoring for exams. Some firms provided live proctoring features other provided artificial intelligence proctoring where the program would scan for two heads in a room or loud noises in a room or cheat sheets in the room. I thought the idea of AI used for proctoring was very interesting. The companies providing these services are:

1. Examity- proctoring
2. Proctorial- proctoring
3. Honorlock- proctoring
4. psi- proctoring

I also visited the booth of Playposit- not proctoring - their software allows professors to create interactive videos