Report to the Teaching and Learning Policy Committee

Discussion Item

Topic: Classroom Response Technology

Date of Meeting: November 17th, 2026

Centre for Pedagogical Innovation (CPI)

Classroom Response Technology at Brock University

The Centre for Pedagogical Innovation (CPI) submits to the Senate Teaching and Learning Policy Committee this educational technology needs assessment seeking institutional support for further exploration and piloting of a variety of classroom response technologies. This report and subsequent discussions, including at the Senate Information Technology and Infrastructure Committee, are the initial steps in the process of collecting feedback from current users of these tools on campus and engaging with vendors to pilot additional classroom response tools. The feedback collected will help inform further procurement and support steps.

Why classroom response technology?

Generative AI (GenAI) has destabilized traditional evaluation models, but this disruption did not appear in a vacuum; it has compounded existing COVID-era fractures—specifically lower attendance, passive engagement, and a weakened sense of academic community. We are witnessing a student body struggling with the friction of actual learning while having access to tools that can instantly simulate understanding. This convergence exposes a critical gap: the traditional deliverable assignment has been compromised, precisely when the erosion of classroom engagement has removed our ability to observe learning happen.

Classroom response technology market

Functionally, much of the current classroom response tools on the market operate similarly, capturing participation evidence through live activities (such as polls, quizzes, wordclouds, and Q&A), ensuring engagement can be verified. Based on a scan of the response tool landscape, there appear to be very little functional differences between products. We have done our best

to capture some of these differences in addition to critical features/functions of this suite of tools (see Table 1 below).

Current landscape at Brock

The desire for classroom engagement tools on campus is not a new one. Instructors frequently ask the CPI for recommendations on this suite of tools and/or the most effective ways to improve engagement in their classrooms. However, Brock instructors today are hampered by a lack of supported infrastructure, specifically in the realm of classroom response, forcing reliance on a mix of disjointed, hastily supported free-or personal- tier accounts and subscriptions. Due to this landscape, adoption is fragmented, however, and usage and accounts exist outside institutional governance and enterprise data protection. The proposed solution is not to remove these options, but to elevate them into a secure, supported ecosystem.

Next Steps

We know that adoption decisions are not merely technical, and that user experience and ease of use are critical pieces to be considered, thus the request to pilot and elicit feedback on more than one tool. We would like to collect feedback from current users of these tools on campus while simultaneously recruiting new users to pilot additional classroom response tools. The feedback collected will help inform further procurement and support steps.

Table 1: Features/functions of classroom response technology across seven main tools on the market

Legend: ✓ documented/available • ~ conditional/plan/configuration dependent • ✗ not identified/not supported • ? vendor confirmation recommended.

Feature/ Function	Kahoot	Mentimeter	Slido	Top Hat	YuJa Engage	Wooclap / Vevox	Poll Everywhere
Brightspace / D2L integration	✓ LMS integration; Brightspace listed. Exact grade/attendance workflow depends on plan.	✓ Enterprise LTI 1.3; grade sync; can share name/email or LMS-defined ID only.	~ No direct Brightspace integration identified in current public education material; verify institutional options.	✓ Brightspace LTI 1.3 with roster sync, deep linking and grade sync.	✓ Major LMS support incl. Brightspace; LTI/API, automatic gradebook sync.	✓ Wooclap Campus/Corporate LTI 1.3; sync results, attendance or participation. Vevox institutional plan also documents Brightspace.	✓ Brightspace LTI 1.3; grades/participation/attendance workflows.
PowerPoint integration	✓ Slide import/sync and presentation workflow.	✓ Native PowerPoint integration.	✓ Strong PowerPoint add-in; polls/quizzes/Q&A in deck.	~ Upload PPT/PDF and edit via PowerPoint Online; not the same add-in model as Slido/Vevox.	✓ PowerPoint add-in/desktop app; Google Slides/Keynote also supported.	✓ Wooclap and Vevox both have PowerPoint integrations; Vevox emphasizes its add-in.	✓ PowerPoint integration/add-in.
Microsoft Teams integration	~ Microsoft ecosystem integration exists; verify current Teams feature set for higher-ed plan.	✓ Teams: polls, quizzes, Q&A.	✓ Teams app; polls/quizzes/Q&A. Breakout-room limitation for the Slido app.	✗/? Dedicated Teams classroom integration not located in current public materials; verify.	~ YuJa has a Teams plugin, but public documentation located is mainly for Video Platform; verify Engage-specific support.	✓ Wooclap Teams integration; Vevox also supports Teams.	✓ Teams integration.
Licensing / procurement model	Individual host, department/team, campus; institutional plans scale to thousands.	Free, individual, team/workspace, Enterprise; Enterprise supports centralized admin.	Basic/free plus paid education/enterprise presenter plans.	Student-pay semester/year/4-year plus department/institution custom.	Primarily institutional/department enterprise procurement.	Wooclap Starter/Basic/Pro/Campus; Vevox Free/Starter/Pro/Institution; institutional active-user model.	Education individual tiers plus campus/enterprise custom.
Geolocation / classroom-only participation	✗ No dedicated classroom geofence identified.	✗ No dedicated classroom geofence identified.	✗ No dedicated classroom geofence identified.	~ From Top Hat in email: The geolocation feature works for attendance but not for in-class questions, so typically, instructors will display an attendance code at	✓ Purpose-built geolocation attendance;	~ LMS authentication can restrict course access; dedicated classroom geofence not clearly	✓ Geofenced check-in; location verified but not retained as a location record.

Feature/ Function	Kahoot	Mentimeter	Slido	Top Hat	YuJa Engage	Wooclap / Vevox	Poll Everywhere
				some point during the class and communicate to students that the attendance checkpoint is geo-fenced and that if they are not present during class, any in-class participation points will be nullified. It's straightforward to cross-reference to identify students who are trying to earn points without being physically present, and we're happy to show you how.	classroom/lab/campus boundaries.	documented for Wooclap/Vevox.	
Student cost burden	~ Can be institution-funded; otherwise model varies.	~ Students generally participate without paying.	~ Participants generally free.	⚠ Student-pay is prominent; institution-wide plans can shift cost away from students.	✓ Typically institution-funded.	✓ Participants do not need paid presenter license.	✓ Instructor/institution funded; campus custom model available.
What the tool does best	Game-based engagement, fast formative checks, competition and recognition.	Polished interactive presentations, visual feedback, word clouds and Q&A.	PowerPoint/Teams-native interaction, anonymous Q&A, upvoting and lecture pulse checks.	Full course engagement ecosystem: polling + attendance + assessment + interactive content + LMS.	Enterprise SRS with LMS integration, analytics, automatic grade sync and geolocation attendance. Live polling and many question types – MC, word cloud, brainstorm, clickable image, icebreaker, etc.	Broad active-learning pedagogy, many formats, teamwork and strong Brightspace fit; now combined with Vevox's presentation heritage. Living polling, quizzes, surveys, and word clouds.	Mature audience-response platform with strong presentation integrations, geofenced attendance and institutional security package. Live polling, competitions, word clouds, and clickable image.
Key limitations	Exact institutional privacy/security and attendance/LMS capabilities need validation; game mechanics may not fit every context.	Many institutional features require Enterprise; no classroom geofence.	Brightspace/gradebook strategy less clear; Teams breakout-room limitation.	Broader/heavier platform than simple polling; student-pay model may create equity/procurement concerns.	Custom pricing; implementation may be more involved; verify Engage-specific Teams and retention details.	Very recent acquisition: roadmap, licensing, legal contracting and future convergence require explicit confirmation.	Advanced features are plan-dependent; cloud-only/U.S.-hosted infrastructure may matter for Canadian data governance.