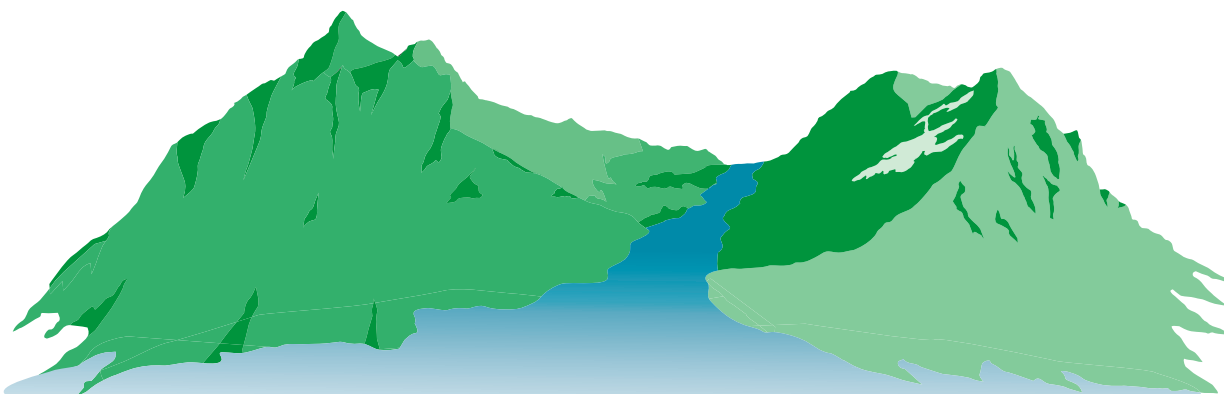


42nd NEAIR Annual Conference Program



INSTITUTIONAL RESEARCH

WHEN THE ONLY CONSTANT IS CHANGE

OCTOBER 31 – NOVEMBER 3, 2015

**Sheraton Burlington Hotel & Conference Center
Burlington, Vermont**

CONFERENCE TEAM

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Administrative Coordinator

BETH SIMPSON

Local Arrangements Chair

JOHN RYAN

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Dinner Groups
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Exhibitor Coordinator
SALLY FRAZEE

Poster Session Coordinator
CAROL VAN ZILE-TAMSEN

www.neair.org

The **Third Place** is a comfortable space within the Lake Champlain Exhibition Hall where NEAIR members can socialize, network, and meet our sponsors in a relaxed atmosphere complete with coffee, food, posters, and internet.



While at the conference, follow your NEAIR colleagues via Twitter or tweet your insights!

#NEAIR15

NEAIR Thanks Saul Ewing for their good work in helping to incorporate our association.



Guidebook.com – NEAIR’s Smartphone Scheduling App



Scheduling, maps, session descriptions, & more...

- Download **Guidebook** (*free*) on the Apple App Store or Android Marketplace, or visit guidebook.com/getit
- Scan in the QR code at left

The App is available on a limited basis only (to the first 200 members)

Pre-Conference Workshop Evaluation



When your Pre-Conference Workshop session concludes, scan in the QR code at left to complete the evaluation with your smartphone.

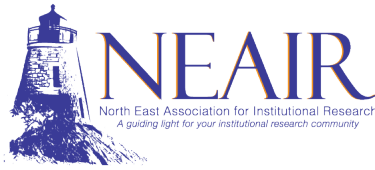
Conference Evaluation



Help us improve your conference experience!

Beginning *Tuesday, November 3rd*, the conference evaluation will be available. Scan in the QR code at left to complete the evaluation with your smartphone!

NEAIR thanks Gravic for administering the pre-conference workshop and conference evaluations online and by mobile app.



This year's conference theme focuses on the fact that change permeates the world of institutional research to such an extent that the only constant seems to be change itself. Whether entirely new issues or the reshaping of concerns and initiatives raised decades ago, institutional researchers are at the nexus of basic and applied research to improve the condition of higher education. From budgeting and resource allocation, formative and summative assessment, program evaluation and institutional effectiveness, the many flavors of survey research, and from descriptive statistics to business intelligence and now to big data and predictive analytics, attacking all these issues are a cadre of highly educated and motivated professionals dedicated to operational excellence. And we do this while being pressed from all sides to do more and better with less, to work smarter and harder, and to answer the ever-increasing calls for accountability. In such an environment, the game is always afoot, and ever changing – this we can count on to be constant.

Our conference planning team has built you a brief respite from the constant change governing your daily toils. Here in the peaceful atmosphere of Vermont's Champlain valley we have done our best to help you forget your daily grind but not the changes and challenges that confront you – for our conference program will lead you to take them head-on as professionals, as researchers, and as change agents. **Lindsey Godwin**, in our Sunday evening keynote address, kicks off our conference by highlighting the importance of the very questions we ask in response to change. Monday morning, **Wendy Weiler's** plenary address will open our eyes to using the ideas and perspectives of others to become better problem solvers ourselves. And our book conversations on Tuesday morning will help us think deeper about how to effect change and better understand the motivations that underlie human behavior.

It is with tremendous gratitude that we thank **Cherry Danielson**, our Program Chair, and **Shirley Wong**, Associate Program Chair, for organizing an extremely strong program, with the able assistance of **Alexander Yin**, Peer Review Coordinator, the many members who served as proposal reviewers, and, of course, our member presenters. NEAIR's renowned pre-conference workshops, coordinated by **Chad May**, will satisfy the insatiable. Poster displays, coordinated by **Carol Van Zile-Tamsen**, provide an opportunity for members to informally showcase their good work while networking. Our Local Arrangements Team, led by **John Ryan**, has been hard at work for the past several months to make your stay in Burlington as special as possible, and we cannot thank them enough. The Member Benefits team, led by **Elizabeth Clune-Kneuer**, has done another outstanding job in welcoming newcomers and reinvigorating old(er) hands to help our newest members feel like old friends, with your help. And holding it all together is our ever treasured **Beth Simpson**.

Please be sure to stop by the exhibitor tables or attend a member/exhibitor session to see how your colleagues are partnering with our exhibitors in responding to change at their schools. Our exhibitor sponsors make our conference possible, and they would not be here without the considerable efforts of **Sally Frazee**, our Exhibitor Coordinator.

Welcome to the Sheraton Burlington Hotel & Conference Center for the 42nd Annual NEAIR Conference – where change is an old friend.

Bruce Szelest
2014-2015 NEAIR co-President

NEAIR Presidents List with Conference Locations and Themes from 1981 – 2014
(Please see NEAIR website for complete listing)

<i>Year</i>	<i>President</i>	<i>Location</i>	<i>Conference Theme</i>
2014	Bruce Szelest	Philadelphia, PA	Life, Liberty and the Pursuit of IR
2013	Catherine Alvord	Newport, RI	Forty Years of Excellence and Beyond
2012	Stephen Thorpe	Bethesda, MD	Time for Decisions Visualizing the Future
2011	Gayle Fink	Boston, MA	Leading the Charge for Institutional Renewal
2010	Heather Kelly	Saratoga Springs, NY	Fountain of Knowledge: IR Collaboration for Effective Change
2009	Mitch Nesler	Baltimore, MD	Harbor in the Storm: Institutional Research in the Age of Accountability
2008	Denise Krallman	Providence, RI	a Culture of Evidence: IR Support, Initiative & Leadership
2007	Martha Gray	New Brunswick, NJ	New Ideas, New Energy, New Brunswick
2006	Marjorie Wiseman	Philadelphia, PA	Soaring to Excellence
2005	Michelle Appel	Saratoga Springs, NY	The Race for Answers: Clarity versus Information Overload
2004	Mary Ann Coughlin	Portsmouth, NH	Guiding Light for the Future: IR Community of Practice
2003	Rebecca Brodigan	Newport, RI	Information Leadership, The Challenge & The Responsibility
2002	James Trainer	Annapolis, MD	Assessment in the 21st Century: Challenges for IR
2001	Anne Marie Delaney	Boston, MA	Institutional Research: Leadership through Excellence
2000	J. Fredericks Volkwein	Pittsburgh, PA	Bridges to the Future: Building Linkages for Institutional Research
1999	Karen Bauer	Newport, RI	Sailing Into the New Millennium: Charting the Course for Institutional Research
1998	Craig Clagett	Philadelphia, PA	The Future Is Now: The Role of Institutional Research in Campus Transformation
1997	Jennifer Brown	Hartford, CT	Accountability and Institutional Research: Measuring Results
1996	Ellen Kanarek	Princeton, NJ	Thoughts of One's Own: Innovative Leadership in Institutional Research
1995	Marian Pagano	Burlington, VT	Comparative and Longitudinal Studies of Higher Education: Harvesting the Findings
1994	Michael McGuire	Baltimore, MD	Informing Higher Education Policy
1993	Dawn Terkla	Lake George, NY	20 Years: Putting it All Together
1992	Larry Metzger	Washington, DC	Defining a Quality Education
1991	Michael Middaugh/ Larry Metzger	Cambridge, MA	Institutional Research In a Changing Society
1990	Michael Middaugh	Albany, NY	Institutional Research: Its Place in the 1990's
1989	Ronald Doernbach	Pittsburgh, PA	Bringing Technology to the Issues
1988	Paige Ireland	Providence, RI	Strategic Choice: Making Better Decisions Through Better Understanding of Institutions and Their Environments
1987	John Dunn, Jr.	Rochester, NY	Assessment: Fad or Fact of Life?
1986	Judith Hackman	Philadelphia, PA	Institutional Research: New Challenges to an Evolving Role
1985	Nancy Neville	Hartford, CT	Institutional Research: Getting to the Core
1984	Paul Wing	Albany, NY	Institutional Research: At the Core of Strategic Planning
1983	Robert Lay	Hershey, PA	Institutional Research and Planning in the next Decade
1982	Helen Wyant	Durham, NH	Doing Institutional Research: A Focus on Professional Development
1981	Patrick Terenzini	Princeton, NJ	

2015 Program Schedule

Pre-Conference Activities

Saturday, October 31, 2015

Pre-Conference Workshops

Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies

The Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies Workshop is designed for individuals who lead the IPEDS data submission cycle on their campus and have done so for at least one full reporting cycle.

Pre-Conference Workshop

8:30am-4:30pm
Emerald Ballroom II

AIR/NCES

Conference Registration

Noon - 5:30 pm
*Diamond Ballroom
Lobby – 1st Floor*

Newcomers to IR, Part I

This full-day workshop is designed for those of you who are brand-new [less than one year] to the IR function or office...either by choice or happenstance. Topics will include: What is Institutional Research?; Our place in the Higher Education Landscape; Knowledge Areas and Skill Sets; Values and Ethics; and Resources. The workshop is user-friendly so bring any questions or concerns you may have. The workshop leaders have extensive IR experience in the public and private sector, at the two-year and four-year level, and as IR staff and directors of IR. Presentation materials will be e-mailed to registrants in advance of the workshop.

Pre-conference Workshop

1:00pm - 4:00pm
Emerald Ballroom I

Alan Sturtz
Connecticut State
University, Emeritus

Annemarie Barlett
Ursinus College

Alexander Yin
Penn State University

Introduction to Statistics using SPSS - Part I

This workshop will develop participants' basic understanding of statistics and of SPSS. Participants will learn the conceptual underpinnings of many common descriptive and multivariate analyses and will also learn to conduct these analyses in SPSS and interpret the results. Participants will learn how to produce and apply measures of central tendency, variance, and outliers; confidence intervals, frequency distributions; cross tabulations; tests of group differences (i.e., t-tests, ANOVA); correlation; and regression. Emphasis will be placed on how to interpret output and communicate results, as well as on statistical versus substantive significance. Participants will perform statistical operations with SPSS using student survey data.

Pre-conference Workshop

1:00pm - 4:00pm
Diamond Room I

Jessica Sharkness
Tufts University

Saturday, October 31, 2015

Pre-Conference Workshops

Using the Force: Tips and Tricks for Becoming an Excel Jedi

The workshop will offer a variety of examples of practical and technical ways that institutional researchers can use to expand Excel skills to improve efficiency and save time. We will explore topics including advanced functions, pivot table reporting, slicers and spinners, data cleanup, reverse engineering IPEDS data, conditional formatting, and more. We may touch briefly on some useful add-ins to the base version of Excel. Attendees should bring a laptop and expect to work through a series of exercises. Examples will be drawn from IPEDS, enrollment management, budgeting, and surveys. Attendees are invited to share some of their own tips and tricks that they have found useful.

Pre-conference Workshop

1:00pm - 4:00pm
Diamond Room II

James Ferguson
Carleton College

Career Management and Leadership in IR

Participants will consider a series of issues associated with managing their careers in institutional research including career advancement and the knowledge, skills, abilities, and experiences needed to advance in higher education. This workshop will be highly interactive and is limited to those with at least 5 years of IR/higher education experience.

Pre-conference Workshop

1:00pm - 4:00pm
Amphitheater

Mitchell Nesler
Empire State College

Conducting Peer Analyses & Benchmarking Utilizing Faculty Compensation Data

This workshop explores the submission, verification, validation and best practices for sharing results of the American Association of University Professors (AAUP) Faculty Compensation Survey. The AAUP Faculty Compensation Survey is a unique data sharing enterprise covering more than 375,000 full-time faculty and more than 1,100 institutions in higher education, making it the largest independent source of salary and benefits data in higher education. Upon completion of this session, participants will be able to: (1) identify high quality sources of faculty data, including the AAUP Faculty Compensation Survey; (2) understand how to adequately collect, verify and validate data; (3) select peer institutions; (4) understand the assumptions of common statistical benchmarking techniques; and (5) utilize best practices for data presentation. The session concludes with a hands-on exercise designed to introduce participants into conducting their own peer and statistical analyses for benchmarking salary and compensation data. Beyond understanding salary and compensation survey data, the workshop is also useful for understanding benchmarking statistical techniques which include cluster analysis, linear regression, and simulation.

Pre-conference Workshop

1:00pm - 4:00pm
Valcour Room

John Barnshaw
American Association of
University Professors

Saturday, October 31, 2015

Pre-Conference Workshops

Engage your Audience with PowerPoints and Visuals

You've collected and analyzed data, now how can you present it in an informative, clear, and interesting way? Expanding on a NEAIR 2014 workshare, this workshop includes tips for creating presentations, tables, graphs, and other visualizations that are both engaging and easy-to-read. This interactive session will include discussion of basic design, tips for using PowerPoint, and application of concepts learned through a hands-on activity. Presenters will not focus on collecting or analyzing data; they will focus on visualizing and presenting them. Examples will include simple frequencies, but the concepts could be applied to more complex statistical methods. All data tell a story; let visualizations help you share it!

Pre-conference Workshop

1:00pm - 4:00pm
Kingsland Room

Emily Weir Foley
Tom Dobrosielski
University of Maryland,
College Park

Welcome Reception

Join the 2015 Burlington Conference Team and your colleagues prior to heading out on the town.

5:30 pm - 6:30 pm
G's Restaurant

Dinner Groups

Sign up at Conference Registration; Meet in Conference Center Lobby.

6:00 PM

Sunday, November 1, 2015

Conference Registration

8:00 am - 5:00 pm
Diamond Ballroom
Lobby - 1st Floor

Pre-conference Workshops

Newcomers to IR, Part II

Continuation of Part I

Pre-conference Workshop

9:00am - 12:00pm
Emerald Ballroom I

Sunday, November 1, 2015

Pre-conference Workshops

How Institutional Research Can Improve Student Success

This workshop will focus on ways to maximize institutional research data/information and studies to improve student success. Examples of numerous studies that have been used to improve student success will be presented and discussed. Attendees will receive examples of this work and receive reporting templates that will be useful at their institutions. This workshop will offer simple, practical approaches to improving student success using assessment and institutional research strategies.

Pre-conference Workshop

9:00am - 12:00pm
Emerald Ballroom II

David Hemenway
Mitchell College

Introduction to Statistics using SPSS, Part II

Continuation of Part I

Pre-conference Workshop

9:00am - 12:00pm
Diamond Ballroom I

Data Blending & Predictive Analytics with KNIME: Building Workflows for IR, Part I

Few institutional research professionals have extensive experience with predictive analytics or other data mining techniques. This session presents a general framework for conceptualizing a predictive analytic project that participants can apply to their own institutional environments. Utilizing KNIME (open source predictive modeling software), participants will construct their own workflows to extract data, prepare data, and build predictive models within a graphical interface (no code is required). Hands-on applications will focus on key opportunities for institutional research to construct predictive models to support student recruitment and student success using a mock data set.

Pre-conference Workshop

9:00am - 12:00pm
Diamond Ballroom II

Paul Prewitt-Freilino
Nathan Rush
Wheaton College

Leadership Development in IR and IE: Enhancing Personal and Professional Effectiveness, Part I

The workshop provides real-world IR/IE examples, case studies, and other hands-on learning strategies to help participants enhance their skill sets in the areas of personal and social competency, successfully navigating campus politics and cultures, ensuring effective use of information, and career management, based upon the presenter's new book and his leadership within the Association for Institutional Research and the Association for Higher Education Effectiveness.

Pre-conference Workshop

9:00am - 12:00pm
Amphitheater

William Knight
Ball State University

Sunday, November 1, 2015

Pre-conference Workshops

Introduction to R for IR, Part I

R is an open-source software and statistical computing language particularly well-suited for the functions of an IR office. It can be a valuable tool for promoting transparency and reproducibility, can save considerable analyst time, and has extensive capabilities for data visualization and interactive reporting. Workshop attendees will learn how to conduct basic analyses, visualize findings, generate and automate reports, and create web-based dashboards. The audience will also be introduced to the potential R holds for advanced analyses, visualizations and reporting techniques. R resources, which would be particularly applicable to IR professionals will also be shared including packages for survey analysis, handling cohort data, etc.

Pre-conference Workshop

9:00am - 12:00pm
Valcour Room

Jason Bryer
Kim Speerschneider
Excelsior College

GIS in IR: Using Open-Source Apps to Map Student Locations

The purpose of this workshop is to provide hands-on training on how to use Geographical Information Systems (GIS) software in institutional research analysis and reporting. Using GIS Visualizer and student data, participants will learn how to obtain longitudes and latitudes from addresses (geocoding). Then using a map from the US Census Bureau and GIS software, participants will spatially display the coordinates and visually observe trends or patterns in the data. In addition, participants will learn how to use the coordinates from geocoding to calculate students' distance from specific campus locations. Workshop participants will be able to use GIS to track students' proximity to campus for recruitment and institutional advancement.

Pre-conference Workshop

9:00am - 12:00pm
Kingsland Room

Sade Walker
Prince George's
Community College

Developing IR as a Resource for Student Affairs

We will discuss how Residential Life and Institutional Research collaborate to provide better evidence to decision makers and better questions for researchers. We will explore two collaboration examples, and guide participants to discuss and weigh potential projects. Participants will gain a basic model for collaboration between researchers and decision makers, consider ways to use existing data to shape new research, and explore how administrators can sharpen IR value.

Pre-conference Workshop

9:00am - 12:00pm
Shelburne Room

J.R. Bjerklie
Ray Phinney
University of Maine at
Fort Kent

Sunday, November 1, 2015

Pre-conference Workshops

<p>Preparing for Accreditation: IR Roles and Responsibilities</p> <p>The presenters, an evaluator from Middle States and an evaluator from NEASC, will conduct a workshop on preparing for accreditation. This session will provide an overview of the accreditation process and will focus on the 5th year report and the self-study with a special emphasis on expectations around assessment issues. This workshop will not cover standards for technical or career colleges. Appropriate for Newcomers.</p> <p style="text-align: right;">Pre-conference Workshop</p>	<p style="text-align: right;">1:00 pm - 4:00 pm <i>Emerald Ballroom II</i></p> <p style="text-align: right;">Becky Brodigan Colby College</p> <p style="text-align: right;">Karen Froslid Jones American University</p>
<p>Advanced Statistics for IR: Exploratory Factor Analysis</p> <p>This workshop focuses on factor analysis and its application within the field of institutional research. Factor analysis is used to establish evidence of the validity of many common assessments (e.g., NSSE, CIRP). Exploratory factor analysis studies the relationships among variables to discover if those variables can be grouped into smaller sets of underlying factors. Often IR professionals are faced with the difficult task of summarizing numerous variables from a survey and seek to reduce the data into smaller sets of factors. The workshop reviews the basic statistical principles of factor analysis and uses a case study example from a senior survey to analyze and interpret exploratory factor analysis with SPSS.</p> <p style="text-align: right;">Pre-conference Workshop</p>	<p style="text-align: right;">1:00 pm - 4:00 pm <i>Diamond Ballroom I</i></p> <p style="text-align: right;">Mary Ann Coughlin Springfield College</p>
<p>Data Blending & Predictive Analytics with KNIME: Building Workflows for IR, Part II</p> <p>Continuation of Part I</p> <p style="text-align: right;">Pre-conference Workshop</p>	<p style="text-align: right;">1:00 pm - 4:00 pm <i>Diamond Ballroom II</i></p>
<p>Leadership Development in IR and IE: Enhancing Personal and Professional Effectiveness, Part II</p> <p>Continuation of Part I</p> <p style="text-align: right;">Pre-conference Workshop</p>	<p style="text-align: right;">1:00 pm - 4:00 pm <i>Amphitheater</i></p>
<p>Introduction to R for IR, Part II</p> <p>Continuation of Part I</p> <p style="text-align: right;">Pre-conference Workshop</p>	<p style="text-align: right;">1:00 pm - 4:00 pm <i>Valcour Room</i></p>

Sunday, November 1, 2015

Pre-conference Workshops

Survey Research: Best Practices for Institutional Research

This workshop is designed to help newcomers to IR or those who have only had minimal exposure to survey research get acquainted with the best practices in survey research methods. Participants will learn how to plan, design, launch, and manage effective print and electronic surveys in a college or university environment. Critical decision points along the lifespan of the survey will be discussed, including how to choose a sample, how to maximize response rates, and what to do with incomplete surveys. The workshop will also demonstrate how to implement various techniques using a common online survey platform. Upon completion, participants will be able to approach survey projects equipped with strategies to gather appropriate, meaningful data for their institution using surveys.

Pre-conference Workshop

1:00 pm - 4:00 pm
Kingsland Room

Lauren Conoscenti
Tufts University

Qualitative Analysis: What To Do With Comments

This workshop is intended for IR practitioners who want to improve their skills in collecting, analyzing, and reporting on qualitative data from surveys, interviews, and focus groups. Participants will learn about issues involved in qualitative analysis and will observe and practice some basic techniques. The instructor will lecture on the nature of qualitative data and the goals and challenges of qualitative analysis, will demonstrate basic methods and the resulting analyses and reports, and will direct participants in analytical exercises to practice the techniques and discuss related issues. No special prior skills are needed. Handouts will include the data to be used in the exercises.

Pre-conference Workshop

1:00 pm - 4:00 pm
Shelburne Room

Carol Trosset
Carleton College

Colloquium for experienced IR practitioners: True confessions

Please join us for a session in which seasoned IR professionals share their war stories from the past year, and offer support and advice after hearing yours. Partake in the camaraderie that gives NEAIR its NEAIRiness. "Seasoned" is a qualitative term; use your best judgment.

Free and open to all. Stop by to listen to or spin a few yarns of your own.

Colloquium

2:00 pm - 3:30 pm
Emerald Ballroom I

Mitchell Nesler
Empire State College

Michelle Appel
University of Maryland
College Park

Bruce Szelest
University at Albany -
SUNY

Sunday, November 1, 2015

NEAIR 2015 Conference Program

Welcome to Burlington! Reception & Opening of Exhibition Hall	4:15 pm -5:00 pm <i>Conference Center Lobby & Lake Champlain Exhibition Hall</i>
NEAIR Newcomers Reception New to NEAIR? New to IR? The Membership Committee has arranged this reception just for you. Come and get connected with NEAIR colleagues and members of the NEAIR Leadership Team.	4:15 pm -5:00 pm <i>G's Restaurant</i>
Opening Plenary Address <i>Changing Our Approach to Change: The Answers are in the Questions</i>  <p>Change is the only constant in our organizations. However, change is often a source of frustration in many of our workplaces – but perhaps it does not have to be. We focus so much of our energy on solving problems to get the 'right' answer, but perhaps we need to focus more on the nature of the questions we ask. If what we ask determines what we find, what new questions will help us create innovative solutions to the complex challenges we face?</p> <p>Management Professor and Organizational Development specialist, Dr. Lindsey Godwin, will explore the ways that questions can transform our perception of problems in order to uncover new possibilities for achieving positive results in our workplaces.</p>	5:00 pm – 6:15 pm <i>Emerald Ballroom III</i> Lindsey Godwin Associate Professor of Management and Academic Director David L. Cooperrider Center for Appreciative Inquiry, Stiller School of Business Champlain College
Lightning Talks by Platinum Sponsors and Raffle immediately following speaker	6:15 PM - 6:30 PM <i>Emerald Ballroom III</i>
Mentors and Mentees Connect	6:30 PM - 7:00 PM <i>Emerald Ballroom II</i>
Welcome to Burlington Reception	6:30 PM - 7:00 PM <i>Conference Center Lobby</i>
Adirondack Dinner Buffet Join your colleagues at this Dinner Buffet featuring flavors of the Adirondack Region	7:00 PM - 8:30 PM <i>Lake Champlain Exhibition Hall</i>

Monday, November 2, 2015

Conference Registration	7:00 am – 5:00 pm <i>Diamond Ballroom Lobby - 1st Floor</i>
Your Third Place - Posters - Internet Café	7:00 am - 6:15 pm <i>Lake Champlain Exhibition Hall</i>
Exhibitor Showcases	7:00 am - 6:15 pm <i>Lake Champlain Exhibition Hall</i>
Continental Breakfast	7:15 am - 8:45 am <i>Lake Champlain Exhibition Hall</i>
Special Interest Groups	
COFHE Update & Discussion Short update on COFHE activities and discussion of current and up-coming projects for Consortium members. (For member institutions and guests only, please.) <div style="text-align: right;">Special Interest Group</div>	8:10 am - 8:55 am <i>Emerald Ballroom I</i> Stephen Minicucci Consortium on Financing Higher Education
Women's Institutional Research Leadership Retreat Program planners invite previous WIRA attendees to a conversation about program planning for the 2016 meeting at Colby College in August 2016. <div style="text-align: right;">Special Interest Group</div>	8:10 am - 8:55 am <i>Emerald Ballroom II</i> Rebecca Brodigan Colby College
IR Offices in Special Focus Institutions A SIG for IR practitioners from special focus institutions such as schools of art/design/music, law, health/medicine, engineering, etc. Come together for an opportunity to discuss shared experiences and challenges related to specialized accreditation, assessment, reporting/analysis, and IR in small institutions. Get to know your colleagues in the NEAIR region working at institutions like yours. <div style="text-align: right;">Special Interest Group</div>	8:10 am - 8:55 am <i>Emerald Ballroom III</i> Christopher Vinger New York School of Interior Design
SUNY AIRPO This SIG is targeted to members of AIRPO (the Association for Institutional Researchers and Planning Officers), a New York State regional organization affiliated with the State University of New York (SUNY) system. Join us for networking and discussion of regional and state topics of interest. <div style="text-align: right;">Special Interest Group</div>	8:10 am - 8:55 am <i>Diamond Ballroom I</i> Rachel Link University at Buffalo

Monday, November 2, 2015

Special Interest Groups

<p>Greater Philadelphia Association of Institutional Research</p> <p>GPHLAIR - Join IR colleagues from the Greater Philadelphia as we discuss topics of interest to those in the Philadelphia area. Our SIG provides opportunities to meet new faces and catch up with old ones.</p> <p style="text-align: right;">Special Interest Group</p>	<p>8:10 am - 8:55 am <i>Diamond Ballroom II</i></p> <p>Mark Palladino Philadelphia University</p> <p>Chad May Holy Family University</p>
<p>Health Science Institution or Program Group</p> <p>The Convener will begin by introducing participants and learning about each other's unique institution, then discussing issues with data collection and reporting for Health Science institutions or programs. Topics of interest may include: managing multiple accreditation needs, reporting to IPEDS on student classification issues for non-traditional program structure, assessing graduate employment for non-licensed health professions, IR office structure and responsibilities, assessing compliance based issues such as State Authorization and Clinical Sites, assessing Competency based education, and assessing interprofessional education.</p> <p style="text-align: right;">Special Interest Group</p>	<p>8:10 am - 8:55 am <i>Ampitheather</i></p> <p>Carolyn Giordano Thomas Jefferson University</p>
<p>Maryland AIR SIG</p> <p>If you are from a Maryland institution or neighboring state, please join us to learn more about MdAIR. We will ask attendees for feedback and input to help us better serve our members and plan events.</p> <p style="text-align: right;">Special Interest Group</p>	<p>8:10 am - 8:55 am <i>Valcour Room</i></p> <p>Betsy Carroll The Culinary Institute of America</p> <p>Shama Akhtar University of Maryland</p>
<p>Vermont Higher Education Consortium (VHEC) IR Group</p> <p>Plan upcoming data collaboration activities and future meetings</p> <p style="text-align: right;">Special Interest Group</p>	<p>8:10 am - 8:55 am <i>Willsboro Room</i></p> <p>John Ryan University of Vermont</p> <p>Hope Baker-Carr Vermont State Colleges</p>
<p>Gold Sponsors' Power Talks</p> <p>Come hear the "Power Talks" about the products and services of the 2015 NEAIR Gold Sponsors:</p> <p style="padding-left: 40px;">Incisive Analytics - 8:10-8:20 Velaris - 8:20-8:30 Rapid Insight - 8:30-8:40 Concord USA - 8:40-8:50</p> <p style="text-align: right;">Exhibitor Presentation</p>	<p>8:10 am - 8:55 am <i>Kingsland Room</i></p> <p>Christina Rouse Incisive Analytics</p> <p>Robert Smith Velaris</p> <p>Paul Kirsch Rapid Insight</p> <p>Howard Taylor Concord USA</p>

Monday, November 2, 2015

From Admission to Advancement - Using Predictive Analytics to Focus Marketing, Retention and Outreach Efforts by IBM Analytics

With predictive analytics, institutions can garner insights about their students, determine contributors to key outcomes, identify which students are most likely to enroll, leave or donate, and align outreach efforts. Learn how you can use structured and unstructured data and see how IBM SPSS solutions transform your data sources into rich, analytical insight.

Exhibitor Presentation

8:10 am - 8:55 am
Shelburne Room

Nicole Alioto
IBM Analytics

Plenary Address

Change: Do You Navigate or Leverage?



There's a tendency to think of change as something to "navigate" in the same way a ship's captain might view an approaching storm – hunker down and hope to steer your way through. But when we don't venture out and engage in evolving conversations or initiatives, we run the risk of getting left behind or - worse – being dictated to by others. A better approach might be to rethink our attitudes and focus on the ways in which a window of opportunity may be opening, offering chances that we can seize upon and leverage to further institutional and career goals.

Wendy Weiler has worked in higher education environments undergoing transition, reinvention, as well as tumultuous reform at both the institution and national policy levels. She will draw from these experiences and explore with the audience our current attitudes and the ways in which they may be limiting or hindering our advancement.

9:00 am - 9:45 am
Emerald Ballroom III

Wendy Weiler
Senior Research Analyst

SUNY New Paltz

Concurrent Sessions

Follow the Money in Which Direction?

As a recent participant in the Delaware Study, we got a clear picture of the departmental "source" of our instructional expenditures. We have also developed internal measures that detail the "destination" of these expenditures. We are now working on analyzing what is revealed by the differences in these two measures. This has given us a map of where – and how much - faculty pay is being spent to teach outside home departments. We hope to use this as a partial basis for future staffing decisions, and perhaps for organizational restructuring. Our next step is to develop a method of using the same data entry process to generate both measures, so that side by side comparisons are more easily made.

Techshare

10:00 am - 10:45 am
Emerald Ballroom I

J.R. Bjerklie
University of Maine at
Fort Kent

Monday, November 2, 2015

Concurrent Sessions

Be the Easy Button on Campus using SAS® Visual Analytics

The University of Connecticut was enhanced in the areas of Enrollment and Retention using SAS® Visual Analytics and SAS® Visual Statistics (predictive). We will explore a few sample reports that were created using an existing data source in SQL Server. One report that will be explored provides the full-time freshmen retention rates by UConn Campus, using the Student Administration (SADM) database in SQL Server environment. Utilizing data visualization, you will see the freshmen retention rates in a visual, easy to grasp, multi-dimensional and user configurable view the way UConn now sees it, unlike the raw numbers previously reported in Microsoft Excel and pdf reports. We will also demonstrate SAS® Mobile BI on an iPad® or tablet.

Contributed Paper

10:00 am - 10:45 am
Emerald Ballroom II

Sivakumar Jaganathan
Thulazi Kumar
Anshul Puri
Dan Soko
University of
Connecticut

Using Analysis to Drive Decisions in Improving Retention

Improving student retention and success is often seen as an imperative strategic initiative among institutions of higher education. This presentation discusses a role for Institutional Research (IR) to promote a culture that places the priority on student retention efforts. The results of multivariate analysis of student retention data conducted by an IR office are communicated to the campus via a series of retention data briefs. Data sharing has influenced traditional perspectives and facilitated a campus-wide response to data implications. Examples of policy changes approved by faculty committees are provided that will lead to reduced attrition and enhanced student success.

Workshare

10:00 am - 10:45 am
Emerald Ballroom III

Shuang Liu
Goucher College

"Interactive, Customizable Visualizations of IR Metrics"

In Higher Education, decisions need to be made in real-time, however, Institutional Research Offices often produce static reports (i.e. Factbooks). Using the software program R, web applications can be built that enable users to interact with live data. In this session, we will walk through the steps of creating and using a "Shiny App" for two common IR metrics: Credit Accumulation, and Enrollment Numbers and Demographics. We will see the benefits of creating these applications including: 1) Immediate access to current data; 2) Customization of Parameters; 3) A user-friendly interface with graphic and tabular data visualizations; 4) Empowerment for users; and 5) Time-savings for Institutional Researchers. No prior knowledge of R is necessary.

Techshare

10:00 am - 10:45 am
Diamond Ballroom I

Georgia Brooke
Excelsior College

What's in it for Me? Rethinking Survey Incentives

As institutional researchers grapple with ever-expanding reporting requirements, the survey administration process, in particular, must keep pace with these demands in order to serve as a reliable and efficient method – a significant challenge due to the proliferation of easy-to-use online survey tools. To combat declining response rates, institutional researchers typically devise comprehensive marketing and communication campaigns to advertise key surveys and their salience. Another technique, often assumed to bolster response rates, is the use of incentives. This workshare will explore this latter option by sharing results of a comparison of various incentive types and distribution methods and their yielded response rates.

Workshare

10:00 am - 10:45 am
Diamond Ballroom II

Jessica Greene
Stephanie Chappe
Carol Pepin
Boston College

Monday, November 2, 2015

Concurrent Sessions

Panel: Thinking Through Career Transitions

This session is an extension of the series held at recent NEAIR conferences to support the professional development of newer and mid-career professionals. The panelists are established professionals in the field and have a wealth of experience; all believe that transition is a constant. They will discuss topics including: ideas for making a positive career transition; things to think about for participants who may be considering a career move or change; tools for long term career planning; and tips for transitioning into supervisory roles effectively. The session is not designed exclusively for job-seekers, but is an opportunity for all to reflect on career growth and opportunities.

Workshare

10:00 am - 10:45 am
Amphitheater

Melanie Larson
Lasell College

Becky Brodigan
Colby College

Gayle Fink
Bowie State University

Elizabeth Clune-Kneuer
Prince George's
Community College

Assessment 101: Practical Guide for Non-Academic Assessment

Recently higher education institutions are under significant pressure to demonstrate the quality and effect that programs and services have upon student learning and development. For some student affairs professionals, student learning outcomes assessment seems an onerous task. The purpose of this presentation is to provide simple and practical guidelines how to write and assess learning outcome as well as operational outcomes.

Workshare

10:00 am - 10:45 am
Valcour Room

Nasrin Fatima
Binghamton University

Balancing Enrollment, Retention, and Financial Aid

Increasingly, colleges and universities are looking at ways of modifying financial aid policies as a means of improving student retention. In our presentation we demonstrate several means of incorporating institutional data into predictive models that offer insights into the decisions students make to remain at or to leave their chosen institutions. Our emphasis is on the role of financial aid in these decisions. Simple techniques of model building are illustrated with case studies from a large multi-camps university. Participants learn to chart logistic regression results in ways that allow for the visualization of isolated effects and for demonstrating their impact upon student retention.

Workshare

10:00 am - 10:45 am
Willsboro Room

Claude Cheek
Douglas Faust
Long Island University

Monday, November 2, 2015

Concurrent Sessions

Evaluating Shift to Differentiated Learning in Remedial Math

This session examines the methods and results of an evaluation of one college's move from a standard two-course, lecture format approach to developmental math instruction to a one-course, differentiated learning approach. Participants will be introduced to: the basic elements of a summative evaluation of a new program; measures that can be used in evaluating new instructional approaches as outcomes and control factors; the strengths and weaknesses of these measures given the lack of a controlled experimental evaluation design; some of the quantitative methods that might be used in the evaluation of a new instructional approach; and how to interpret findings for decision-making purposes.

Contributed Paper

10:00 am - 10:45 am
Kingsland Room

Jerome Dean
Mount Ida College

Unifying Data Sources and Harnessing Analytics To Power Student Success Initiatives by Civitas Learning

Montgomery County Community College will share how it is implementing advanced analytics to support student success initiatives. By unifying disparate data sources to deliver valuable information to the right people, at the right time, MCCC is seeking to enhance advising and provide personalized services to students to measurably improve success and student outcomes.

Member-Exhibitor Presentation

10:00 am - 10:45 am
Shelburne Room

Celeste Schwartz
Montgomery County
Community College

Melissa Terrell
Civitas Learning

Grab & Go Coffee Break

10:45 am - 11:00 am
*Lake Champlain
Exhibition Hall*

Reporting on Assessment: UB's Online Program Assessment

This presentation covers the development and implementation of the University at Buffalo's Annual Academic Program Assessment; a web application designed to help programs provide assessment reports, program assessment coordinators to share best practices and resources, faculty and staff to compare assessment efforts and administration to track and report on program learning outcomes and assessment based program planning. Attendees will learn about the development of the application, its features, and goals for its use.

Techshare

11:00 am - 11:45 am
Emerald Ballroom I

Thomas Slomka
University at Buffalo

Monday, November 2, 2015

Concurrent Sessions

Increasing Connections to Increase Online Student Retention

The CUNY School of Professional Studies hypothesizes improving online students' persistence and performance by developing strong connections to their peers, faculty, and profession via a structured set of activities embedded in new student orientation. Building on a fully online orientation for adult degree completers, this orientation foregrounds development of interpersonal and disciplinary connections designed to provide students with access to social support, information, and resources that will assist in developing their professional identities, services necessary for most students dealing with the challenges of returning to school, but doubly important for students going to school with classmates and faculty whom they never see.

Contributed Paper

11:00 am - 11:45 am
Emerald Ballroom II

Heidi Baez
Jennifer Sparrow
CUNY School of
Professional Studies

Evgeniya Reshetnyak
Fordham University

Unit Record Data in the States: Exemplars and Challenges

This session will give an overview of the overall expansion and use of unit record data nationwide and in NEAIR states. Results from State Higher Education Executive Officer's (SHEEO) survey on unit record data, an update to their Strong Foundations report, will be shared. Following a national update and a closer look at NEAIR states, a discussion will follow about barriers to use of unit record data, including concerns about privacy and funding challenges. Finally, exemplary data use cases will be highlighted and the session will invite audience participation and questions.

Workshare

11:00 am - 11:45 am
Emerald Ballroom III

John Armstrong
State Higher Education
Executive Officers
Association

Strategies That Impacted HEDS Alumni Survey Response Rates

From students and parents to administrators and external organizations, many constituencies are eager for data on alumni outcomes to help them better evaluate colleges and universities. However, collecting enough survey responses from alumni is challenging. This session will review strategies employed by over 50 institutions that administered the HEDS Alumni Survey since 2011. We will consider a variety of techniques that impacted response rates including tone, length, and timing of invitation and reminder messages; type of sender; use of incentives; type of email subject, etc.

Workshare

11:00 am - 11:45 am
Diamond Ballroom I

Kirsten Skillrud
Adrea Henandez
Michelle Spencer
Higher Education
Data Sharing

Visualizing program level metrics with scatterplots

Benchmarking at the program level is often difficult or impossible. Visualizing all of an institutions programs simultaneously is an alternative that can provide insight at a program level. This type of analysis is an excellent way to generate research ideas for in depth analysis. For example, leading or lagging programs are easily identified as well as programs which share similarities based on clustering. These data are relevant across a number of areas including decision support, assessment, and resource allocation. The presentation will also discuss identification of appropriate metrics and preparing data for this type of analysis in Tableau.

Techshare

11:00 am - 11:45 am
Diamond Ballroom II

Russell D'Aiello
Drexel University

Monday, November 2, 2015

Concurrent Sessions

<p>Benchmarking in the Evolving Higher Education Domain</p> <p>Using National Study of Instructional Costs and Productivity (Delaware Cost Study) data, we'll explore strategies to: integrate data systems, identify metrics for aligning instructional costs and research expenditures, use best practices to facilitate unit and institutional improvement and use advanced techniques in statistical modeling. The workshare will address evolving patterns of course delivery and program selection related to benchmarking. Special attention will be devoted to on-line instruction and inter-disciplinary and multi-disciplinary study. To maximize the use of data in predictive analysis, the following modeling techniques will be discussed: cluster analysis, regression, and Monte Carlo simulation.</p> <p style="text-align: right;">Workshare</p>	<p>11:00 am - 11:45 am <i>Amphitheater</i></p> <p style="text-align: center;">Tom Eleuterio University of Delaware</p>
<p>Strategies to Analyze Course and Teaching Evaluation Data</p> <p>IR departments often collect student ratings of teaching, but they face challenges in making sense of all of the data. This session explores the strategies of one large, public research university to analyze, organize, and present student ratings of teaching. The presentation walks through the process of creating a composite outcome variable that summarizes multiple student rating items, conducting basic quantitative analyses on student ratings by course level, academic discipline, instructional method, and instructor rank, and presenting statistical findings in visually clear and compelling tables and charts.</p> <p style="text-align: right;">Contributed Paper</p>	<p>11:00 am - 11:45 am <i>Valcour Room</i></p> <p style="text-align: center;">Kati Li Temple University</p>
<p>Transfer Students: Mission, Strategy, Outcomes</p> <p>This presentation summarizes an analysis of transfer students at Siena College. Transfer students are evaluated from three broad perspectives: 1) their place in the mission, vision, and strategic plan of the college; 2) their place in the operational strategy of the college, especially with reference to the enrollment management and revenue streams; and 3) their level of success and engagement.</p> <p style="text-align: right;">Workshare</p>	<p>11:00 am - 11:45 am <i>Willsboro Room</i></p> <p style="text-align: center;">Lee Allard Siena College</p>
<p>Using Rasch Analysis to Review the Quality of Rating Scales</p> <p>The proposed session will provide a step-by-step overview of the use of Rasch analysis for reviewing the psychometric quality of rating scales and using these results to inform scale improvements. The author will provide a brief introduction to Rasch analysis and describe several analysis programs that are appropriate for polytomous measures (i.e., rating scales). Then, an example using a course evaluation instrument will be reviewed to illustrate the process, from collecting data to computing the appropriate diagnostic indices. Finally, participants will be provided with a report containing the results of a new analysis and will work in small groups to evaluate the quality of the scale and make recommendations for improvement.</p> <p style="text-align: right;">Workshare</p>	<p>11:00 am - 11:45 am <i>Kingsland Room</i></p> <p style="text-align: center;">Carol Van Zile-Tamsen University at Buffalo</p>

Monday, November 2, 2015

Benchmark Your Institution Using U.S. News Academic Insights! by U.S. News Academic Insights

U.S. News Academic Insights, built specifically for institutions, provides schools the ability to analyze their relative position to other institutions based on single data points or ranking criteria across 26+ years. In addition to more than 5+ million data points, its tools allow users to view and manipulate the metrics beneath two decades of the Best Colleges and Best Graduate rankings. Across the last few months, we have added 3 new enhancements to the platform: a new Histogram view, intelligent sorting and 2 million new metrics. Stop by our session to learn how you can benchmark your institution!

Exhibitor Presentation

11:00 am - 11:45 am
Shelburne Room

Evan Jones
U.S. News
Academic Insights

Annual Business Meeting Luncheon

12:00 pm - 1:30 pm
*Lake Champlain
Exhibition Hall*

Concurrent Sessions

Aligning Post-Graduation Outcomes: The Trifecta Approach

Where do your graduates get jobs? How much money do they make? Where do they go to graduate school? These are all questions asked by prospective students, parents, legislatures, and the federal government. This workshare will highlight strategies being employed by a public research university to meet the National Association of Colleges and Employers (NACE) guidelines. NACE understands the importance of collaborating with IR professionals. The Assistant Executive Director and Director of Research and Advocacy of NACE will discuss their First-Destination Survey and NACE's advocacy role in related key legislative issues.

Workshare

1:45 pm - 2:30 pm
Emerald Ballroom I

Heather Kelly
University of Delaware

Matthew Brink
National Association of
Colleges and Employers

Ed Koc
National Association of
Colleges and Employers

Allison Walters
University of Delaware

The Role of IR in Conducting Campus Climate Surveys

Surveys investigating campus sexual violence, commonly called "climate surveys," may soon be required of all schools. However, crafting and administering such a survey presents unique challenges for institutional researchers called to assist in the task. The sensitive topic, the political atmosphere, and the potentially conflicting interests of campus constituents can all converge to make overseeing an institution's climate survey an unusually difficult assignment. This panel discussion will feature institutional researchers from five different schools who recently helped their institutions design, administer, and/or analyze such surveys. Panelists will describe the difficulties, successes, and lessons learned in the course of their institution's climate survey initiatives.

Workshare

1:45 pm - 2:30 pm
Emerald Ballroom II

Lauren Conoscenti
Tufts University

David Davis-Van Atta
Vassar College

Jed Marsh
Princeton University

Marne Einerson
Cornell University

Jag Patel
Massachusetts Institute
of Technology

Monday, November 2, 2015

Concurrent Sessions

The Voluntary Framework of Accountability in Action

Calls for accountability continue to grow; however, for community colleges the federal graduation rate methodology does not encompass the mission of these institutions. The Voluntary Framework of Accountability (VFA) was developed for community colleges by community colleges to provide sector specific metrics for student success and accountability. This session will provide participants an overview of VFA metric and cohort definitions, dive into the visual displays, compare to the federal grad rate and describe internal discussions driven by VFA metrics.

Workshare

1:45 pm - 2:30 pm
Emerald Ballroom III

Tiffany Parker
Mt. Wachusett
Community College

Zoltar Speaks: Will You Complete Your Online Course?

As the population of students pursuing online study in higher education continues to grow, it becomes increasingly important to research both student readiness for online learning and student engagement within their courses. After developing an online readiness survey for students, student survey responses were used in conjunction with data mined from the college's learning management system (LMS) to develop a predictive model for online course outcomes. This presentation will help the audience gain knowledge about the development of an online readiness survey, as well as integrating LMS data, student demographics, and survey data to create a predictive model.

Contributed Paper

1:45 pm - 2:30 pm
Diamond Ballroom I

Joseph King
Katherine Ostroot
SUNY Empire State
College

Synthesizing Results to Make Survey Data More Meaningful

This session will discuss the ways in which survey data have been used to make survey data more meaningful and useful at Thomas Edison State College. Topics addressed will include getting feedback on surveys before they get administered, disseminating survey results, utilizing trend data, and triangulating data points. We will share our experiences with overcoming survey data misconceptions and presenting data that builds a convincing case representing the experiences and needs of the students. Finally, we will present a case detailing how surveys can be used to highlight areas in need of in-depth investigation. Attendees will leave with suggestions for maximizing the impact of their survey data.

Workshare

1:45 pm - 2:30 pm
Diamond Ballroom II

Deborah Duffy
Ann Marie Senior
Thomas Edison State
College

Mapping & Spatial Analysis: The Basics & Applications in IR

The purpose of this session is twofold. First, it is to present a practical and freely available method for creating maps that illustrate the spatial location and distribution of student and/or alumni addresses. Second, it is to illustrate how this spatial data may then be utilized – through the use of GIS software – to provide valuable place-based information about the kinds of neighborhoods and communities in which students and alumni reside. The presentation will highlight a few specific practical examples of how such an analysis can be used to identify and understand alumni patterns and characteristics and how this may ultimately be used to inform institutional policy and strategy.

Techshare

1:45 pm - 2:30 pm
Amphitheater

Jason Martin
Swarthmore College

Monday, November 2, 2015

Concurrent Sessions

Using Tableau to Explore IPEDS data

The many different IPEDS surveys provide valuable data for the industry as whole, but also for institutions to gain insight that would help them based on their own place in the market. In a challenging time for small, tuition-dependent colleges/universities, using Tableau to explore the longitudinal data on finance, enrollment, degree completions, etc., may provide additional insight for institutions. This is intended to show work I have done to interactively visualize queries.

Techshare

1:45 pm - 2:30 pm
Valcour Room

Yi Ni
Colby-Sawyer College

IE: A Methodology for the Study of Inequalities

Institutional Ethnography is a methodology used by researchers in the social sciences, human services, education and policy research to shift the focus of inquiry away from questions generated by administrative concerns and toward the puzzles of people's everyday lives. Validating experience as a form of knowledge, IE researchers are concerned with issues of social justice, the critique of objectified knowledge, and "mapping" the social relations that can cause oppression in society. In doing so, the findings of IE studies point to possible interventions in structured inequality. This paper outlines the principles of Institutional Ethnography and argues that IE is especially relevant for Institutional Researchers in Colleges and Universities.

Contributed Paper

1:45 pm - 2:30 pm
Kingsland Room

Elizabeth Seton Mignacca
Cayuga Community College

Chad May
Holy Family University

Level Up: Planning for the Shift from Program to Institutional Assessment by Taskstream

As assessment has gained momentum in higher ed, many institutions find themselves ready for the next level of continuous improvement. But moving from program level to institutional level assessment involves far more complexity. This session will discuss practices and tools to apply the principles of improvement to the institutional level.

Member-Exhibitor Presentation

1:45 pm - 2:30 pm
Shelburne Room

Betsy Carroll
The Culinary Institute of America

Trudy Milburn
Taskstream

BEN & JERRY'S Break and Poster Session

Enjoy a Vermont original cool treat. Choose from six popular flavors.

Formal poster viewing with poster authors available

2:30pm - 3:15pm
Lake Champlain Exhibition Hall

Monday, November 2, 2015

Poster Sessions

Community Psychologists Make Good Institutional Researchers!

Community psychology is a sub-discipline within the broader field of psychology that focuses on the impact of systems, organizations, and culture on personal well-being. Individuals trained in community psychology have a skill set, values, and a perspective that are compatible with institutional research.

Poster

2:30pm - 3:15pm
*Lake Champlain
Exhibition Hall*

Suzanne Wasileski
Community College
System of New
Hampshire

Grade Inflation: Costs and Considerations

The context for this presentation is the widely discussed issue of grade inflation in higher education nation-wide. Included in this poster is a review of recent literature on grade inflation, a description of grade trends at a large, research-intensive university, and a summary of the potential benefits and costs of the phenomenon. If institutions of higher education believe that the GPA trend over the past 10 years needs to change, then there are intervention strategies that universities are implementing across the country. Most notably, universities have established grading policies for all courses across the institution, which includes capping the number of A's at 35% for introductory courses and 55% for junior and senior courses.

Poster

2:30pm - 3:15pm
*Lake Champlain
Exhibition Hall*

Bradley Litchfield
Joseph Ducette
Benjamin Torsney
Temple University

How Campus Housing Impacts College Experiences and Outcomes

This mixed-method study uses institutional, survey and focus group data to explore how students' on-campus housing during their first year in college impacts their college experiences and outcomes, including academic performance, engagement, and college satisfaction. The impact of student housing has been largely understudied in recent decades, yet is an important element in students' everyday life. Results will inform strategic planning and program improvement, approaches institutions can invest in related to housing to enhance experiences and student success.

Poster

2:30pm - 3:15pm
*Lake Champlain
Exhibition Hall*

Stephanie Chappe
Boston College

Integrative Learning: Helping Students make the Connection

We welcome back this **2014 Best Paper Award winner** as a poster

Poster

2:30pm - 3:15pm
*Lake Champlain
Exhibition Hall*

Thomas McGuinness
Bates College

Perceived Bias Against Asian American Applicants

This study examines bias against Asian American applicants at elite institutions. A series of logistic regressions was used to estimate the effect of being Asian American on the probability of acceptance into the university. The results of the study highlight the issue of omitted variable bias in regression analysis and also identify the lack of demonstrate interested as a possible hindrance to Asian American applicants in college admissions.

We welcome back this **2014 Best Visual Display Award winner**

Poster

2:30pm - 3:15pm
*Lake Champlain
Exhibition Hall*

Margaret Munley
Lehigh University

Monday, November 2, 2015

Poster Sessions

SAS Functions in Dealing with Different Date Variables

IR Offices make use of date variables to calculate student age, time to degree, faculty years in service, etc. We know that SAS software is very powerful to do the calculations. However, only the date variables with SAS date value can be calculated directly. In other words, some date variables without SAS date value must be manipulated before the calculation. Due to the different data sources, the types and formats of the date variables were various. This poster will show the type and format of date variables from different sources as well as if they are with SAS date value or not. In addition, a couple of SAS functions to change the different date variables to SAS date value variables are also introduced and explained.

Poster

2:30pm - 3:15pm

*Lake Champlain
Exhibition Hall*

Robert Zhang
Chatham University

Undeclared No More: Effects on Admission, Yield and Beyond

Beginning this fall, the campus will no longer allow first-year students to enter without a declared major (historically, about 25% of the entering class). In the past, students enrolled as undeclared majors by choice, or were placed there if they were denied admission into a restricted program. All undeclared students will now join the new Exploratory Track (ET) Program and be placed in one of eight academic advising tracks designed to help them find the best major for their interests and aspirations. Some tracks are by invitation only to select students who applied to the programs but did not receive direct acceptance. This poster will show the impact on admission, yield and enrollment of the new ET Program compared to previous years.

Poster

2:30pm - 3:15pm

*Lake Champlain
Exhibition Hall*

Krisztina Filep
University of
Massachusetts Amherst

Using ROC Analyses to Quantify Policy Decisions

With the objective of offering a practical demonstration of receiver operating characteristic (ROC) analyses, institutional research and assessment professionals will see how diagnostic efficiency statistics have practical application to administrative policy decisions within a College of Education. Using historic, institutional, standardized test data from 83 students who attempted but failed the Level I Pennsylvania Educator Certification Test, a ROC analysis was performed to determine cut scores that inform the institution on two matters: (1) those students who are likely to pass the exam on future attempts and (2) those students who are unlikely to pass the exam and, thus, warrant the institution to deploy intervention strategies.

Poster

2:30pm - 3:15pm

*Lake Champlain
Exhibition Hall*

Bradley Litchfield
Joseph Ducette
Benjamin Torsney
Temple University

We did it! How We Increased Participation Rates

Our institution developed and implemented a plan to increase participation rates in the NSSE. Our rates increased from 25% to more than 40%. We also implemented a new course evaluation process which had a fall semester participation rate of about 94%, compared with 78% for the prior system. This poster will outline the methods used to achieve these improvements and will discuss what did/did not work.

Poster

2:30pm - 3:15pm

*Lake Champlain
Exhibition Hall*

Michael Duggan
Angela Carlson-
Bancroft
Emerson College

Monday, November 2, 2015

Concurrent Sessions

Leading Institutional Change from Below: A Case Study

In July, 2014, a new unit was begun at the University at Buffalo (UB), the Center for Educational Innovation. The Center was the culmination of a three-year effort to change the campus culture such that faculty members and administrators would come to value teaching and assessment of student learning as a more integral part of the university mission. Two committees, one task force, and countless hours of advocacy eventually achieved the desired result. The purpose of this session is to illustrate how avenues for shared leadership, along with advocacy efforts, can be leveraged to bring about meaningful institutional change, even within a highly regulated public institution.

Contributed Paper

3:15 pm - 4:00 pm
Emerald Ballroom I

Carol Van Zile-Tamsen
University at Buffalo

Implementing an Effective Periodic Program Review Process

Program review is a valuable process for encouraging the continuous improvement of teaching and learning, but it requires thoughtful planning, resources, institutional support and coordination among various offices across campus. This session demonstrates how one large research institution manages Periodic Program Review for over 400 degree programs. We will introduce this University's model for Program Review, discuss the development of a standardized data package tailored specifically to address the needs of Program Review, and review a process for post-Program Review follow-up. We will share our learnings and challenges, and encourage discussion around how our process for Program Review can be implemented on other campuses.

Workshare

3:15 pm - 4:00 pm
Emerald Ballroom II

Gina Calzaferri
Richard Hetherington
Temple University

Predicting Graduation Outcomes: Identifying At Risk Students

The purpose of this study is to identify factors that affect the likelihood of graduating and to develop a model to predict the likely graduation outcomes of undergraduate students at Lehigh University. A logistic regression analysis was used to estimate the effects of certain characteristics on the probability of graduating and to estimate a predicted probability of graduating for each student. These probabilities were used to identify students who may be at risk of not graduating. It is important to note that there is an element of judgement in how "at risk" is operationally defined. Using different operational definitions of "at risk" will have consequences on the accuracy of the model. These consequences will be discussed in detail.

Workshare

3:15 pm - 4:00 pm
Emerald Ballroom III

Margaret Munley
Lehigh University

Monday, November 2, 2015

Concurrent Sessions

Developing IR as a Resource for Student Affairs

We will discuss how Student Affairs/Residential Life and Institutional Research collaborate to provide better evidence to decision makers and better questions for researchers. We will explore two collaboration examples, and guide participants to discuss and weigh potential projects. Participants will gain a basic model for collaboration between researchers and decision makers, consider ways to use existing data to shape new research, and explore how administrators can sharpen IR value.

Workshare

3:15 pm - 4:00 pm
Diamond Ballroom I

J.R. Bjerklie
Ray Phinney
University of Maine at
Fort Kent

Interactive Dashboards: Are They Right For Our Institution?

As part of our Bucknell University Intelligence initiative we adopted the Tableau platform for creating interactive dashboards. The presenters will discuss the inception, the development and the implementation of the interactive dashboards. We will demonstrate a dashboard we have designed to effectively distribute data to campus leaders, allowing them to make data informed decisions. We will also discuss how this increase in sharing data and allowing people to slice data views in a variety of ways based on their interest has brought higher levels of cooperation and integration. The data validation process and the goal to have a single version of truth also resulted in a high level of trust in our data by the administration and faculty.

Techshare

3:15 pm - 4:00 pm
Diamond Ballroom II

Kevork Horissian
Xiaoyan Liu
Bucknell University

Reporting on Post-graduates Outcomes from a Data Warehouse

Carleton has developed an alumni data warehouse to explore multiple dimensions of post-graduate education and employment outcomes. For example, we have developed standard 2-page reports for each major showing what industry recent graduates work for, what they do for that industry, and their specific job functions, and their post-graduate education. Our Pathways advising initiative uses the warehouse to help students explore career pathways that lie beyond our regular majors. We use it to report on student internships and on fellowships earned. We have developed customized, automated reports in Excel for a variety of needs, including management metrics, the Career Center, and department reviews.

Techshare

3:15 pm - 4:00 pm
Valcour Room

James Ferguson
Carleton College

Monday, November 2, 2015

Concurrent Sessions

Creating Poster Presentations That Make Your Audience Happy

Need to create a poster presentation for a conference but don't know where to begin? Or do you feel your posters fall a bit flat and aren't helping attract the audience you would like? This presentation covers common problems faced when creating poster presentations and offers simple solutions and advice for creating more effective posters and poster presentation sessions. Learn basic design principles that will make your posters more inviting and easier to read, find out what you should do before printing your poster, and test your new knowledge as we critique before-and-after poster examples during the session. As an added bonus, the design principles can also be applied to newsletters, reports, and more.

Workshare

3:15 pm - 4:00 pm
Willsboro Room

Donald Trainor
University at Buffalo

Reporting Subscores on a Quantitative Literacy Assessment

Quantitative literacy has been identified as an important outcome to both the higher education and workforce communities. For a next-generation assessment of quantitative literacy, there are two main dimensions where subscores could be reported: problem-solving skills and mathematical content. Providing subscores could be useful for a higher education institution that wants to identify students' strengths and weaknesses. The purpose of this study is to evaluate the appropriateness of reporting subscores on a quantitative literacy assessment. Attendees will learn about a theoretical framework for quantitative literacy, how to evaluate the appropriateness of subscores, and how test scores can be used to inform instructional improvement.

Contributed Paper

3:15 pm - 4:00 pm
Kingsland Room

Katrina Roohr
Educational
Testing Service

Creating a Sustainable Assessment Process Campus Wide by AEFIS

In this session we will show you how we can help you improve and innovate your assessment processes using the AEFIS complete assessment solution. Assessment is the critical process that helps ensure the effectiveness of teaching and learning. While this process yields success through accreditation cycles, institutions may not always succeed in taking this data and using it routinely for continuous improvement.

Member-Exhibitor Presentation

3:15 pm - 4:00 pm
Shelburne Room

Stephen DiPietro
Drexel University

Mustafa Sualp
AEFIS

Monday, November 2, 2015

Concurrent Sessions

Using Mixed Methods to Assess a Leadership Mentoring Program

This session will present the findings from a mixed-methods evaluation of Penn State's Administrative Fellows leadership mentoring program, highlighting the outcomes of the program and the benefits derived from the use of interviews and focus groups in addition to a standard program evaluation survey. Session participants will be able to: 1) use Penn State's program as a flexible model upon which to build similar programs; 2) evaluate the strengths and weaknesses of different program models based on the study's findings; and 3) identify the benefits and costs of mixed-methods approaches to program evaluation.

Contributed Paper

4:15 pm - 5:00 pm
Emerald Ballroom I

Betty Harper
The Pennsylvania State
University

Active Learning: A Strategic Exploration

UMass Amherst's new strategic plan highlights active learning as the "centerpiece" of University efforts to improve undergraduate education. Our new Integrative Learning Center (ILC) was designed to facilitate active learning, featuring 5 team-based learning (TBL) classrooms. In this session we share a research project that explores students' experiences with course-based active learning. More than 2,000 students across 13 courses completed Time 1 and Time 2 surveys, and the response rate was 70% or more for nine of the courses. Participants will learn about the survey instruments and data collection processes developed for this project, as well as how findings are being used to inform and support pedagogical innovation at UMass Amherst.

Workshare

4:15 pm - 5:00 pm
Emerald Ballroom II

Elizabeth Williams
Joshua Bittinger
UMass Amherst

A New Public Face for IR: Redeveloping a Factbook & Website

After significantly enhancing the Factbook at a large research institution in 2014, IR set its sights on a new challenge: overhauling the outdated website. Attendees will learn how IR planned the reorganization of content, the benefits and challenges of using graduate student labor to complete the work, and how the new WordPress site was received by the campus community. The new site launched in April 2015 and this workshare will showcase the features of the website. An update on the opportunities and challenges encountered and immediate and long-term future plans for the website will be discussed. Attendees will have the opportunity to share their own websites and experiences with IR website development.

Workshare

4:15 pm - 5:00 pm
Emerald Ballroom III

Allison Walters
Heather Kelly
University of Delaware

Monday, November 2, 2015

Concurrent Sessions

Institutional Effectiveness 2.0: Improving the Unit Review

Unit reviews are a central component of Prince George's Community College's institutional effectiveness process and, as such, they have become a focal point for the "tensions between accountability and improvement" (Ewell, 2009). Some areas have experienced the unit review as an opportunity for learning and growth, but others have seen it only as an instance of formal evaluation. This session will present recommendations from a taskforce formed to evaluate the unit review process and make it more meaningful and conducive to long-lasting change. Session participants will be able to reflect on the purpose of unit reviews, discuss needed support structures, and identify strategies to connect unit reviews to other key institutional processes.

Workshare

4:15 pm - 5:00 pm
Diamond Ballroom I

Laura Ariovich
Barbara Denman
Cathryn Camp
Crystal Smith
Prince George's
Community College

Map it! Using ArcGIS to Support Enrollment Management

The ever-increasing scope of "big data" is one change that is a constant in institutional research. Growing access to large datasets is exciting but can quickly overtax our ability to identify and communicate relationships among variables. Graphic displays can address that challenge; where spatial relationships matter, well-made maps can provide a compelling view of data. This Techshare session will demonstrate the process of creating maps that support enrollment management, using ArcGIS software and publically available data to illustrate: college matriculation rates by high school across NH, the hometowns of students enrolled at White Mountains Community College across New England, and FAFSA completion rates in northern New England.

Techshare

4:15 pm - 5:00 pm
Diamond Ballroom II

Suzanne Wasileski
White Mountains
Community College

Capturing the Mission-Criticalness: A Solution for IROs

Tracking and summarizing the work of the Institutional Research Office (IRO) is a daunting task, but doing so provides eye-opening insights into the function of the IRO and its role in the campus/larger academic community. Demonstrating the linkage of the IRO's "tasks" to the mission of the institution is the key goal of any project management tool. In this session, you will be exposed to a simple yet efficient way of managing IR projects, documenting activities, and summarizing your completed tasks by means of a Microsoft Access database that will, at same time, allow you to demonstrate your value to the campus community.

Techshare

4:15 pm - 5:00 pm
Amphitheater

Timothy Millard
Jefferson College of
Health Sciences

Monday, November 2, 2015

Concurrent Sessions

Business Intelligence in Higher Education: Do's and Don'ts

The real need for meaningful and contextual data has boosted the implementation of Business Intelligence (BI) practices in Higher Education. With so many tools, messy data, and technical challenges thrown at us, how do we know we are employing the best BI practices? This exploratory case study investigates the utilization of business intelligence in the context of developing four interactive dashboards with different purposes. In this session we will examine the processes in which these four dashboards were built using Tableau and Oracle Business Intelligence Enterprise. This study will further our understanding of the BI applications through identifying best practices, technical and design challenges, advantages, and potential downfalls.

Workshare

4:15 pm - 5:00 pm
Valcour Room

Nilay Sapio
Rochester Institute
of Technology

Supporting the Course Evaluation Process and Use of Results

This session will examine efforts at a small New England College to improve the validity and utility of its student course evaluations. Specifically, it will examine the role of institutional research in moving the college from paper-based to online course evaluations, in helping the college to improve response rates, and in helping the college to assess what directions in faculty development the college might take based on evaluation results. The session will present the institutional research questions that were presented, the methods used to address those questions, and some of the results of the analyses that were conducted. The session will also indicate potential areas of future IR involvement in the course evaluation process.

Workshare

4:15 pm - 5:00 pm
Willsboro Room

Jerome Dean
Mount Ida College

Using Data Mining to Model Freshmen Outcomes

Data mining is used to develop models for the early prediction of freshmen GPA and retention. Since student engagement has long been associated with student success, the use of service utilization and transactional data is examined along with more traditional student metrics. Factors entered into the data mining models include advising visits, freshmen course-taking activity, college activity participation, and interactions with the course management system, in addition to SAT scores, high school GPA, demographics, and financial aid. In models predicting first semester freshmen GPA, factors associated with students' interactions with the campus environment are stronger predictors than SAT scores.

Contributed Paper

4:15 pm - 5:00 pm
Kingsland Room

Nora Galambos
Stony Brook University

Monday, November 2, 2015

Performance Management Brings High Value Data into Focus by Nuventive

Nuventive Performance Management (NPM) goes beyond simply presenting information to capturing what someone thought about the information, what they did about it and how it worked out. And it is linked to relevant department and institutional goals. NPM brings information to your plans, documents actions taken and helps maintain your institutional memory allowing IR Depts. to focus on the things that matter!

Exhibitor Presentation

4:15 pm - 5:00 pm
Shelburne Room

John Miller
Nuventive

Data with a Twist Reception

Poster Session including announcement of Best Visual Display Award at 5:45 pm

5:15 pm - 6:00 pm
*Lake Champlain
Exhibition Hall*

Monday Evening Dinner Groups

Sign up at Conference Registration Desk; Meet in *Conference Center Lobby*

6:00 pm

Tuesday, November 3, 2015

Conference Information

7:15 am - 11:00 am
*Diamond Ballroom
Lobby*

Your Third Place - Posters - Internet Café

7:15 am - 11:00 am
*Lake Champlain
Exhibition Hall*

Exhibitor Showcases

7:15 am - 11:00 am
*Lake Champlain
Exhibition Hall*

Continental Breakfast and Table Topics

NEAIR Conference Team Leaders encourage SIG and Table Topic attendees to eat breakfast first before attending session of choice.

7:00 am - 9:00 am
*Lake Champlain
Exhibition Hall*

NEAIR Focus Group

Evaluating Burlington and planning for NEAIR 2016!

Chad May
Holy Family University
2016 Conference Program Chair

Shama Akhar
University of Maryland
2016 Conference Local Arrangments Chair

by Invitation Only

8:00 am - 8:45 am
Maple Suite

Tuesday, November 3, 2015

Special Interest Groups and Table Topics

Distributing Data on Your Campus Effectively and Practically

On most college campuses, there is no shortage of data. Many assessment and IR offices struggle with how to get the data in the hands of the constituencies that need it most, in a way that is manageable and meaningful. This session will discuss how we have gotten student satisfaction data into the hands of interested parties on campus. Tableau will be used to demonstrate results and how they are shared. Participants will consider how this approach can be practically applied on their own campuses and with various types of data.

Table Topic

8:00 am - 8:45 am
*Lake Champlain
Exhibition Hall*

**Catherine Gagne
Rachel d'Oliveira**
Providence College

Servant Leadership through Institutional Effectiveness

In the 1960's, the early founders of institutional research recognized the potential of the profession to act as an independent force, empowered to objectively look into all aspects of an institution as they relate to self-study and long range planning. Inherent in this vision was the evolving, paradoxical concept of the servant as leader, which was being conceptualized through the lens of systems thinking inherent in the developing quantum view of the sciences. This session will explore the paradigm of institutional effectiveness, and examine why it calls for a resilient institutional research practitioner who embraces servant-leadership.

Table Topic

8:00 am - 8:45 am
*Lake Champlain
Exhibition Hall*

Cristi Carson
Baton Rouge
Community College

SNAAP Survey Participants

SNAAP is the Strategic National Arts Alumni Project survey. This Table Topic will provide a chance for institutions that participated in SNAAP to discuss how they have reported their results and how the results have been used at their institutions.

Table Topic

8:00 am - 8:45 am
*Lake Champlain
Exhibition Hall*

Michael Duggan
Emerson College

Mary Roetzel
School of the Museum
of Fine Arts

So this is IR? Let's chat about it.

Do you feel like you are drinking from a firehouse as you begin your career in Institutional research? Come join this table topic to discuss how to develop the skills and competencies needed to succeed in institutional research. This is also an opportunity to reflect upon the experiences you have had as an early career professional in the field.

Table Topic

8:00 am - 8:45 am
*Lake Champlain
Exhibition Hall*

Alexander Yin
The Pennsylvania State
University

Tuesday, November 3, 2015

Special Interest Groups and Table Topics

<p>Catholic Higher Education Research Cooperative (CHERC)</p> <p>CHERC, the Catholic Higher Education Research Cooperative, is an organization for IR professionals and others involved in research issues common to Catholic higher education. We will discuss upcoming events like the annual CHERC forum in April 2016, the ACCU Student Survey initiative, as well as trying to get more folks involved in the leadership of CHERC. All current members and those interested in learning more about the organization are invited to attend. Please plan on attending and seeing your CHERC friends.</p> <p style="text-align: right;">Special Interest Group</p>	<p>8:00 am - 8:45 am <i>Emerald Ballroom I</i></p> <p>Chad May Holy Family University</p>
<p>Colleges that Enroll Primarily Adults and/or Online Students</p> <p>The purpose of this session is to discuss issues of importance to Colleges that serve primarily adults and/or online students. Topics discussed are based on attendees present. One possible topic for this year might be a discussion of the new IPEDS outcomes measure component that focuses on non-first time student outcomes. In the past, discussions have focused on useful tools for assessing adult students and/or policy issues impacting Colleges that serve adult students and/or students at a distance.</p> <p style="text-align: right;">Special Interest Group</p>	<p>8:00 am - 8:45 am <i>Emerald Ballroom II</i></p> <p>Ann Marie Senior Thomas Edison State College</p>
<p>US News Rankings Update</p> <p>Discussing the latest and upcoming developments regarding U.S. News & World Report's education rankings, following September's 2016 Best Colleges release.</p> <p style="text-align: right;">Invited Speaker</p>	<p>8:00 am - 8:45 am <i>Emerald Ballroom III</i></p> <p>Eric Brooks US News and World Report</p>
<p>Association of Independent Colleges & Universities of PA (AICUP)</p> <p>Join your IR colleagues from other independent colleges and universities from all regions of Pennsylvania to discuss topics of common interest and to learn more about current AICUP activities. This SIG also provides an opportunity to meet and talk with AICUP staff and institutional researchers from other AICUP member institutions.</p> <p style="text-align: right;">Special Interest Group</p>	<p>8:00 am - 8:45 am <i>Diamond Ballroom I</i></p> <p>Gayle Baker Ron Uroda Association of Independent Colleges & Universities of Pennsylvania</p>

Tuesday, November 3, 2015

Special Interest Groups

Delaware Cost Study

The emergence of on-line learning has had a fundamental impact higher education in the last decade. The Delaware Cost Study has focused on answering the question: "Who is teaching what to whom and at what cost?" for nearly two decades. In 2015, the study will include the additional dimension, "In what mode of delivery ?" as an important variable. Clearly defining the dimensions of on-line learning and how they will facilitate benchmarking are the major topics for this special interest group.

Special Interest Group

8:00 am - 8:45 am
Diamond Ballroom II

Tom Eleuterio
University of Delaware

Higher Education Data Sharing Consortium (HEDS)

The Higher Education Data Sharing Consortium (HEDS) welcomes members and those interested in HEDS to attend an informal gathering to meet with HEDS colleagues and to talk about some upcoming opportunities, including surveys and data exchanges. HEDS is a consortium of private colleges and universities that collaboratively share, analyze, and use data of all kinds to advance their institutional missions. HEDS further supports the missions of member institutions by facilitating communication and just-in-time support among institutional representatives and by creating networking opportunities at national meetings.

Special Interest Group

8:00 am - 8:45 am
Ampitheater

Kirsten Skillrud
Higher Education Data
Sharing Consortium

AAUP Faculty Compensation Survey

The American Association of University Professors Faculty Compensation Survey is the oldest and largest national benchmarking project in higher education with more than 1,100 institutions participating and covers over 375,000 full-time faculty. This session provides an overview of the survey, the calendar for completion, institutional benefits to participation, best practices for data collection and new initiatives and future discussion, which will require your feedback and comments.

Special Interest Group

8:00 am - 8:45 am
Valcour Room

John Barnshaw
American Association of
University Professors

Retention Modeling/Analysis at Small Non-Selective Colleges

Most of the easily accessible guides on retention modeling, analysis and projections focus on large systems and/or large institutions. Small non-selective colleges face a very different environment in terms of retention; specifically, the competition for their students does not end after initial enrollment. This group discussion is designed to talk about the unique challenges that small non-selective, not highly chosen institutions face in trying to model, analyze and predict retention. What have been the experiences of IR offices at these small institutions? How have their modeling and analysis efforts differed from the norm? How have those efforts paid off.

Special Interest Group

8:00 am - 8:45 am
Willsboro Room

Jerome Dean
Mount Ida College

Tuesday, November 3, 2015

Coffee and Conversations

Grab a cup of coffee and join your colleagues for one of the Book Conversations or Panel Discussion

Drive: The Surprising Truth About What Motivates Us

Book Conversation

9:00 am - 10:00 am
Emerald Ballroom I

Peter Feigenbaum
Fordham University

Drive: The Surprising Truth About What Motivates Us

Book Conversation

9:00 am - 10:00 am
Emerald Ballroom II

Marne Einerson
Cornell University

Switch: How to Change Things When Change Is Hard by Chip Heath

Book Conversation

9:00 am - 10:00 am
Diamond Ballroom I

James Trainer
Villanova University

Switch: How to Change Things When Change Is Hard by Chip Heath

Book Conversation

9:00 am - 10:00 am
Diamond Ballroom II

Jackie Andrews
SUNY New Paltz
(retired)

Panel: Transitioning to Leadership in IR

Beyond a newcomer but not yet a seasoned professional? Aspiring to be a director? Looking to advance in IR? What does it mean to be a leader in IR? Have a question? This session is for you. Hear a diverse panel of seasoned professionals in IR reflect on their mid-career experience and transition to leadership, and share their lessons learned and other advice for mid-career professionals. The session will include both facilitated questions and time for questions from the audience. Though designed with mid-career professionals' questions and needs in mind, this session is open to all.

Workshare

Moderators:

Jennifer May – Tufts University

Elizabeth Clune-Kneuer – Prince George Community College

9:00 am - 10:00 am
Amphitheater

Heather Kelly
University of Delaware

Chad Muntz
University System
of Maryland

Ingrid Skadberg
Quinsigamond
Community College

Dawn Terkla
Tufts University

Tuesday, November 3, 2015

Concurrent Sessions

Report Automation and Data Consistency in Institutional Research

This workshare is a continued discussion of our successful outcomes and implementation challenges regarding automated reporting. The objectives of our endeavors have been to minimize staff resources allocated to report generation, to mitigate data transcription errors, and to ensure consistency in reporting. The indented outcomes for attendees include learning about a large institution's continued efforts toward automating reports, learning ways in which report automation is beneficial to institutions, as well as discussing challenges with establishing and maintaining report automation.

Workshare

10:10 am - 10:55 am
Emerald Ballroom I

Merima Babic
Courtney Raeford
Richard Hetherington
Temple University

Graduate Student Enrollment Prediction Using Multiple Models

The objective of this presentation is to demonstrate and further discuss the accuracy of enrollment projection for graduate students by multiple methods. Additionally, we seek to understand the variables that influence students to continue from prior semester to the next semester.

Workshare

10:10 am - 10:55 am
Emerald Ballroom II

Nasrin Fatima
Tania Das
Binghamton University

Flagship Institutions and a College's Struggle to Compete

National Survey of Student Engagement (NSSE), National Student Clearinghouse (NSC), and admission applications data are examined together in an effort to retain Eastern Connecticut State University's most academically prepared students.

Contributed Paper

10:10 am - 10:55 am
Emerald Ballroom III

Brian Lashley
Eastern Connecticut
State University

Making Predictive Modeling Actionable: A Case Study

The audience will develop an understanding of how the new abundance of data can be used to inform practices at the individual, institutional and higher education community levels. Attendees will learn about some of our larger initiatives involving predictive modeling including the Predictive Analytics Reporting (PAR) Framework, the Diagnostic Assessment of College Skills (DACS), a follow-up to last year's NEAIR paper presentation on Excelsior's in-house Beginning Student Survey (BSS), and Civitas. Discussion will follow of how these initiatives will help inform the development and role of a new Student Success Center and Predictive Analytics unit. Finally, we will reflect on lessons learned from the implementation of these initiatives.

Workshare

10:10 am - 10:55 am
Diamond Ballroom I

Kim Speerschneider
Lisa Daniels
Jason Bryer
Glenn Braddock
Excelsior College

Tuesday, November 3, 2015

Concurrent Sessions

Designing a Web-based Academic Program Inventory

Attendees will learn various aspects of project development for a web-based searchable Academic Program Inventory, including

- Conceptualization of the project
- Identifying the primary audience
- Establishing protocol and governance for data maintenance post initial build-out
- Identifying key project players
- Building Relationships: Across IR, IT, Admissions, and Registrar's Offices
- Determining the specifics of data and information inclusion
- Learning about some of the unanticipated challenges associated with successful execution
- Unique features such as API Glossary; CIP Codes and CIP Definitions
- Accomplishing outcomes and benefits to the average Consumer, the higher education professional, and the Institution overall

Workshare

10:10 am - 10:55 am
Diamond Ballroom II

Neena Verma
Adam Collins
University of
Massachusetts
President's Office

Tracking Alumni Outcomes: Expanding Your Knowledge Rate

Reliable information on alumni outcomes can be hard to find. Survey response rates are low and information collected by the alumni office or the academic departments is not always up to date. For the past two years, Brown has experimented with LinkedIn as a supplement to these more traditional sources of alumni outcomes information. In this session, we'll go over the details of our process and how it has evolved. In particular, we want to explore how reliable LinkedIn is and how much additional information it provides. Finally, we will discuss response rate and "knowledge rate" as two related, but distinct, measures. Please come prepared to share your own experiences with sources of alumni data.

Workshare

10:10 am - 10:55 am
Amphitheater

Meghan Hall
Mary Heather Smith
Brown University

The Ins and Outs of Assessing SLOs

This session will offer strategies to build a comprehensive assessment plan to collect a representative sample of student work and, in turn, assess Student Learning Outcomes (SLOs). It will provide an overview of the process conducted by Bristol Community College in its participation in the Multistate Collaborative to Advance Learning Outcomes Assessment. Attendees will learn about the process of collecting student work and successful practices to enhance faculty and staff engagement as well as receive guidance to utilize the AAC&U LEAP Value rubrics.

Workshare

10:10 am - 10:55 am
Valcour Room

Angelina O'Brien
Bristol Community
College

Using Tableau with IR Data

Tableau will be partnering with the University at Buffalo to discuss how to use Tableau to how to share survey results, university facts and other useful data with a wide audience. The presentations will cover some real life examples at the University then go into detail as to how to create and share visualizations.

Member-Exhibitor Presentation

10:10 am - 10:55 am
Willsboro Room

Jonathon Havey
Rachel Link
University of Buffalo
Jason Berglund
Tableau

Tuesday, November 3, 2015

Concurrent Sessions

IR as Data Analysts – not just Data Reporters by Smart Data Decisions

IR departments have historically been seen as data reporting offices, with a strong focus on external compliance reporting. As the pressure for Campus Analytics has grown, some colleges have transitioned IR into a key component of analytics and BI, with compliance a still important but secondary role. Other colleges continue to view IR as reporters or data downloaders and bypass them in analytic initiatives. Smart Data Decisions works with college IR departments on concrete steps that keep IR in the analytic loop as key players and will share some of those techniques in this session. Roxanne Foster from Lincoln University, in the midst of this transition, will join to share some of their experiences as they are in the midst of this transition.

Member-Exhibitor Presentation

10:10 am - 10:55 am
Shelburne Room

Roxanne Foster
Lincoln University

Bob Scott
Smart Data Decisions

Interactive Data Visualizations with D3.js

D3.js is a JavaScript library for producing web-based, interactive data visualizations. It has quickly grown in popularity and is used by the New York Times for many of its interactive visualizations. Unfortunately, it also has a fairly steep learning curve. This session will explore what D3 is capable of, and how it can be used in IR. The session will also offer resources and practical tips for getting started with D3, slowly building up your knowledge, and incorporating it into your office's workflow.

Techshare

11:10 am - 11:50 am
Emerald Ballroom I

Courtney Wade
Williams College

Does Size Matter? Text Box Size in Online Surveys

It is well-established that a survey's visual elements can cue respondents and thus influence responses, yet most of this research has focused on closed-ended items. What do respondents think when they encounter open-ended items such as, "What is your favorite part of Dining Services?" Do first-year students perceive a need to fill the space, as in their college application essays? Are older students disheartened when they see only apparently small spaces in which to share their unique and highly specific opinions? This project explored how and to what extent text box size influences various qualities of responses to open-ended items with an eye toward recommendations for designing open-ended items in IR surveys.

Contributed Paper

11:10 am - 11:50 am
Emerald Ballroom II

Lauren Conoscenti
Jennifer May
Tufts University

IPEDS Update

The National Center for Education Statistics will present a general update on the Integrated Postsecondary Education Data System (IPEDS). Topics for discussion will include review of the 2014-15 data collection year, changes to IPEDS for 2015-16 (with a focus on Outcome Measures), and IPEDS Research and Development.

Workshare

11:10 am - 11:50 am
Emerald Ballroom III

Tara Lawley
Gigi Jones
Bao Le
National Center for
Education Statistics

Tuesday, November 3, 2015

Concurrent Sessions

Evaluating Education Program Effects in Meaningful Ways

Education programs are constantly implemented to address issues including shifting student's demographics, withdrawals, and differential success rates among the new student population (Keup & Kilgo, 2014). Thus, there is an increasing need for evaluation to understand whether the programs targeted at improving education outcomes, such as positive academic outcomes and retention, are having the desired effects. This study explores practical and meaningful ways, which offer researchers insights about estimation of effects of education programs. The presentation will address (a) evaluation methods to better understand the size of an effect of programs (b) methods that can help to evaluate the merits and worth of education programs.

Workshare

11:10 AM - 11:50 PM
Diamond Ballroom I

Ezechukwu Awgu
Loyola University
Maryland

BI enabled, IR designed! Configurable retention reports.

What can taking full advantage of BI bring to analysis and reporting? At Seton Hall, the answer is configurable, self-servable reports for direct retention-info access across our campus. Key student outcome info is now readily producible at multiple levels (and multiple timings), i.e. levels meaningful to central administration, academic offices, advisers, student support directors and others; via a set of easy to use configurable reports available to run on any day throughout the year. The session showcases the new reporting functionality and highlights successes along one goal path in particular: Big pictures made smaller, by design. SHU IR has long understood that info made "small" is info made actionable, true especially for retention outcomes. Reporting rationales will be shared and screenshots shown for all reports comprising this IR designed retention toolkit.

Techshare

11:10 am - 11:50 am
Diamond Ballroom II

Janet Easterling
Seton Hall University

Performance of 1st-generation students at West Point

Many colleges and universities are interested in the performance of their 1st-generation students. At the U.S. Military Academy (USMA) at West Point, the same interest exists. We examined the performance of our 1st-generation students to look at possible areas of need, such that student assistance programs at our school can be used or constructed to help them.

Workshare

11:10 am - 11:50 am
Amphitheater

Vincent Lan
USMA

Tuesday, November 3, 2015

Concurrent Sessions

Understanding Impacts of Test Optional Admission Policy

This follow-up study analyzes data from Ithaca College's three test-optional cohorts and investigates: (1) which segment of the population is more likely to benefit from applying and ultimately enrolling in college under the test optional admission policy; (2) among those who enrolled, how well non-test-submitters performed as measured by cumulative GPA and the 3rd semester retention in comparison to test-submitters; and (3) how Ithaca's results differ from the findings of the landmark study, "Defining the Promise" by Hiss and Franks in 2014. Attendees will learn details about the step by step methodology to evaluate the impacts of the test optional policy and will be encouraged to participate in the test optional debates.

Contributed Paper

11:10 am - 11:50 am
Valcour Room

Yuko Mulugetta
Ithaca College

A Collaborative Approach to Data Quality at University at Buffalo

Data quality is a frequent concern of IR staff. We all have our pet examples: High school GPAs of 980.25, a combined SAT Reading and Math score of 390, and a graduate who was never in the degree major. Frustrations on the part of analysts are understandable, but they do not point to a solution because the main purpose of a transactional system is to provide functionality to the university community.

Like at many universities, the areas responsible for our system—the technical support office, business offices, and IR office—report through three separate tracks. A "make it so" approach would have been impossible. This presentation will recount how we were able to launch a data quality initiative that was a volunteer, bottom-up effort.

Workshare

11:10 am - 11:50 am
Willsboro Room

Jonathan Havey
University at Buffalo

Overview of ETS Assessments - Student Learning Outcomes, Institutional Effectiveness and Student Retention

ETS presents assessment tools for Higher Education that demonstrate student learning outcomes, improve student retention and promote institutional effectiveness. HEIs are seeing improved ability to measure general education learning in multiple areas like critical thinking and written communication using the customizable suite of six modular assessments with HEIghten.

Exhibitor Presentation

11:10 AM - 11:50 PM
Shelburne Room

Cheryl Casper
Educational Testing
Service

Tuesday, November 3, 2015

A Taste of Vermont Break with Exhibitors and Conference Raffles

The 2015 NEAIR Conference Team sincerely thanks our members for joining us in Burlington!

The 2016 NEAIR Conference Team looks forward to seeing you in **Inner Harbor
Baltimore, MD.**

Mark Palladino
2015-16 NEAIR President

Chad May
2016 Conference Chair

Betsy Carroll
2016 Associate Program Chair

Shama Akhtar
2016 Local Arrangements Chair

12:00 pm - 12:30 pm
*Lake Champlain
Exhibition Hall*

Steering Committee Lunch

Invitation Only

1:00 pm - 3:30 pm
Diamond Ballroom II

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U.S. News Academic Insights, built specifically for institutions, provides schools the ability to analyze their relative position to other institutions based on single data points or ranking criteria across 25+ years. In addition to more than 5+ million data points, its tools allow users to view and manipulate the metrics beneath two decades of the Best Colleges and Best Graduate rankings. Across the last few months, we have added 3 new enhancements to the platform: a new Histogram view, intelligent sorting and 2 million new metrics. Stop by our booth to learn how you can benchmark your institution!

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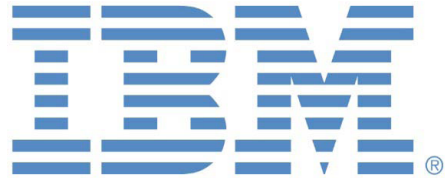
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for administering the 2015 conference evaluation

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Incisive Analytics, LLC provides full-lifecycle Business Intelligence and Data Governance solutions involving business-needs discovery, tool selection, technical design, construction, implementation, and finally, user acceptance into a "Culture of Analytics". We leverage an industry proven process methodology, advocate star schema designs, and take an unbiased approach to the application of technology to evolve excellent solutions for our clients.

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