



Transforming Engagement and Data-Informed Teaching: A Case Study on the Pilot Rollout of Vevox at Dublin Business School

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Context: Need for Digital Transformation

CHALLENGE: POST-COVID LANDSCAPE	RESEARCH AND EXPLORATION	EVALUATION	CONCLUSION
<ul style="list-style-type: none">• Initial concern: student engagement• Need for real-time insights to personalise learning• Concerns over faculty use of unauthorised third-party tools	<ul style="list-style-type: none">• Gathering sector examples and best practices• Identifying suitable tools and approaches	<ul style="list-style-type: none">• Pedagogical value• Technical feasibility & accessibility• Costs considerations• Security, privacy and risk assessment	<p>Vevox met all criteria</p> <ul style="list-style-type: none">• Strong sector references and use cases• Availability of support & training• Vendor certification aligned with DBS standards

Process

- ❑ Full Security and Privacy Impact Assessment (SPIA) and Data Protection Impact Assessment (DPIA)
- ❑ Technical Setup
 - Moodle LMS integration
 - Single Sign-On (SSO) & Multi-Factor Authentication (MFA)



Log in to your account

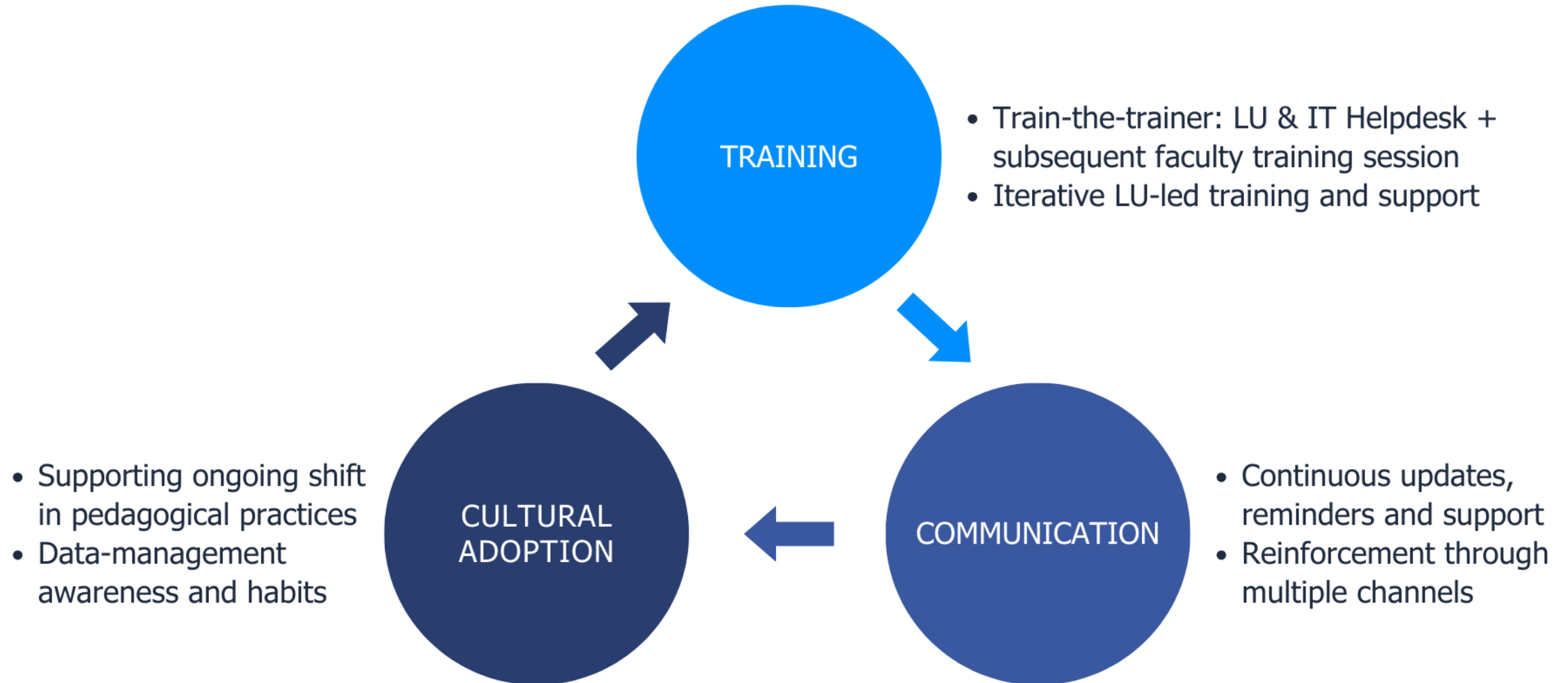


Dublin Business School uses SSO, login with your corporate or institution identity.

LOGIN WITH SSO

OTHER OPTIONS

Rollout



Impact: How Vevox Provides Insights



Instant feedback on students' thoughts and understanding through live polls and quizzes



Instant participation analytics to track response and engagement levels



Anonymous input reduces social pressure or fear of judgement and boosts participation from quieter or hesitant students



Question-by-question response data (correct/incorrect answer breakdowns; demographics; 'compare with previous poll')



Q&A board insights (common concerns and priority topics)



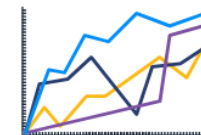
Insights beyond class time through asynchronous surveys and quizzes



Session dashboard with key metrics (total/active participants, number of interactions, participation rate)



Downloadable reports (data visuals, full spreadsheet report)



Cross-session trends to monitor changes across multiple sessions or cohorts, supporting iterative improvements in learning design

Impact: Data-Driven Transformation

The transformation in classroom dynamics was immediate and measurable:



240 sessions were conducted across various departments and activities.

7,781 participants were engaged.



1,532 polls, 37 Q&As and **46 surveys** were created.

A record-breaking **1,113 student responses** during a September 2024 **induction session** - one of the highest Vevox had seen globally.



Use Cases: Informing Teaching & Learning

Looking Back

Don't build a website
because you have to-
build a website
because it
accomplishes you. -

Wix and WordPress
are good to use to
start

Mobile friendly

Keep it simple

Make your website
thanks WordPress and
WIX (free online
version). Have goals
and objectives. Have

It should accomplish a
goal Navigating it
should be simple and
intuitive Good
typography Show not

Just make the content
interesting, easy to
digest and attractive to
show up in the top
search results. No

mobile friendly it
accomplishes a goal for
you

People don't actually
read websites

Use Cases: Informing Teaching & Learning

Warm-Ups & Conversation Starters

HRM Lecturer: "[Vevox has helped with] **challenging my assumptions**. I can illustrate this with an example of when we moved on to the topic of 'difficult conversations' in the workplace. One of the poll questions was around how you feel about asking for a pay rise. I assumed that younger people might be more confident and likely to do that. On this question, the poll revealed this class would be anxious and reluctant to ask for a pay rise. A very lively discussion followed that."



How comfortable are you asking for a pay rise?

9

Very

33.33%

Somewhat comfortable

33.33%

Would be anxious

33.33%

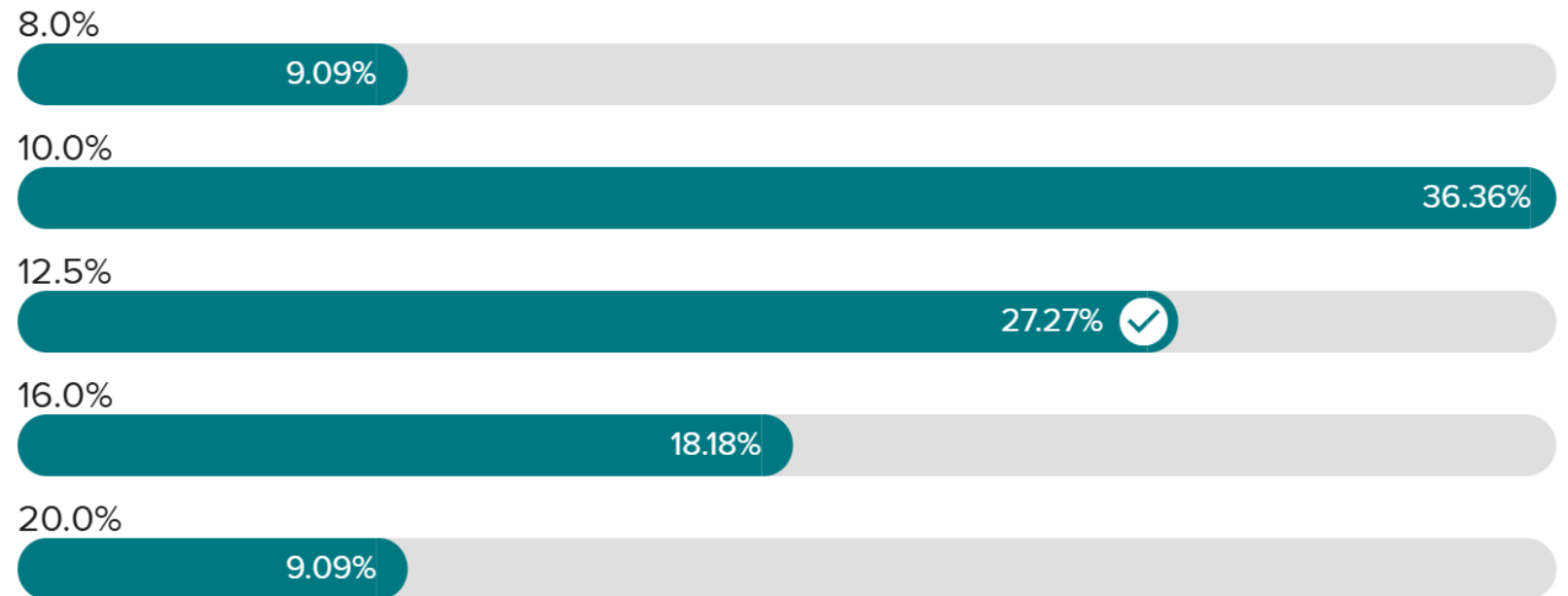
Allowed selections: 1

Use Cases: Informing Teaching & Learning

In-Class Quizzes

☰ Minden Co has sales of \$500,000, operating profit of \$50,000, interest expense of \$10,000, tax expense of \$20,000, total equity of \$125,000 and total debt of \$275,000. Their return on assets is:

11



Allowed selections: 1



Forecasting and making profitable decisions.

Due diligence

Aid in overall growth

Successful Transaction Deal, Synergies and Profits

Efficiency

profit

Use Cases: Informing Teaching & Learning

Encouraging Student Voice & Feedback

A Any comments or questions on our first session

13

Can you please sometimes walk to the center of the class and talk?

What Companies need from a scm fresher and what applications are useful for us to get started in this field

Looking forward to practicals and learning about power BI

Since you mentioned that we will learn step by step, would there be any schedule when we shall practice?

It's good want to know about Power BI

Will college provide power BI account?

The first session was interesting!

Great !!!!

Very informative session with data visualisation as there's a lot to learn and understand concepts

Will exam be conducted in college or on online?.

Interesting

It was a good session.


Q. Do we have access to any ERP software?

Use Cases: Beyond Teaching



- ❑ **Learning Unit:** Faculty surveys informing Moodle upgrade, GenAI initiatives and overall training strategy; Student Council feedback collection
- ❑ **Library:** Live polls in research skills and GenAI workshops to gauge engagement and refine content, ensuring sessions remain responsive to student needs
- ❑ **Quality Assurance:** Scenario-based polls and quizzes to build academic integrity awareness and identify gaps in understanding
- ❑ **Student Inductions:** High-engagement icebreakers; now embedded in all induction sessions

More Than a Classroom Response Tool

 On a scale of CAT, how would you best describe your current level of engagement?

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