

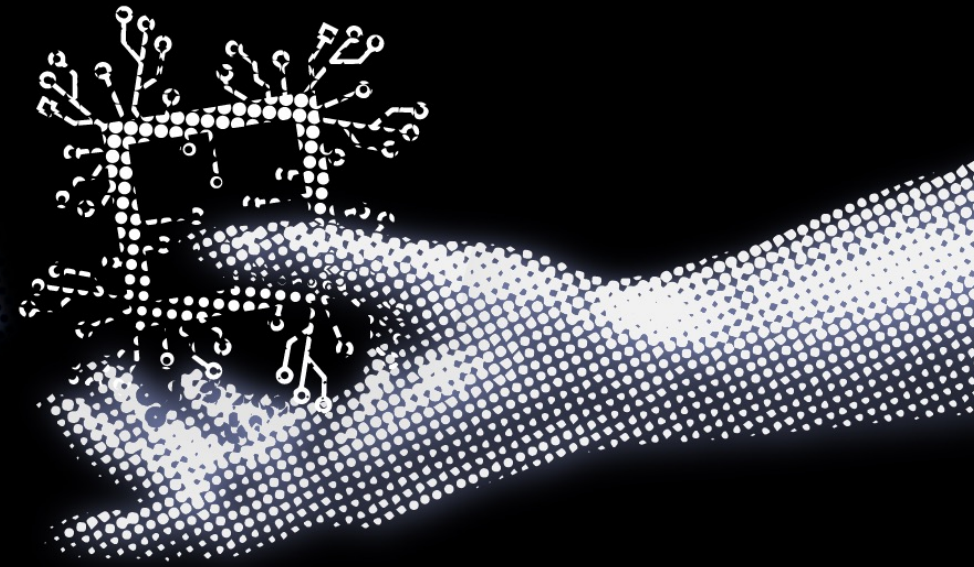
April 30th, 2024



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CATALYSTS CREATIVITY CONNECTION

GBC'S Annual
Teaching & Learning Conference



Glowing, Growing, and Generating: Optimizing Learner Feedback with Generative AI

Laura Facciolo

she/her



Land Acknowledgment

George Brown College is located on the traditional territory of the Mississaugas of the Credit First Nation and other Indigenous peoples who have lived here over time.

We are grateful to share this land as treaty people who learn, work and live in the community with each other.

[Learn more about our land acknowledgement](#)

Nice to meet you!

Hello, I'm Laura! Here's what you should know about me:

- I'm a part-time Professor in the Dept. of English & Communication at GBC
- I work at Humber College as an Assessment Specialist
- I hold a Master of Arts (MA) in CSCT + a Master of Ed (MEd) in C&P
- I always try to stay grounded in "praxis"

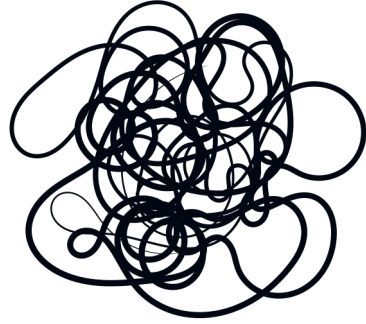


Agenda



This is an interactive session that welcomes participation from both in-person and online attendees. Chat moderators are here to make sure online folks are seen and heard.

- 1 Complain!
- 2 Learning Outcomes
- 3 What is effective feedback?
- 4 Process walk-through
- 5 Wrap-up



What's your *least* favourite part of the feedback process?



**Online?
Use the chat!**



**In-Person?
Shout it out!**

Learning Outcomes

By the end of this session, you will be able to:

Identify the key characteristics of effective feedback.

Adopt the Glow-Grow technique into your feedback process.

Generate meaningful feedback statements using generative AI (genAI).



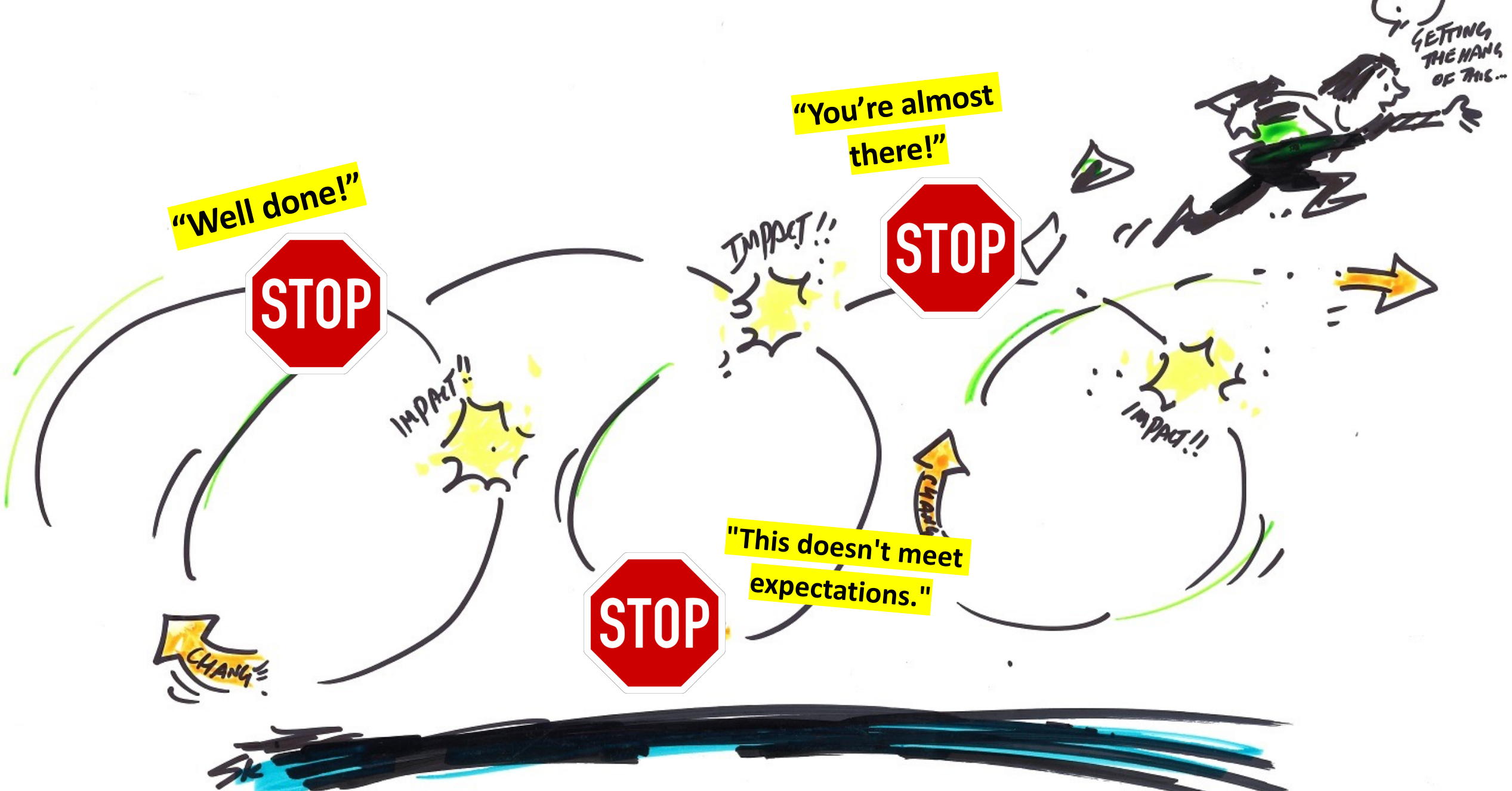
What makes feedback effective?



Online?
Use the chat!



In-Person?
Raise your hand!



feedback for learning.org

Effective feedback is...

Goal-Referenced: Tries to cause task/criterion change.

I don't have enough time!

Tangible/Transparent: Clear and specific.

They're not using it!

Actionable: Concrete and can be actioned for improvement.

I'm frustrated!

"Huh???"

User-Friendly: Not too overwhelming (or else it loses value)

Timely & Ongoing: Timed appropriately and exists in a loop.

Consistent: Stable and accurate.

Follow along: We'll go step-by-step through the process of using genAI to optimize the feedback process.

Let's begin!

My goal: For you to leave with a feedback matrix for one rubric.

What is the “Glow-Grow” technique?

It's just *one* framework for actioning the characteristics of effective feedback (and it's my favourite).

“This feedback uses the ‘Glow-Grow’ technique. The “glow” statements tell you what you did well. The “grow” statements tell you how you can improve.”

[\(Formative Assessment Toolkit\)](#)

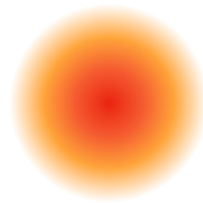




See it in action

Assessment Criterion 2: *Clarity & Organization*

- Voice is clear
- Writing is easy to understand
- Content is organized logically to support guided reading



GLOW

Your writing style is accessible and straightforward, making it easy for the reader to grasp the content without unnecessary complexity or confusion.



GROW

Consider incorporating visual aids (e.g., bullet-points, sub-headings) to break up large text blocks and provide cues for the reader. This can help improve the overall readability and accessibility of your email.



Defining the assessment criteria

In order to provide goal-referenced feedback, we must develop clear, well-defined assessment criteria.

Assessment criteria are based on the learning outcomes for the work being assessed. They make expectations explicit and transparent.

Rubrics are tools used to:

- Communicate assessment criteria
- Set benchmarks for “success”
- Support consistent evaluation of student work



Are the criteria clear, distinct, and aligned?



Are the performance levels distinct and logically progressing?



Are the descriptors clear and distinct?

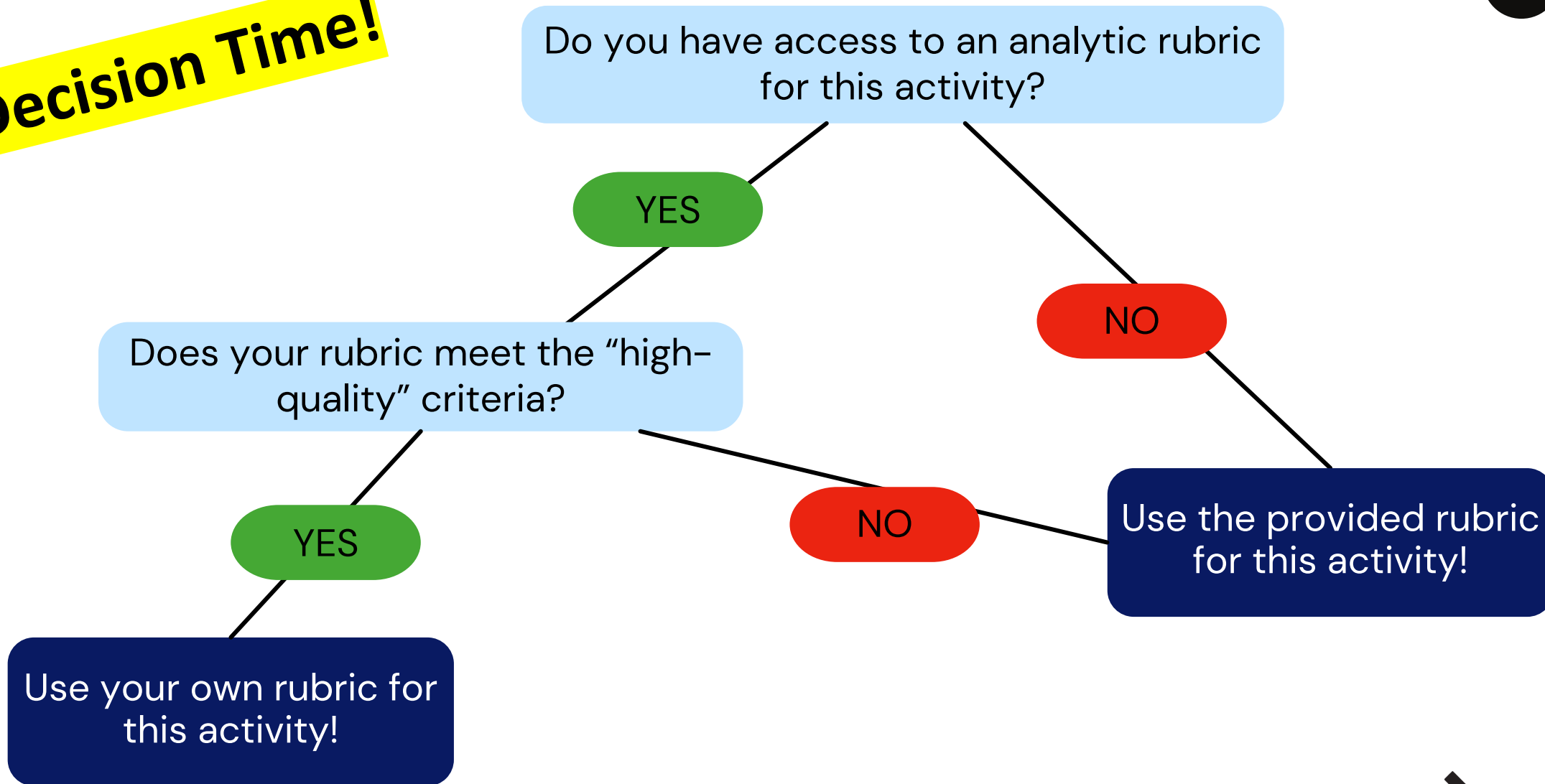


Are performance expectations measurable?



Is learner performance addressed as a developmental process?

Decision Time!



What even is generative AI?

“The core of an A.I. program like ChatGPT is something called a large language model: an algorithm that mimics the form of written language.”

GPT: A Breakdown

- **Generative:** It generates words.
- **Pre-Trained:** Trained on a bunch of text.
- **Transformers:** The underlying architecture. Transformers capture data in parallel (aka: relationships between words, not isolated words) to make them faster and more efficient.

[\(Bhatia, 2023\)](#)



Here's what I'm *not* saying:



“Get generative AI to grade for you!”

- Intellectual property
- Student privacy issues
- (Un)ethics



“This will take all the work out of grading!”

- Feedback literacy
- Optimize, not offload



“My way is the only way!”

- Try it!
- IGNITE Application?

How are we using ChatGPT?

- Go to chat.openai.com
- The goal is to train ChatGPT in the qualities of effective feedback.

Here's our prompt:

Hi ChatGPT! Please help me develop student feedback statements for an assessment. The analytic rubric has been included below.

To deliver feedback, I use the Glow-Grow technique. For each rubric criterion, develop 5-6 glow-grow statements. Your tone should be professional and non-technical.

[Insert rubric here].

Optimize > Offload



Reduce feedback timelines.



Ensure alignment with criteria.



Support feedback clarity.



Streamline feedback usability.



Enhance feedback personalization.

Compile, edit, and iterate

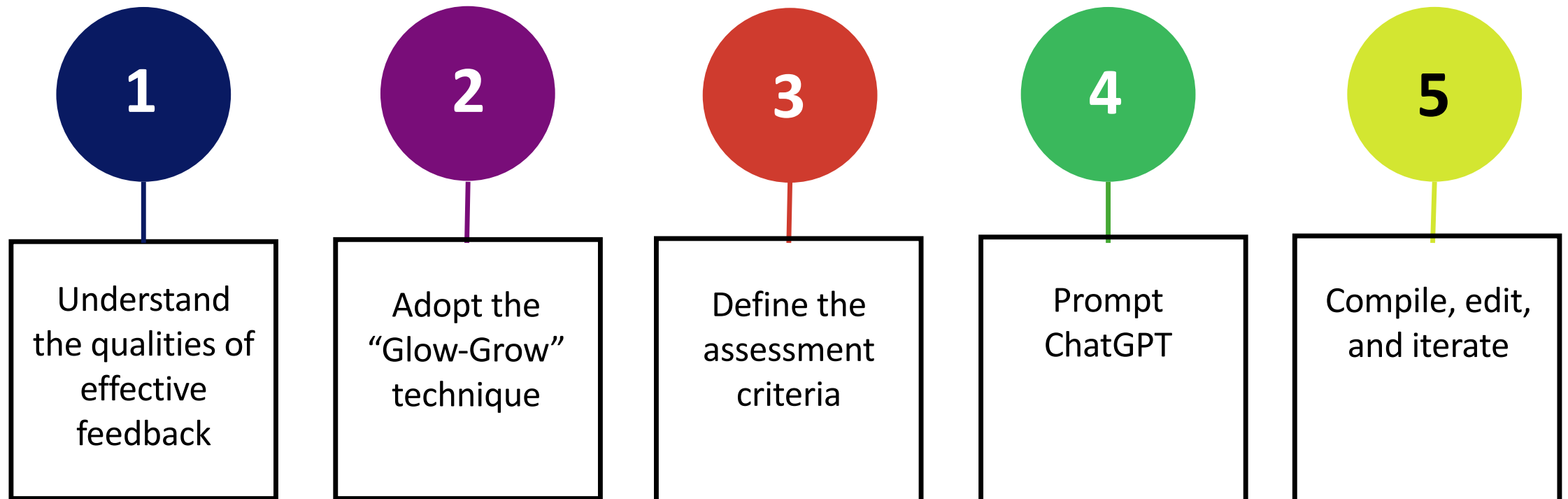
- Use an organizational strategy that works for you to compile the feedback templates (e.g., Excel, Word, Notion, etc.)
- For quality assurance, review generated feedback templates against rubric to validate criteria alignment and ensure that statements are error-free.
- Try grading ~3 submissions. Identify a common problem? Tell ChatGPT to brainstorm feedback statements that are responsive to the identified problem. Continue to iterate and refine.



	Glow Statements	Grow Statements
Criterion #1	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3 	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3
Criterion #2	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3 	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3
Criterion #3	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3 	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3
Criterion #4	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3 	<ul style="list-style-type: none"> • Statement 1 • Statement 2 • Statement 3

Using GenAI to Optimize Feedback

5-Step Process Overview



Key Takeaways

Questions, Suggestions,
Thoughts?

Ask away! Raise your
hand and/or put them
in the chat.

1

Effective feedback is goal-referenced,
tangible/transparent, actionable, user-friendly,
timely, ongoing and consistent.

2

Generative AI isn't totally evil.

3

**We can use generative AI to optimize our workflows,
not offload them.**

Thank you for being here! Let's keep talking.

Share your feedback



[MS Forms](#)

Send me an email



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Connect via LinkedIn



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References

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Conference Schedule

Description	Time
Registration/Coffee/Breakfast	8:00 am - 9:00 am
Opening Remarks	9:00 am - 9:20 am
Keynote 1 - Dr. Rhonda McEwen	9:20 am - 10:30 am
Session Block 1	10:40 am - 11:40 am
Session Block 2 - 20 min	11:50 am - 12:10 pm
Lunch	12:10 pm - 1:00 pm
Keynote 2 - Dr. Ioana Literat	1:00 pm - 2:00 pm
Session Block 3	2:10 pm - 3:10 pm
Concluding Ceremonies	3:10pm - 4:00 pm