2017 CONFERENCE PROGRAM

44TH ANNUAL NEAIR CONFERENCE

IR LEADERSHIP

REFINING OUR ROLES, MAXIMIZING OUR IMPACT

NOVEMBER 18–21, 2017

Westin Jersey City Newport – Jersey City, New Jersey

CONFERENCE TEAM

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www.neair.org

Yapp – NEAIR's Smartphone Scheduling App

Scheduling, maps, session descriptions, & more...
- Download **Yapp** (*free*) on the Apple App Store or Android Marketplace, or visit my.Yapp.us//NEAIR17
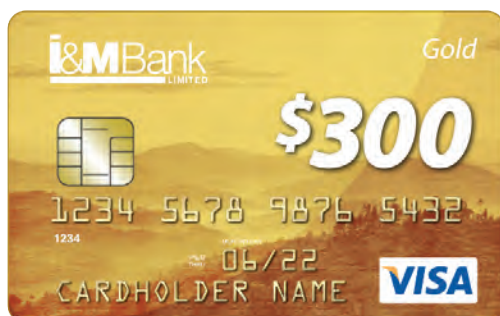- Scan in the QR code at left

Conference Evaluation

Help us improve your conference experience!
Beginning *Tuesday, November 21st*, 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.

Throughout the conference, watch for dedicated time to connect with our Exhibitors.

If you ask a good question, ask for information, or leave your business card, you will receive a raffle ticket to wards a $300 Visa Card Raffle.

The Exhibitor Raffle Drawing and Winner will be announced during the Closing Panel.

Welcome to the 2017 Annual NEAIR Conference in Jersey City, New Jersey!

On behalf of the 2017 Jersey City Conference Team and the NEAIR Steering Committee, I want to welcome you to the 44th Annual NEAIR Conference. Our theme this year is: ***IR Leadership: Refining Our Roles, Maximizing Our Impact***. The conference promises to be an exciting one as we highlight the leadership skills needed to be effective as Institutional Research professionals.

Our 2017 Jersey City Conference Team, led by **Allison Walters**, Program Chair, and **Wendy Weiler**, Associate Program Chair, has put together a comprehensive program to address this theme. Our Sunday keynote speaker, **Randall VanWagoner**, formerly in IR and now a college president, will share his insights on institutional research in disruptive times. On Monday morning, **Christopher Shults**, will discuss how applying our IE/IR skills can enhance student success. On Tuesday, four panelists, **Libby Barlow, Becky Brodigan, Pamela Coyle,** and **Mitch Nesler**, will be sharing their insights about the challenges, rewards, and lessons learned in their respective IR leadership roles. In addition to these sessions, we have an impressive conference program filled with various types of formats and topics. Many thanks to **JR Bjerklie**, the Proposal Review Coordinator, the team of Proposal Reviewers, and all the Presenters. Our ever popular poster displays were coordinated by **Krisztina Filep**.

Prior to the conference, there are a host of pre-conference workshops offered which have been coordinated by **Betsy Carroll**, the Pre-conference Coordinator. These workshops, led by skilled NEAIR members, are a valuable resource for members looking to enhance or learn new skills.

Our Local Arrangements Committee (LAC), led by **Jane Zeff**, Chair, and **Christopher Vinger**, Associate Chair, has done a wonderful job of identifying various activities and restaurants that are in the Jersey City area (including those in NYC). Details about these activities can be found on the NEAIR conference website, (www.neair.org). Be sure to sign up for a Dinner Group on Saturday and Monday; they are a great way to network, enjoy some good food, and have fun. We have some delicious meals planned for you during the conference as well. Our Membership Committee, led by **Melanie Larson**, is presenting an orientation session for those who are new to NEAIR. There will be a Mentor Mentee Connect session on Sunday, and the Membership team will be tweeting throughout the conference. During the conference, if you have questions, stop by the Conference Registration Table, coordinated by **Jackie Andrews.**

Many thanks to our sponsors for their support of our conference. Be sure to visit their booths and/or attend their member-exhibitor sessions. **Gina Calzaferri**, Exhibitor Coordinator, **Beth Simpson**, our Conference Event Planner, and others who reached out to our sponsors, did a great job working with our sponsors this year.

Many thanks to the NEAIR members who volunteer their time and expertise to NEAIR; they are listed throughout the conference program and within the Annual Business Meeting report. Special thanks to **Beth Simpson** for her valuable support and guidance to the 2017 Jersey City team and NEAIR. Finally, thanks to you who are attending this conference - your presence adds to NEAIR's success.

Enjoy the Conference!

Ann Marie Senior, NEAIR President

NEAIR Presidents List with Conference Locations and Themes from 1983 – 2016
(Please see NEAIR website for complete listing)

Year	President	Location	Conference Theme
2016	Mark Palladino	Baltimore, MD	Tell-Tale Data: IR at the Heart of Institutional Success
2015	Bruce Szelest & Mark Palladino	Burlington, VT	Institutional Research: When the Only Constant is Change
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

44th NEAIR Annual Conference Program

IPEDS WORKSHOPS

The Association for Institutional Research (AIR) and the Northeast Association for Institutional Research (NEAIR) are co-hosting two half-day IPEDS Workshops for data providers and users in conjunction with the NEAIR Conference. Financial support for this workshop is provided by the National Center for Education Statistics (NCES).

CONFERENCE REGISTRATION
America Foyer - 2nd Floor

PRE-CONFERENCE WORKSHOPS
Full Day Workshops

Improving Institutional Effectiveness & Assessment in AES Units

Topic: Assessment: Accountability, Accreditation, and IE
Location: Liberty I - 2nd Floor

Marjorie Dorimé-
Williams
University of Missouri

To effectively support student learning and an environment that fosters student success, institutions must develop strong institutional effectiveness models and organized, systematic, and structured institutional effectiveness and assessment plans for administrative, educational and student support (AES) units. Offices of institutional research and/or assessment play an essential role in supporting AES units in this work. This workshop is designed to help colleges and universities grow and expand their AES assessments and evaluation in alignment with a comprehensive institutional effectiveness process. Participants will be able to define institutional effectiveness; describe the role of AES units in student learning and support of the environment for student success; differentiate between student learning outcomes and support outcomes using appropriate taxonomies; and develop effective missions, goals, and outcomes after the attending this workshop.

Tableau Fundamentals for the IR Professional

Topic: Technologies and Applications
Location: Freedom - 2nd Floor

Craig Abbey
University at Buffalo

In this workshop, participants will learn the basic features and functions of Tableau through a series of hands-on exercises using higher education data. Participants will acquire the skills to connect to data, filter data, create a variety of visualizations, build basic calculations, and build interactive dashboards to share with their campus. Additionally, mapping data, organizing data, and working with dates will be covered. This workshop will help participants gain Tableau expertise.

LUNCH ON YOUR OWN

PRE-CONFERENCE WORKSHOPS
Half Day Workshops

Introduction to Propensity Score Matching

Topic: Data Analysis and Research Methods
Location: Enterprise I - 2nd Floor

Joshua Bittinger
*University of
Massachusetts -
Amherst*

This workshop will cover propensity score matching - one of several quasi-experimental approaches to analyzing observational data to begin uncovering and making near causal claims. Attendees will be introduced to propensity score matching conceptually, learning about underlying assumptions that need to be met and what the matching process entails. We will walk through a provided example as a group as well as spend a considerable amount of time working individually (or in pairs) on an example that can be completed across a number of statistical packages.

Introduction to Statistics using SPSS

Topic: Data Analysis and Research Methods
Location: Enterprise II - 2nd Floor

Jessica Sharkness
Tufts University

This workshop will develop participants' basic understanding of statistics and of SPSS. No prior knowledge of either SPSS or statistics is assumed. Participants will learn the conceptual underpinnings of many common descriptive and inferential analyses and will also learn to conduct these analyses in SPSS and interpret the results. The workshop will cover measures of central tendency; variance; outliers; confidence intervals; frequency distributions; cross tabulations; and tests of group differences (t-tests, ANOVA). 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.

Newcomers to Institutional Research

Topic: Leadership Skills
Location: Intrepid - 3rd Floor

Melanie Sullivan   Alexander Yin
Providence College   University of Vermont

Are you new to the IR field? If so, this full-day workshop will build your knowledge base in many significant areas of Institutional Research. Our topics will include: 1) Overview of Institutional Research, 2) Current Issues in IR/Higher Education, 3) Knowledge/Skills/Values/ Ethics, 4) Stakeholders and Constituencies as well as other areas that you will find useful.The workshop is very user-friendly so bring any questions or concerns you may have. The workshop leaders have extensive IR experience in the public and private sector, and as IR staff and directors of IR.

NEAIR CONNECTS & DINNER GROUPS
Liberty Ballroom (I & II)

Connect with friends and the JC & NYC areas. Local Arrangements volunteers will help you with Dinner Group Sign-ups and answer general sightseeing questions. Dinner Groups will leave from NEAIR Connects.

CONFERENCE REGISTRATION
America Foyer - 2nd Floor

Commuter Lounge available in Reliance 2nd Floor.

PRE-CONFERENCE WORKSHOPS
Full Day Workshops

Survey Research Methods: Key Aspects and Best Practices

Topic: Data Analysis and Research Methods
Location: Liberty II - 2nd Floor

Elizabeth Williams
University of Massachusetts - Amherst

Joshua Bittinger
University of Massachusetts - Amherst

This visual-rich workshop will employ concrete, real-world examples and small-group exercises to introduce participants to key aspects of survey research methods. The workshop will emphasize the importance of developing knowledge about survey research best practices as advanced by leading survey research experts. The workshop will be organized around ten "modules" that each focus on a different survey research aspect. Workshop participants will gain important knowledge useful for considering and evaluating the quality of survey data, and for planning and conducting surveys within higher education settings. Learning outcomes include 1) a practical understanding of key aspects of survey research methods, 2) understanding of the four dimensions of survey error, and 3) understanding of contemporary challenges to conducting quality survey research.

Visualizations and Reports in R

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

Kathryn Aloisio
Smith College

This workshop will provide institutional researchers hands-on training in how to graph both institutional records and survey data using R, a free software environment for statistical computing and data visualizations. Participants will learn how to wrangle data, create customizable graphics, export figures, and generate reproducible reports, with some tips and tricks along the way. This workshop is meant to provide institutional researchers who have chosen to use R with code and examples that can be modified for use with their own institutional and survey data.

PRE-CONFERENCE WORKSHOPS
Half Day Workshops

Implementing the New Middle States Standards

Topic: Assessment: Accountability, Accreditation, and IE
Location: Liberty I - 2nd Floor

James F. Trainer   Stephen W. Thorpe   Sharon A. La Voy
Villanova University   *Widener University*   *University of Maryland*

In 2014, the Middle States Commission on Higher Education adopted a new set of accreditation standards, reducing the number of standards from fourteen to seven. The purpose of this workshop is to assist institutional researchers in understanding the new standards and to provide strategies for how institutional researchers can implement the standards on their campuses. In addition, the workshop will address compliance and self-study procedures and processes.

Newcomers to Institutional Research

Topic: Leadership Skills
Location: Intrepid - 3rd Floor

Melanie Sullivan   Alexander Yin
Providence College   *University of Vermont*

Continuation from Newcomers to Institutional Research - Part I, Saturday afternoon.

Predicting Outcomes: Research Questions, Designs, and Analysis

Topic: Data Analysis and Research Methods
Location: Freedom - 2nd Floor

Mary Ann Coughlin
Springfield College

Institutional Researchers often are asked to predict future outcomes. This workshop will review the link between research questions such as these and the applications of the appropriate research design and statistical procedures. Next, we will review the principles of basic linear regression and will feature a case study approach that will provide specific examples of the application of regression analysis in Institutional Research. Further the workshop will explore more advanced applications of regression, including using categorical variables in regression and logistic regression. The goal of this session is to provide a solid review of statistical principles of multiple linear regression, while providing examples of applications of these in the field of Institutional Research.

Strategies for a Successful Institutional Research Office

Topic: Management and Operations
Location: America - 2nd Floor

Alan Sturtz
*Connecticut State
University*

This workshop is designed to assist IR professionals who have been very recently promoted to the position of IR director at either their current institution or at a new institution, or anticipate they will soon become directors of IR. As a result of the discussion/interactive nature of the workshop, attendees will learn to: organize the office for success; turn data into information; improve data integrity; assess the IR function in your institution; and adapt to the evolving role of IR.

Working with National Student Clearinghouse (NSC) Data

Topic: Technologies and Applications
Location: Liberty III - 2nd Floor

Pam Borkowski-
Valentin
Swarthmore College

Participants will be guided through the process of working with NSC data. After seeing steps demonstrated, participants will complete steps on their laptop. While we'll use SPSS, you don't have to be familiar with it. Additionally, you can later translate logic/decisions discussed into other tools (R, SAS, etc).

Sunday, November 19, 2017 11:30am - 1:00pm

LUNCH ON YOUR OWN

Sunday, November 19, 2017 1:00pm - 4:00pm

PRE-CONFERENCE WORKSHOPS
Half Day Workshops

Applications of Strategic Enrollment Management Research

Topic: Studies for Campus Decision-Support
Location: Liberty I - 2nd Floor

Chad May
Holy Family University

This workshop will explore the many applications of IR work to Strategic Enrollment Management. The workshop will show how some advanced statistical techniques can be used to support enrollment management and admissions processes addressing a variety of strategic enrollment management questions. Participants will get a full sense of how IR/IE work can integrate and work to inform enrollment strategy and provide and be a powerful change agent at the institution. This is not only a workshop on using NSC StudentTracker; more time will be spent on SEM planning, data structures, and analyses that help answer SEM questions and undertaking a collaborative dialogue of where IR/IE should and does fit in supporting SEM activities at an institution.

Create Meaningful Results With Data Visualization: Hands On

Topic: Technologies and Applications
Location: Liberty III - 2nd Floor

John Berry
SAS Institute

Tuesdi Helbig
Western Kentucky University

Are you living with data in spreadsheets? Have data in systems across multiple departments in different forms? Do you wish users could answer questions themselves, producing compelling output with an easy to use interface? Would you like to be able to provide insights about your students you never thought to investigate? If so, this workshop is for you! Come to this hands-on workshop with SAS® and Western Kentucky University to learn how to explore and analyze institutional data, create compelling visualizations and use sophisticated analytics such as decision trees, on-the-fly forecasting, and scenario analysis. You'll also gain experience with combining data from different data sources and preparing data. Whether you are new to analytics or are experienced in statistics or data science, powerful analytics are at your fingertips.

IR DIY: Building Your Leadership Toolbox

Topic: Leadership Skills
Location: America - 2nd Floor

Heather Kelly
University of Delaware

Do you wish you had time to spend away from the office to work on developing your leadership skills that are relevant to you as an IR professional? The workload of IR professionals can be so overwhelming that there is hardly time to work on our soft skills that will help us become more effective and efficient at our jobs and quite possibly result in greater work/life satisfaction. Not surprisingly some of the skills to be a successful manager and a leader are exactly the same. A successful manager will also have unique leadership skills such as authenticity, coaching, creativity, and emotional intelligence. You will have the opportunity to test drive these concepts to be added to your leadership toolbox via a series of hands-on activities.

IR's Dash to Dashboarding: Enhanced Topics in Excel Dashboards

Topic: Technologies and Applications
Location: Freedom - 2nd Floor

Richard Hetherington   Merima Babic
Temple University   *Temple University*

Institutional Research offices have a unique perspective on key university information and should therefore become a more involved strategic partner in presenting key university metrics. While there are several dashboarding tools on the market, most require significant financial and IT resources which many IR shops may not have. In this session, we plan to provide the tools and techniques necessary to developing robust, interactive dashboards using Excel.

This session will cover much more than standard pivot charts and bar charts, but rather, will provide a hands on, example based workshop, covering enhanced visualizations, multi-worksheet interactivity, integration with existing data extraction scripts and output files, criteria selection methods, dynamic conditional objects and formatting, year to year scalability, distribution methods and just enough VBA to add enhanced functionality and security.

Using Delaware Cost Study Data, SEM, & Data Envelopment Analysis

Topic: Studies for Campus Decision-Support
Location: Enterprise II - 2nd Floor

Tom Eleuterio   Ti Yan
University of Delaware   *University of Delaware*

Participants in this session will learn the advantages and disadvantages of peer-oriented bench-marking approaches including mean-centered, rankings-based and optimization methods. Participants will learn to use longitudinal data to construct peer groups using a latent class analysis structural equation model (SEM). They will learn how to use the trial version of M-plus software which produces SEM tabular output, path diagrams and visualizations. Participants will learn how to apply data envelopment analysis (DEA) using R software code to a select peer group and identify a program's level of optimization their instructional resources. They will learn to produce tables comparing programs operating at a sub-optimal level with a best virtual program. The table will provide the program chairperson with guidance that would improve the efficiency in the use of instructional resources.

NAVIGATING NEAIR: A NEWCOMER'S TOOLKIT
Intrepid - 3rd floor

New to NEAIR? Connect with fellow new members and get insider tips from NEAIR leadership on how to make the most of your membership and first NEAIR conference!

MENTOR MENTEE CONNECT
Intrepid - 3rd floor

Meet your Mentor/Mentee in the Intrepid room and then move on to the Welcome to Jersey City Meet and Greet.

WELCOME TO JERSEY CITY MEET & GREET
Newport Foyer

Enjoy a cup of hot cider while visiting our Exhibitors and viewing the Posters in the Newport Foyer; meet up with your colleagues before proceeding to the Newport Grand Ballroom for the Keynote Address.

KEYNOTE SPEAKER
Newport Grand Ballroom -
3rd Floor

Leadership Insights for IR in Disruptive Times

RANDALL J. VANWAGONER, Ph.D.
President, Mohawk Valley Community College

Like essentially every industry sector, higher education is experiencing disruption in multiple ways that require leadership at all levels. As a result, colleges and universities need institutional research professionals to embrace their unique position within the organization and find new ways to lead. This presentation will consider insights on leadership through the answers to three questions: What leadership lessons might be learned while working in institutional research that are essential at the executive level of college administration? What are some key trends that IR professionals should watch to remain relevant and help position their institutions for the future? And what leadership traits might presidents expect in their IR leaders now and in the future?

Announcement of raffle winner for a one-night stay at the Westin Hotel and the Diamond and Platinum Lightning Talks will follow the keynote speaker.

SUNDAY RECEPTION & BUFFET
Newport Foyer & Grand
Ballroom - 3rd Floor

Join your colleagues to enjoy a cash bar and appetizers, followed by an Italian *Feast of San Gennaro Table* dinner buffet.

CONFERENCE REGISTRATION
America Foyer 2nd Floor

Commuter Lounge available in Reliance 2nd Floor.

BREAKFAST
Newport Grand Ballroom - 3rd Floor

We encourage attendees to have breakfast prior to participating in the SIGs.

SPEAKER SESSION

The 'New School' Method for Unlocking Graduate Outcomes Insights

Topic: Data Analysis and Research Methods
Location: Enterprise I - 2nd Floor

Chris Timby   Jeff Taylor
Equifax   *Equifax*

If you're not able to provide your stakeholders with graduate data that's real-time, longitudinal, and free from self-reporting falsehoods, consider your methods 'old school'. Today, IR professionals have 'new school' options available to more effectively gain insight on graduate outcomes and better support on-campus demands for data. In this presentation by Equifax, attendees will learn how to revolutionize their data collection processes used for key research areas such as first destination, mid-career income and industry, and more. Best practices and mini case study examples from current Equifax Graduate Outcomes projects will also be shared during this session.

Sponsor Session

SPECIAL INTEREST GROUPS (SIGS)

Association of Independent Colleges & Universities of PA (AICUP)

Topic: Special Interest Group (SIG)
Location: America - 2nd Floor

Gayle Baker   Ron Uroda
AICUP   *AICUP*

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.

GPHLAIR - Greater Philadelphia Assoc. of Institutional Research

Topic: Special Interest Group (SIG)
Location: Liberty III - 2nd Floor

Mark Palladino
*Thomas Jefferson
University*

Chad May
Holy Family University

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.

Higher Education Data Sharing Consortium (HEDS)

Topic: Special Interest Group (SIG)
Location: Freedom - 2nd Floor

Kirsten Skillrud
*Higher Education Data
Sharing Consortium
(HEDS)*

Macanda Myers
*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, data exchanges, and our annual conference. The Higher Education Data Sharing Consortium is an organization of colleges and universities committed to sharing data, knowledge, and expertise to advance undergraduate liberal arts education, inclusive excellence, and student success at member institutions. HEDS fulfills its mission by facilitating collaboration, openly sharing data among member institutions, leading efforts that help others make sense of and use data to inform and advance liberal learning, and offering professional development and networking opportunities.

Maryland AIR

Topic: Special Interest Group (SIG)
Location: Liberty II - 2nd Floor

Sade Walker
*Prince George's
Community College*

Join IR and Assessment colleagues from Maryland and the surrounding area as we discuss topics of interest to our membership as well as have an opportunity to network.

New Jersey Association for Institutional Research SIG Meeting

Topic: Special Interest Group (SIG)
Location: Liberty I - 2nd Floor

Thomas Dahan
*Rutgers University -
Camden*

Jeannette Lim
*Hudson County
Community College*

On behalf of New Jersey Association for Institutional Research, welcome to Jersey City, New Jersey! This session will convene members of NJAIR and others to learn about the new initiatives of our organization and offer opportunities for NEAIR members from New Jersey institutions to network with others from the Garden State.

Rhode Island Institutional Research

Topic: Special Interest Group (SIG)
Location: Enterprise II - 2nd Floor

Jennifer Dunseath
Roger Williams
University

Come meet with all of your IR Colleagues from RI institutions! We'll discuss what's happening at our institutions and any "hot" topics that impact our work.

SUNY

Topic: Special Interest Group (SIG)
Location: Newport Grand Ballroom - at Table

Teresa Foster
SUNY System
Administration

Meet informally with SUNY colleagues to discuss topics of interest to the group. There will be no set list of topics, so come prepared to discuss whatever SUNY-related matters are on your mind!

NEAIR Strategic Plan ad hoc committee

Topic: Special Interest Group (SIG)
Location: Intrepid - 3rd Floor

Annemarie Bartlett
Ursinus College

This SIG is open to members of the strategic plan ad hoc committee. The group will discuss progress and next steps.

Monday, November 20, 2017 9:10am - 9:55am

DISCUSSION GROUP SESSION

Discussing Data Governance: Successes and Challenges

Topic: Management and Operations
Location: Intrepid - 3rd Floor

Rachel Groenhout	Joseph Bjerklie	Robert Zuercher
University of Maine System	*University of Maine at Fort Kent*	*University of Maine System*

This discussion group session will provide an opportunity for NEAIR members to discuss data governance themes with colleagues. Three session presenters (one each from campus IR, system IR, and IT from one university system), will lead the discussion, briefly share their university system's development of a data governance program, and facilitate a discussion among colleagues. For those exploring data governance, considering the launch of a data governance process, or are already deeply involved in a data governance program - this session is for you all.

PANEL SESSION

IR Perspectives on the Strategic Planning Process

Topic: Leadership Skills
Location: Liberty III - 2nd Floor

Raldy Laguilles
Springfield College

Mary Ann Coughlin
Springfield College

Jacob Ferry
Springfield College

Dawn Terkla
Tufts University

Jessica Sharkness
Tufts University

Emma Morgan
Tufts University

Strategic planning is one of the most important and resource-intensive endeavors that an institution will undertake. The process is typically lengthy, collaborative, political, and data-driven. Panelists from a 4-year private college and a 4-year private research university will discuss the strategic planning process from three distinct perspectives: a senior administrator in academic affairs; a director of institutional research; and an institutional research analyst. Using illustrative examples, the following topics will be addressed: high-level decision-making, planning for strategic planning, office and project management, communication of information, and data management and analysis. Panelists will also discuss the similarities and differences between each institution's strategic planning processes.

POWERTALK SESSION

PowerTalks are fifteen minute speaker sessions held in the same breakout room.   These sessions will be moderated but we ask that you enter the room during the Question and Answer time.

Using Tableau and OneNote to Automate IR Tasks

Topic: Technologies and Applications
Location: Freedom - 2nd Floor

Sarah Gallimore
York College of Pennsylvania

Automating IR tasks using SAS or R is not new to many large IR offices. However, the majority of small IR offices lack resources for complex programming. The presenter has designed a flexible automation process with minimal programming using Tableau (Desktop Version) and OneNote for majority of IR tasks, such as IPEDS, CDS, U.S. News, fact books, ad-hoc data requests, dashboards, etc. This dramatically increased efficiency and saved time, which allowed us to work on more value-added, higher-level, analytical tasks. This Power Talk will show specific examples. Those attendees with limited programming experience and/or those from a small IR office will benefit the most from the talk.

Benefit to Newcomers

You Custom-Built That? Automated Reports vs. Graphic Design

Topic: Technologies and Applications
Location: Freedom - 2nd Floor

Daniel Riehs
Boston College

Allison Reilly
Boston College

An IR office can use BI tools and data warehouse technologies to automate the production of large, complex reports. But this automation can come at the expense of creating a refined, engaging visualization. Graphic design tools and techniques can be used to create polished reports, but this takes more time and resources. Each strategy has its benefits and drawbacks, and we would like to share some of our thinking that goes into determining when to use each strategy.

A Student Attrition Report That Leadership Loves

Topic: Studies for Campus Decision-Support
Location: Freedom - 2nd Floor

Teresa Wonnell
*Johns Hopkins
University*

At Johns Hopkins University, undergraduate student retention is under the microscope. Since 2014, the Office of Assessment and Analysis has been creating a monthly report which tracks all students in the last 6 freshman cohorts. At a glance, readers of the report can see progress toward degree, and which cohorts to focus resources toward. The presentation will go over this short report, created in Tableau, and also the analytic process behind producing it.

Benefit to Newcomers

Monday, November 20, 2017 9:10am - 9:55am

SPEAKER SESSIONS

Community College Outcomes: Using VFA Metrics for Improvement

Topic: Reporting and Transparency
Location: Liberty II - 2nd Floor

Bernadette Holloway
*American Association
of Community
Colleges*

The Voluntary Framework of Accountability (VFA) was designed by community colleges for community colleges. This session will briefly present an overview of the purpose and metrics of the VFA. The session will include a conversation about how the metrics in the VFA can be used to drive institutional improvement at a community college. Attendees will see examples of how data developed to more accurately describe community colleges can be critical in dealing with internal and external stakeholders, driving courageous conversations of institutional need, and engaging faculty and staff to develop strategic, data-driven institutional change.

Harnessing the Power and Potential of Enrollment Analytics

Topic: Data Analysis and Research Methods
Location: Liberty I - 2nd Floor

Kyle Chalmers
*Saint Joseph's
University*

Robert McBride
*Saint Joseph's
University*

The rise of big data and analytics has been clear, yet many universities lag behind lacking resources and time. Saint Joseph's University (SJU) innovated a new method to implement analytics while dealing with such constraints. Internally investigating solutions, students worked with Enrollment Management for credit to create advanced statistical and predictive models to evaluate a first semester new student's likelihood of graduating from SJU. This presentation covers this process while heavily focusing on explaining the insights statistical models like Probit Models and Decision Trees among others can provide for any institution. Participants will learn how enrollment analytics can make immediate impacts, how to leverage currently stored data to create models, how to strategize for centrally uniting university data, and how to implement such change using existing internal resources.
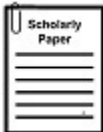
Benefit to Newcomers

IR+LOA = I Really Love Outcomes Assessment

Topic: Assessment: Accountability, Accreditation, and IE
Location: America - 2nd Floor

Alexander Yin
University of Vermont

The focus of this presentation is how partnerships between Offices of Institutional Research (OIR) and Learning Outcomes Assessment (LOA) can create an effective assessment environment that is safe, manageable, consequential, collaborative, community building, and sustainable. The ultimate goal is to create a culture of assessment that focuses on curricular design as opposed to completing assessment tasks for only accountability purposes. Participants in this session will learn how to 1) Create and implement an assessment plan (highlighting research design, data collection, and communications) that uses institutional data and direct learning outcomes assessment; 2) Understand the practical and organizational barriers and strengths that are necessary in creating a culture of assessment; and 3) Develop strong collaborative partnerships between learning outcomes assessment professionals, institutional researchers, and faculty.

Benefit to Newcomers

Learn How to Benchmark Your Institution Using Academic Insights!

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

Cale Gosnell
*U.S. News Academic
Insights*

U.S. News Academic Insights is the top peer benchmarking and performance assessment tool in higher education. Containing unpublished rankings and data, Academic Insights allows college, university, and graduate school administrators the ability to create custom peer groups and compare their relative performance to that of others. Data can be visualized using Academic Insights' unique data presentations or exported as reports or in raw form. Institutional research professionals can access the Download Center to export large data sets. This session will show IR professionals how to use Academic Insights for benchmarking and reporting to senior leadership.

Sponsor Session

Purposeful Work: Fostering Reflective and Intentional Learners

Topic: Assessment: Accountability, Accreditation, and IE
Location: Enterprise II - 2nd Floor

Tom McGuinness
Bates College

Can we help our students become more reflective and intentional about their post-college lives? At Bates College, Purposeful Work is a college-wide initiative built on the premise that preparing students for lives of meaningful work lies at the heart of the liberal arts mission. Participants in this session will learn about our approach to assessing the curricular and co-curricular programs in this broad initiative and learn about the impact of an initiative of this type at a small liberal arts college.

Monday, November 20, 2017 9:55am - 10:15am

GRAB AND GO COFFEE BREAK
Newport Grand Foyer &
Ballroom - 3rd Floor

Grab a cup of coffee and visit the Exhibitor Booths. Start earning raffle tickets toward the $300 Sponsor Raffle by asking a good question or leaving your contact information with our Exhibitors.

PLENARY SPEAKER
Newport Grand Ballroom -
3rd Floor

Want to Enhance Student Success? Elevate the IE/IR Profession.

CHRISTOPHER SHULTS, Ph.D.
Dean of Institutional Effectiveness and Strategic Planning
MSCHE Accreditation Liaison Officer
Borough of Manhattan Community College

This atypical discussion will challenge conference attendees' conception of Institutional Effectiveness and the role of the Institutional Research function, office, and professional in advancing student success. In this environment of greater accountability, enhanced access to data, and more intrusive management, Institutional Research professionals, as the information agents in our colleges and universities, are more important than ever, but are our institutions aware of this? Are we, as the information agents, aware of our value and responsibility? With talk of data influenced and evidence-based decision-making, how can we be sure that our institutions are making decisions that best position our students for success? How can/should IE/IR professionals help shape these conversations? As a result of this interactive session, the IE/IR professionals in the room will leave with a greater understanding of their responsibility and influence in advancing their institutional missions.

Diamond Sponsor Lighting Talk following plenary speaker.

DISCUSSION GROUP SESSION

Not a Newcomer Anymore: Strategizing Your Mid-Career

Topic: Leadership Skills
Location: Intrepid - 3rd Floor

Allison Reilly
Boston College

Claire Goverts
SUNY College at Brockport

Struggling with a touchy political situation at the office? Wondering what to do for your next steps in IR? Want to build relationships with colleagues going through similar challenges/situations? Come and discuss challenges, successes, and career moves with other colleagues who identify as mid-career professionals. This session is open to anyone, specifically geared towards mid-career professionals, whether 2 years into their work or many more, and is being facilitated by the NEAIR Membership Committee.

PANEL SESSION

Institutional Researchers as Educators

Topic: Management and Operations
Location: Liberty III - 2nd Floor

Gina Johnson
Association for Institutional Research

Elizabeth Clune-Kneuer
Prince George's Community College

Lindsey Dever
Bryn Mawr College

Braden Hosch
Stony Brook University

Raldy Laguilles
Springfield College

AIR has long been involved in the process of defining institutional research as a profession and a critical function in higher education. The recently developed, "Duties and Functions of Institutional Research," clearly and concisely identifies the areas necessary for an effective institutional research function in an institution, system, or organization. This session will explore these duties and functions, and educate information producers, users, and consumers through examples shared by panelists from a variety of IR settings. Participants in this session will have the opportunity to discuss - with panelists and one another - how they can serve as educators in their work.

Benefit to Newcomers

POWERTALK SESSION

PowerTalks are fifteen minute speaker sessions held in the same breakout room.   These sessions will be moderated but we ask that you enter the room during the Question and Answer time.

Solving Weights on Class Sizes of US News Ranking with Modeling

Topic: Data Analysis and Research Methods
Location: Freedom - 2nd Floor

Dantong Yang
George Washington University

Eric Yang
George Washington University

Smaller class sections are beneficial to student learning outcomes. The US News Best College rankings put great weight on the class size index measure, with 8% overall, and 6% on the proportion of classes with fewer than 20 students. Since 2016, US News adopted a new methodology on this index, which takes fuller advantage of all the data schools report on class size. However, the weight detail on this index was not released. In this session, a new mathematical model combined with statistical estimation is presented, with data from various sources. Through a series of mathematical and statistical inductions, the solutions for weight values are obtained. The results can facilitate university discussions towards resource allocations on class section size and provide insights when formulating strategic planning.

Performance of 1st-Generation Cadets at West Point

Topic: Studies for Campus Decision-Support
Location: Freedom - 2nd Floor

Vincent Lan
U.S. Military Academy at West Point

The performance of 1st-generation college students has long been of interest within higher education. The U.S. Military Academy (USMA) at West Point has in recent years examined the academic performance and retention rate of its own 1st-generation students. Our results show that these students underperform compared to the rest of the student body. For entering students who are 1st-generation, West Point harbors special academic programs that can assist them.

Attendees will be able to compare the performance of their own 1st-generation students with those at West Point, and consider whether the academic assistance programs used at West Point might also benefit students at their own schools.

Enrollment Forecasting at a Small Institution

Topic: Studies for Campus Decision-Support
Location: Freedom - 2nd Floor

Nikisha Williams
LIM College

This talk will explore the practical aspects of applying predictive modeling to enrollment forecasting at a small institution. A real-world example of enrollment forecasting will be presented, including the process of developing and selecting a forecasting model. The challenges of forecasting with small or limited data sets will also be discussed. Attendees will gain an understanding of how to apply forecasting methodologies at a small institution and how to consider whether such methods are appropriate for their institution.

SPEAKER SESSIONS

Analytics to Operations: Discriminant Analysis in Math Placement

Topic: Management and Operations
Location: Enterprise II - 2nd Floor

Jerome Dean
Mount Ida College

Justeanne Odams
Mount Ida College

Researchers tend to view the discriminant function as an analytical tool. This presentation offers an example where the discriminant function was used as a predictive tool to determine the placement of first-time college students in college-level or developmental math using high school transcript information. Choosing factors and how to operationalize transcript information will be discussed. The presentation will show how a placement officer can make decisions on a case-by-case basis efficiently and consistently using Excel. Some drawbacks and limitations from an analytical perspective and the placement officer's perspective will also be shared.

Data-Driven Retention Support: A Campus-wide Collaboration

Topic: Studies for Campus Decision-Support
Location: Liberty I - 2nd Floor

Elisabeth Lackner
*Queensborough
Community College*

Patrick Wynne
*Queensborough
Community College*

This session will walk through the process of collaboration for a campus-wide decision support project focused on fall-to-spring retention of first-time, full-time freshmen. Details for the various steps will be shared including brainstorming data needs, verifying and pulling the data from various sources, writing an automated script for daily updates, visualizing the data in Tableau, outreach to students, and final results. The session will review some technical details including the predictive analytics that were developed. Lessons learned will be shared. This project is a useful example of decision support through data and collaboration between Institutional Research, Student Support, and other entities.

From Design to Report: UMass Amherst's Campus Climate Survey

Topic: Studies for Campus Decision-Support
Location: America - 2nd Floor

Elizabeth Williams
*University of
Massachusetts -
Amherst*

Alicia Remaly
*University of
Massachusetts -
Amherst*

Joshua Bittinger
*University of
Massachusetts -
Amherst*

In Fall 2016, UMass Amherst conducted a Campus Climate Survey of the entire University community. Designed in-house, the survey achieved robust response rates (38% for undergraduates, 39% for graduate students, 49% for staff, and 61% for faculty), and close demographic matches between survey participants and respective target populations. This presentation is a 'workshare' focused on this highly successful research project. Session attendees will learn about 1) the development of the survey instrument, 2) multifaceted, coordinated actions taken to maximize survey participation, and 3) the design of three different types of reports on the survey results (80-page abridged report, unit reports (e.g. individual colleges, major work units) and overall report).

Painless Program Prioritization: The Science and Art

Topic: Assessment: Accountability, Accreditation, and IE
Location: Liberty II - 2nd Floor

Vennessa Walker
Niagara University

Christopher Sheffield
Niagara University

In an increasingly competitive and challenging environment, institutions are called to responsibly allocate finite human and fiscal resources with a sharp focus on those endeavors that fulfill their missions. Prioritization efforts are fraught with minefields, but – done well – can provide powerful data to support difficult decisions. Learn from our challenges and successes as we engaged in a campus-wide prioritization process to evaluate all academic and administrative functions based on ten criteria including essentiality, demand, revenues and costs, outcomes, and opportunities. Based on Dickeson (2010), the outcomes provided a comprehensive view of the university's activities, their relative impact, and potential. Discover how the prioritization process, commended by a Middle States accreditation site-team for its effectiveness, informed budgeting, reorganization, strategical planning, and accreditation efforts, while increasing transparency and maintaining trust.

Reporting and Beyond: Visualization and Predictive Analytics

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

Minghui Wang
Stevens Institute of Technology

Nikhil Maheswaraiah
Stevens Institute of Technology

More than ever, University decision makers increasingly need to be proactive and make informed plans based in current and future realities, not just the past. They can no longer afford to rely solely on historical reporting to support decision making. They need to understand what's really happening today, as well as anticipate the future and respond proactively as trends and student populations change. The ability to analyze all data to uncover hidden opportunities, identify key relationships and make more precise decisions faster than ever before has become an even greater need. Come to this presentation to see a demonstration using data proactively at Stevens Institute through performing sophisticated analytics, including decision trees, on-the-fly forecasting, scenario analysis and text and sentiment analysis on unstructured data.

Monday, November 20, 2017 12:20pm - 1:50pm

ANNUAL BUSINESS MEETING LUNCHEON
Newport Grand Ballroom -
3rd Floor

PANEL SESSION

The Role of the IR Office Pre- and Post-Merger

Topic: Management and Operations
Location: Liberty III - 2nd Floor

Sharon Kramer	Victoria Porterfield	Mark Palladino	Laura Qin	Becky Prior
Berklee College of Music	*Rutgers University-New Brunswick*	*Philadelphia University*	*Three Rivers Community College*	*Berklee College of Music*

Participants in this session will hear from IR professionals at four different institutions, who are at various stages of merger implementations at their institutions. The diverse panel represents both public and private institutions of differing sizes and program offerings. Through this panel, participants will understand the key roles that the IR office plays during a merger and the challenges faced in the areas of data governance, data definitions, data systems, external and internal reporting, and varying institutional approaches to assessment. Participants will learn about different solutions to meet stakeholder needs during this key period of institutional growth.

Benefit to Newcomers

POWERTALK SESSION

PowerTalks are fifteen minute speaker sessions held in the same breakout room.   These sessions will be moderated but we ask that you enter the room during the Question and Answer time.

Transforming IR's Mission and Operations

Topic: Management and Operations
Location: Freedom - 2nd Floor

Yuko Mulugetta	Elijah Earl
Ithaca College	*Ithaca College*

The audience of this Power Talk session will learn about: 1) Ithaca College's efforts under the new leadership of the Chief Analytics Officer (CAO) to transform IR's missions and operations in response to BI technology's evolution that includes predictive analytics, data governance, and cloud-based enterprise data warehousing; and 2) the new, emerging roles of IR Leadership, such as Chief Analytics Officer or Chief Data Officer, in this rapidly evolving environment. This presentation will discuss how to develop new practices for advancing the field of IR, as well as the meaning of IR and changes to traditional concepts of IR's role and operations.

Playing in the Sandbox

Topic: Assessment: Accountability, Accreditation, and IE
Location: Freedom - 2nd Floor

Nancy DeRiggi
Pace University

Institutional researchers are often called upon to participate in or lead campus-wide initiatives. This involves working with offices with different priorities, working with people with different personalities, and even working with people who don't believe our data! Participants in this power talk will be able to identify ways to develop partnerships within their institution and strategies for working effectively with people at different levels within their institution.

Benefit to Newcomers

How Can We Gain Leadership Skills While in a Non-Leadership Role

Topic: Leadership Skills
Location: Freedom - 2nd Floor

Nilay Sapio
Rochester Institute of
Technology

Developing leadership skills for IR practitioners that do not serve at leadership levels can be challenging. More importantly, without leadership experience and skills, moving up the ladder of Higher Education might prove difficult for future leaders. This presentation will focus on how to overcome this challenge, providing novice and mid-career IR practitioners with strategies for finding leadership opportunities. During the presentation, we will discuss what types of alternative leadership opportunities are generally available for non-leader IR practitioners in most universities, and how the IR practitioner can position themselves to get involved.

Benefit to Newcomers

Monday, November 20, 2017 2:00pm - 2:45pm

SPEAKER SESSIONS

An Experiment Using Video to Present Institutional Information

Topic: Technologies and Applications
Location: Intrepid - 3rd Floor

Gary Boden
University of Rhode
Island

This presentation demonstrates a first-time experiment in exploring a different way to present IR data to a general audience. A documentary-style video using both still and motion images combined with narration was created to animate static information, provide context, and convey a sense of reality and immediacy. Participants in the session will learn the steps involved with creating the video.

Creating an Affordability Model for Professional Education

Topic: Data Analysis and Research Methods
Location: Enterprise II - 2nd Floor

Gregory Spengler
University of
Maryland, Baltimore

Guided by its Strategic Plan, the University of Maryland, Baltimore (UMB) established 'affordability metrics' to ensure graduate and professional programs remain affordable and accessible to Maryland residents from a diverse range of ethnic and socioeconomic backgrounds. UMB partnered with HelioCampus and the Lumina Foundation to adapt Lumina's 'Rule of 10' affordability benchmark to the University's core professional practice degree programs in health and human services. Visually dynamic dashboards created to portray the correlation among cost of attendance, financial aid awards and loans, retention and completion rates, exam pass rates, professional earnings, and institutional financial metrics are demonstrated. Attendees will understand the challenges of quantifying affordability for professional students, and be informed of the data sources used and other studies available in the literature.

Improving Assessment & IE: The Power of Partnerships

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

Chad May
Holy Family University

Dara Wexler
Taskstream-Tk20

Today's institutional research and assessment professionals rely on partnerships with an array of technology solutions to assist with the collection and analysis of data-informed "stories" to support a variety of improvement initiatives and share those results with external audiences (i.e. accreditors).

Join us to hear how Holy Family University partnered with Taskstream-Tk20 while also adopting a new LMS system, and how both new partnerships helped improve faculty participation and increase the efficiency and effectiveness of the many assessment and accreditation processes across campus.

Learn how the power of partnerships improved adoption rates of the new tools and how the tools are used today.

Sponsor Session

Predictive Analytics, Ethics, and Data Governance

Topic: Reporting and Transparency
Location: Liberty I - 2nd Floor

Denise Nadasen
APLU

Loralyn Taylor
Ohio University

This presentation covers the use of data analytics in higher education, ethical concerns about the use of data in predictive analytics, and the development of an ethical framework to address these issues. Examples of the misuse of data are presented that highlight the need for an ethical framework. While institutional researchers play an important role in framing how analytics can impact student opportunity and student success, the solution to the ethical concerns surrounding predictive analytics is embedded within the culture of the institution. A cross-functional, organic approach through the use of data governance is presented. This structure can protect both the student and the institution.

R You Ready for This? An IR Journey to Automated Survey Reports

Topic: Technologies and Applications
Location: Liberty II - 2nd Floor

Emma Morgan
Tufts University

Rebecca Hatch
Tufts University

Surveys are extremely valuable tools for collecting information from a variety of constituents. However, preparing results for distribution can be time consuming and can therefore limit insights that might be gained from a more in-depth analysis of the data. This session will describe how one IR office used R to build a program that automatically tabulates survey data and prepares reports containing both frequencies to closed-ended questions and indexed tables of text responses. The program is freely available as a package for R, and attendees will be encouraged to make use of the application to streamline their own survey analysis.

Tuition Revenue Projection: Effective, Simple, and User-Friendly

Topic: Studies for Campus Decision-Support
Location: America - 2nd Floor

Nasrin Fatima
Binghamton University - State University of New York

Tania Das
Binghamton University - State University of New York

One of the responsibilities of the Office of Institutional Research and Assessment (OIRA) at Binghamton University is to assist senior administrators with the preliminary budget setting process. A key element of this process is predicting tuition revenues for the current and future academic years. OIRA uses a simple, user-friendly model to estimate the tuition revenue forecast based on effective enrollment projection models: anticipated enrollment for new and continuing UG and GD students, and anticipated undergraduate and graduate tuition. GD and UG tuition are projected separately by resident and non-resident status, PT and FT students, and then added together. At the end of this session, attendees will:
• Have an overview of the different enrollment projection models
• Understand the revenue projection model process
• Learn to build a similar process for their campuses

Monday, November 20, 2017 2:55pm - 3:25pm

POWERTALK SESSION (HALF HOUR)

PowerTalks are fifteen minute speaker sessions held in the same breakout room.   These sessions will be moderated but we ask that you enter the room during the Question and Answer time.

Hogwarts Can Help: The Use of Humor in Assessment

Topic: Assessment: Accountability, Accreditation, and IE
Location: Freedom - 2nd Floor

Eric Blau
SUNY Oneonta

Julia J.C. Blau
SUNY Oneonta

The main difficulty in performing assessment of academic departments is the academics themselves. In addition to a general disinterest in the process, assessment is – for the vast majority of faculty members – outside of their areas of expertise. To improve the effectiveness of the process, faculty have to be first, convinced that the process is worth participating in, and second, instructed on the process in an accessible way. One approach is through humor; specifically, the use of J. K. Rowling's creation, Hogwarts School of Witchcraft and Wizardry, to demonstrate an appropriate plan/report. We intend to show how the implementation of this strategy at SUNY Oneonta led to a significant improvement in both the quality and timeliness of the subsequent submissions.

Benefit to Newcomers

An Elective Course to Engage Students in Accreditation

Topic: Assessment: Accountability, Accreditation, and IE
Location: Freedom - 2nd Floor

Aimee Strang
Albany College of
Pharmacy and Health
Sciences

A self-study should contain input from a broad base of stakeholders, including students. This session will detail the design and results of an elective course on program accreditation. Students at the Albany College of Pharmacy and Health Sciences evaluated direct and indirect data on the curriculum, outcome achievement, student services and campus resources within the context of program accreditation guidelines and voted on whether the Doctor of Pharmacy program was in compliance. Students presented their findings to the entire student body through a poster session and their analyses were included as a formal part of the self-study document.

The Delaware Cost Study at 25

Topic: Leadership Skills
Location: Enterprise I - 2nd Floor

Tom Eleuterio
University of Delaware

Participants in this session will learn how a national instructional productivity and cost benchmarking study has evolved over twenty-five years to become a consortia of institutions that supports academic research on the cost drivers in education and that also supports data-informed decision making at the academic discipline level.

Participants in this session will learn what current and future challenges will need to be met by institutional research offices in order to use the Delaware Cost Study data to achieve the AIR practice goals in an environment in higher education described by a majority of college budget officers as in crisis.

Sponsor Session

Impacting Institutional Success while Reducing Your Workload

Topic: Studies for Campus Decision-Support
Location: Enterprise I - 2nd Floor

John Miller   Stacey Angelo
Nuventive   *Nuventive*

When people have dashboards with information relevant to their area of responsibilities and in context of their plans, (academic or administrative) they can then make decisions on how best to drive success.

Sponsor Session

SPEAKER SESSIONS (HALF HOUR)

Achieving Optimal NSSE Response Rates: A Case Study

Topic: Studies for Campus Decision-Support
Location: Liberty III - 2nd Floor

Nicholas LaMendola   Nadine Hylton
Nazareth College   *Nazareth College*

This case study demonstrates for attendees strategies employed by the Nazareth College IR department to achieve a 66% response rate for the 2016 NSSE administration. After five prior NSSE administrations, the department rethought its branding and marketing strategy. Leading up to the spring administration, the department, lead by the Director, outlined a comprehensive marketing and branding plan that commenced in the fall semester and gradually ramped up to the survey's administration. The plan divided campus constituents into three groups (students, administration and faculty) and marketing plans were developed to cater to and gain buy-in for the survey. These plans included pre-survey presentations to academic deans, department chairs, and student development administrators who interact with students daily.

Benefit to Newcomers

Building Accountability by Developing a Compelling Scoreboard

Topic: Studies for Campus Decision-Support
Location: Liberty I - 2nd Floor

Karen Egypt   Ricka Fine
Anne Arundel   *Anne Arundel*
Community College   *Community College*

Institutional research professionals often face common difficulties in motivating decision makers to take meaningful action using the data furnished to them by their IR offices. This session features a case study of one community college's use of an accountability dashboard that utilizes a lead/lag measures strategy for enrollment planning as a means to foster greater accountability within the campus community. The presenters will provide a demonstration of the Tableau dashboard and will share their experiences of the growing pains involved in taking a campus from an environment in which data are available to a select few to one in which data are more widely available. Participants will learn how dashboards and lead/lag measure strategies can be used to foster greater transparency and build a more effective accountability process.

Facilitating Change: Common Assessment in Multi-Section Courses

Topic: Assessment: Accountability, Accreditation, and IE
Location: Enterprise II - 2nd Floor

Joseph Ducette   Bradley Litchfield
Temple University   *Rider University*

Participants in this session will learn how to develop buy-in for creating a common assessment process for multi-section courses via a College-wide Assessment Committee. The obstacles to achieve this will be discussed as well as the potential benefits. The underlying core principle to this process was that the instructors were allowed to create and monitor the course as a group rather than individually. The focus in all cases was to create a culture where there is joint ownership of all aspects of the course. This was clearly difficult for some instructors, especially those who had taught the course previously.

Benefit to Newcomers

Student Retention: Why Do They Go and How Can We Make Them Stay?

Topic: Studies for Campus Decision-Support
Location: America - 2nd Floor

Krisztina Filep
University of Massachusetts - Amherst

Elizabeth Williams
University of Massachusetts - Amherst

Martha Stassen
University of Massachusetts - Amherst

Participants in this session will learn about the activities of a student retention working group established to identify reasons for lack of student persistence past sophomore, junior, and even senior year. This will include learning about the various sources of data that can be used to identify risk factors (entering characteristics, freshmen survey data, etc.), factors that play the largest role in predicting retention and graduation, and how basic modeling can help determine where efforts should be focused. In addition, participants will learn about ways to visualize and present retention and graduation rate data.

Benefit to Newcomers

The Student's Journey: IR's Role as Storytellers

Topic: Technologies and Applications
Location: Intrepid - 3rd Floor

Jesse Jacondin
Bergen Community College

Tonia McKoy
Bergen Community College

Institutional Research has become more narrative-based in recent years. The phrase "tell a story with your data" is becoming ubiquitous across higher education as administrators are expecting more than just tables and spreadsheets from their IR departments. However, as easy as it is to agree that data needs to be more interesting and captivating; it is a lot harder to put this into practice. After struggling with the concept, we decided to turn to an expert. With the help of Joseph Campbell's famous storytelling device, The Hero's Journey, we were able to map out The Student's Journey and use our newfound understanding to show concrete examples of how IR can better tell the story of our students.
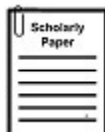
Using the Equality of Opportunity Project's Data

Topic: Assessment: Accountability, Accreditation, and IE
Location: Liberty II - 2nd Floor

Michael Duggan
Emerson College

Braden Hosch
Stony Brook University

Thomas McGuinness
Bates College

This presentation will discuss how three institutions used Mobility Report Card and other data from the Equality of Opportunity Project to report on the economic success of their alumni and to compare their institution's results to those of peer groups. Presenters from Emerson College, Stony Brook University, and Bates College will discuss their experiences using the data and lessons they have learned.

Learning outcomes will include: 1. Participants in this session will learn about the types of data available through the Equality of Opportunity project, 2. Participants in this session will be learn where to access quality of Opportunity project data, and 3. Participants in this session will have been exposed to three models of how these data can be used.

Benefit to Newcomers

DATA AND DESSERT - POSTER SESSION
Newport Foyer & Grand
Ballroom - 3rd Floor

Enjoy coffee, tea, cold drinks, and desserts while viewing posters in the Poster Session. Vote for your favorite by dropping a poker chip in the brightly colored bag associated with your favorite poster. The Best Visual Poster awards (as determined by judges and voters) will be awarded at 4:10 p.m.

Also, be sure to visit the Exhibitor Booths and earn raffle tickets for the $300 Sponsor Raffle. Earn a ticket by asking a good question or leaving your contact information with our Exhibitors.

A Picture is Worth 1,000 Words: Infographics Promoting IR

Topic: Technologies and Applications

Heather Kelly
University of Delaware

Qi Ding
University of Delaware

Allison Walters
University of Delaware

Too much data is both a blessing and a curse for institutional researchers. The issue is not only the quantity of data, but how to best communicate the story the data is telling while reaching the maximum number of individuals. Infographics are a great answer to address this dilemma. Infographics are being used to keep a newly designed website dynamic and vibrant by highlighting data campus stakeholders are seeking and creating a sense of anticipation for the next infographic to be released. Stop by to see how we are branding infographics on our campus, see examples, and learn about free tools to get you started!

2016 People's Choice Poster Award Winner
Benefit to Newcomers

Coaching in the Community College: A Sustainable Intervention

Topic: Assessment: Accountability, Accreditation, and IE

Marco Anglesio
Northampton
Community College

Career coaching was an intervention studied in the PA TAACCCT 4 grant. Initial data showed improved satisfaction; later data has shown both improved satisfaction and KPI's, such as persistence and completion. This data supports the case for additional advising and coaching resources in order to drive student success, especially among technical and trade community college students.

Impact the Future of IR. Start Here!

Topic: Management and Operations

Ellen Peters
University of Puget
Sound

Gina Johnson
Association for
Institutional Research

This interactive poster will provide you with the opportunity to share your thoughts about the future of institutional research. One of the most critical roles of the Association for Institutional Research board is to learn about your offices and campuses to inform us about the future from your point of view. With input from professionals like you, the board develops the outcomes for AIR, and the executive office designs programs, activities, and resources to achieve those outcomes. With a new Executive Director, we are taking this year to reach out to institutional research stakeholders to make sure that we have outcomes that resonate with you and address the breadth and depth of IR work and its value, now and into the future.

Benefit to Newcomers

Lafayette College's Faculty Taxonomy

Topic: Reporting and Transparency

Simon Tonev
Lafayette College

On this poster, we present a method by which faculty may be categorized and counted for both internal and external reporting purposes. Participants will learn the general value of using taxonomies as a way of enumerating complex groups including a specific example from the Office of Institutional Research at Lafayette College that may be easily adapted to the needs of any institution.

Benefit to Newcomers

Leaving the NEST

Topic: Studies for Campus Decision-Support

Grace Libby   Melissa Quinlan   Natalia Zagula
Goodwin College   *Goodwin College*   *Goodwin College*

This poster will display how one open admissions institution used a targeted intervention (Navigator Early Support Team -NEST) to identify the challenges that non-traditional students face when entering/returning to college. Student data that was collected though NEST was used to help create and modify existing supports to better serve individual student needs. Viewers of this poster will learn about how the Institutional Research team at Goodwin took historical data and compared it to current data, and made it more manageable and meaningful to administrators and faculty to help them make informed/data-driven decisions.

Methods for Measuring Impact of Student Retention Programming

Topic: Data Analysis and Research Methods

Padma Patil
*The Pennsylvania
State University*

This poster will provide an overview of the considerations and challenges posed when measuring the impact of student retention programs as well as methods that could help with the process. Viewers will learn what to consider when developing programming assessment as well as effective techniques for measuring impact.

2016 Ambassador Grant Recipient

Practical Application of AIR's Duties and Functions of IR

Topic: Management and Operations

Gina Johnson
*Association for
Institutional Research*

AIR has long been involved in the process of defining institutional research as a profession and a critical function in higher education. The recently developed 'Duties and Functions of Institutional Research' clearly and concisely identifies the areas necessary for an effective institutional research function. Defining these core functions further professionalizes the field and allows practitioners of IR to highlight their value within their organizational structure. This poster session will explore the 'Duties and Functions of Institutional Research' and provide ways to practically apply the list to the work of IR in institutions, systems, and organizations.

Benefit to Newcomers

Predicting Fall Cohort Retention Using Data Mining Techniques

Topic: Data Analysis and Research Methods

Aashish Jain
University of
Massachusetts -
Lowell

The poster will visualize the data mining process used to predict at-risk students' retention into the next Fall session.

Benefit to Newcomers

Presenting Data Effectively

Topic: Reporting and Transparency

Mike Maieli
Berklee College of
Music

If great research is conducted but not presented effectively, how will the impact of the research change? This poster will cover the importance of making intentional design decisions when creating slides and presentation materials. Using examples, the poster will show how small changes in the way data is presented can lead to a higher rate of recall and increased influence.

Benefit to Newcomers

Resolving Selection Bias in Service-Learning Research

Topic: Data Analysis and Research Methods

Thomas Dahan
Rutgers University -
Camden

This poster will present the results addressing a persistent challenge to research on service-learning and higher education in general: are effects on students attributable to the intervention or to characteristics of the students selecting into the intervention? Using a propensity score analysis approach, this poster will demonstrate the selection process into various levels of treatment conditioned on the student's academic motivation and community service self-efficacy. The results demonstrate an unbiased causal relationship between weekly in-class reflection and students' personal social values compared to students whose reflection during service-learning classes was less frequent and also among those who were not enrolled in service-learning.

Seal of Approval: Measuring Student Skills via Digital Badging

Topic: Assessment: Accountability, Accreditation, and IE

Rose Jackson-Speiser
The Universities at
Shady Grove

This presentation will describe the Universities at Shady Grove's pilot communications digital badge, including the badging process, data collection, and outcomes assessment. Outcomes presented in this presentation include writing skills, speech skills, and analytical skills. Viewers will learn about what digital badging is, how digital badging can help support a data-driven culture, and how data collection works at a non-traditional institution.

POSTER CANCELED

Techniques to Examine Factors Influencing Course Evaluations

Topic: Studies for Campus Decision-Support

Laura Benson Marotta
SUNY at Albany

Are course evaluations unreliable and invalid? Are end-of-term course evaluations mission-critical in supplying feedback for both faculty and administrators to ensure high quality instruction? The literature surrounding student evaluation of teaching [SET] includes both of these views. One aspect of managing a course evaluation system is to provide decision-makers, especially faculty decision-makers, a background in understanding course evaluation results in their own campus setting. Step-wise regression, Chi-square, and logistic regression provide parametric and non-parametric approaches to sift through which factors impact respondent satisfaction in student course evaluations. Word cloud reports add a qualitative analytical tool to examine SET. This presentation contrasts four statistical techniques with special attention to the question if gender bias does or does not have an important impact on mean course evaluation scores.

The Data Governance Journey

Topic: Management and Operations

Rachel Groenhout
University of Maine System

Robert Zuercher
University of Maine System

Joseph Bjerklie
University of Maine at Fort Kent

Corina Larsen
University of Maine System

This poster depicts the various factors affecting a data governance effort, and the paths to resolving those issues into a model for progressive governance and management of data across a multi-campus system.

Benefit to Newcomers

The Effect of Athletic Participation on Student Success

Topic: Data Analysis and Research Methods

Rita Xiaoyan Liu
Bucknell University

Kevork Horissian
Bucknell University

Athletic programs contribute to school spirit, help build community, and provide valuable opportunities to learn life lessons. Disturbing trends toward greater differences between college athletes and other students in their academic achievement, choice of majors, and involvement in other aspects of collegiate life were identified by previous research. It has been increasingly recognized as a critical issue on our campus to examine the effect of varsity athletic participation on student success. The purpose of this research-focused visual display is to examine the relationship, if any, that exists between varsity athletic participation and student success in undergraduate education.

2016 Best Visual Poster Award Winner
Benefit to Newcomers

The Effects of First-Generation Status on Engagement and Gains

Topic: Data Analysis and Research Methods

Suhua Dong
Gettysburg College

This poster presents a study comparing first-generation student experience and self-reported gains with those of second-generation students based on a senior survey administered at multiple liberal arts colleges. Levels of engagement were measured by quality interactions with faculty, challenging assignments and high faculty expectations, diversity-related interactions, and participation in high-impact practices and extra-curricular activities. Outcomes included intellectual development, problem-solving, development of social and civic engagement, effective speaking, and institutional preparation for graduate school, career, and interpersonal relationships. Results indicate that on most experience and outcome variables first-generation students were similar to their second-generation peers. Consistencies and inconsistencies with prior research, implications for practice, and limitations will also be shared.

The Long-Term Impact of First-Year Seminar Program

Topic: Assessment: Accountability, Accreditation, and IE

Qin Zhang   Suhua Dong
Gettysburg College   *Gettysburg College*

This study examines the long-term effects of participating in a residential first-year seminar (FYS) program on various student outcomes at a liberal arts college. In particular, the long-term outcomes of FYS on participants from underserved groups in comparison with their peers at the point of graduation, while controlling for background and pre-college differences, will be emphasized. Attendees will gain a deeper understanding of the long-term effects of FYS on student academic and personal development as well as career-related gains enabling them to help program stakeholders to develop more effective and inclusive strategies.

Who is Not Responding? Predicting Survey Non-Respondents

Topic: Studies for Campus Decision-Support

Wei-Fang Lin   Gordon Hewitt
Hamilton College   *Hamilton College*

Is there a way to predict which incoming students are less likely to respond to surveys as they spend time on your campus? This poster seeks to expand on previous research pertaining to non-response bias in survey research by developing a model to predict a student's propensity to respond based on specific characteristics. If such students can be identified, targeted communications and promotions can be used for these populations to obtain a more accurate campus representation of their actions, views, and opinions, thereby increasing the robustness of the data used in decision-making.

POWERTALK SESSION (HALF HOUR)

PowerTalks are fifteen minute speaker sessions held in the same breakout room.   These sessions will be moderated but we ask that you enter the room during the Question and Answer time.

Improve Organizational Effectiveness for Better Student Outcomes

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

Kevin Mergruen
Information Builders

This session will focus on how higher education institutions can transform their data into information assets that can change the culture and behavior of their leadership, faculty, staff and even students. By accessing trusted data that has been cleansed and remediated to ensure data quality and integrity, educational institutions can implement programs to more efficiently attract new students; improve student completion, retention, and success rates; increase staff performance and accountability; improve financial decision-making; and automate compliance and regulatory reporting.

Sponsor Session

Beyond Compliance: Turning Your Data into Action

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

Lesley Nelson
Campus Labs

What happens when you stop looking at your data in a reactive way and adopt a more proactive approach? When you embrace the logic of emerging standards in higher education, you can prepare for the future of data use on campus. Join us to learn how an enterprise-wide approach to data management can inspire you to make more informed decisions and drive better results for your institution. From accreditation and planning to faculty development and learning outcomes, see how the Campus Labs® platform brings everything together for a holistic solution.

Sponsor Session

SPEAKER SESSIONS (HALF HOUR)

Conducting an Assessment Day Using the LEAP Value Rubrics

Topic: Assessment: Accountability, Accreditation, and IE
Location: Intrepid - 3rd Floor

Angelina Medeiros
*Bristol Community
College*

This presentation will provide an overview of the process of developing and organizing a college-wide Assessment Day that focuses on assessing General Education Competencies using the LEAP VALUE rubrics. Participants in this session will learn how to conduct norming and scoring sessions using the Critical Thinking and Quantitative Literacy LEAP VALUE rubrics in a Community College setting.

Creating an Assessment Plan to Evaluate Student Professionalism

Topic: Assessment: Accountability, Accreditation, and IE
Location: Enterprise II - 2nd Floor

Aimee Strang
*Albany College of
Pharmacy and Health
Sciences*

Professionalism is a fundamental outcome for health professions programs. This presentation describes the development of a plan and a process to measure both positive and negative professional behaviors across the curriculum (i.e., lab, didactic, experiential) for pharmacy students in their P1-P4 professional years. Emphasis will be placed on working through a well-defined plan and process prior to collecting data. Professionalism is the focus, however participants will be able to model the process to create similar assessment plans for any student outcomes at their own institutions.

Evaluating a 2nd Year Living and Learning Environment

Topic: Studies for Campus Decision-Support
Location: Liberty II - 2nd Floor

Leslie Stratton   Brian Hill
Virginia   *Federal Reserve Bank*
Commonwealth   *of Richmond*
University

Retention and graduation rates are increasingly important assessment measures in higher education. Living and learning environments have been developed in part to improve retention. Participants in this session will learn about living and learning programs designed to engage undergraduates above the freshmen level. They will also learn how multivariate logistic analysis, discrete time hazard, and matching models can be used to evaluate the impact such programs have on retention rates using a control group of individuals with an ex-ante similar enrollment history. The results of this study demonstrate the impact a high-quality living and learning program has on student retention, and the empirical methodology provides evidence institutions can use to assess the return on investment for initiatives designed to increase student retention.
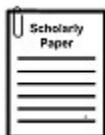
Finding Peer Institutions: A Case Study

Topic: Studies for Campus Decision-Support
Location: Liberty III - 2nd Floor

Timothy Millard
*Jefferson College of
Health Sciences*

Developing a list of peer institutions can help a college's governing board/administration clarify what is important as well as what's not. A properly developed list of peers can not only be used for benchmarking, but can be used to effectively "focus" strategic planning. This presentation shows how Jefferson College of Health Sciences used the Carnegie Classifications of Institutions of Higher Education and data extracted from the IPEDS Data Center to arrive at a rationally-defensible list of peers. These two sources were then used to further separate peers into "former," "actual," and "aspirational" peers. There will also be a brief discussion of how this data "stood up" under the scrutiny of various college constituencies as it navigated its way through the minefields of campus politics.

Benefit to Newcomers

Getting on the Fast Track: the Data Request Overhaul

Topic: Management and Operations
Location: Freedom - 2nd Floor

James Dick	Felicia Heru
Prince George's	*Prince George's*
Community College	*Community College*

Is your IR office inundated with requests? How many did you complete? How many were completed on time? Was the requester satisfied? Prince George's Community College's Office of Research, Assessment, and Effectiveness (RAE) had difficulty answering these basic questions. As the department on campus leading the way for assessment and data utilization, we ourselves lacked data to track our effectiveness. To proactively address these issues, RAE implemented a project tracking process. This process encompasses everything from request intake, prioritization, tracking, and submission. Afterwards, RAE reviews/evaluates project timeliness and requester satisfaction.

In this presentation, attendees will be shown the various stages of the project tracking process. Additionally, attendees will take away activities, programs, and other resources that will assist them with implementing a similar process on their campus.

Benefit to Newcomers

Tips for Ensuring Effective Survey Research

Topic: Assessment: Accountability, Accreditation, and IE
Location: America - 2nd Floor

Nancy DeRiggi
Pace University

Surveys are an effective method of obtaining feedback from students, employees, employers and other stakeholders. Online tools have made survey creation and distribution extremely easy but newcomers might not have the basic skills of survey research to help guide them through the survey design process. This session will introduce the basics of how to format a survey instrument, develop good survey questions and strategies to increase response rates.

Benefit to Newcomers

Using Student Survey Data to Inform Retention Efforts

Topic: Studies for Campus Decision-Support
Location: Liberty I - 2nd Floor

Lan Gao
Simmons College

The presenter in this session will discuss how they set up a new student survey scheme to collect meaningful data to inform the institution's understanding of what impacts the overall college experience of undergraduate students, and to help develop strategies and improve practices to improve the undergraduate student experience.

Participants in this session will learn how to use a cohort method to systematically collect information on students' experience from surveys. This method allows an institution to build longitudinal data following a certain cohort and therefore enables the institution to use students' responses to survey questions throughout their life-cycle at the institution to comprehensively evaluate students overall college experiences, as well as to measure students' academic growth, and therefore to keep students on a successful pathway to graduation.

POWERTALK SESSIONS (HALF HOUR)

PowerTalks are fifteen minute speaker sessions held in the same breakout room.   These sessions will be moderated but we ask that you enter the room during the Question and Answer time.

The I's Have It: How IR and IT are Using IData's Data Cookbook

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

Barrett Moore   Eric Rosenberg
IData Inc.   *William Paterson University*

The I's Have It: How IR and IT are Using IData's Data Cookbook to Feed Data Governance at William Paterson University. Hear from representatives from William Paterson University and IData on how data governance is done at the university and how IT and IR work together.

Sponsor Session

Harness the Planet's Richest Source of Institutional Data

Topic: Studies for Campus Decision-Support
Location: Enterprise I - 2nd Floor

Terra Schultz
Times Higher
Education

How does the world perceive your institution? Are your global peers aware of your ground-breaking research work? How is your competition excelling? Do you know what your students are thinking? Learn how Times Higher Education is answering these questions and more. THE is over a decade into a project to build the planet's richest source of institutional data, and this session will explore how insight from this data of some 2000 global schools is helping many of the world's fastest growing institutions revolutionize their strategic planning decisions and accelerate their transformation.

Sponsor Session

SPEAKER SESSIONS (HALF HOUR)

Analyzing a Near-Peer Mentor Program for Freshman STEM Courses

Topic: Data Analysis and Research Methods
Location: Intrepid - 3rd Floor

Jasmine Yang
*Rensselaer
Polytechnic Institute*

Bruce Piper
*Rensselaer
Polytechnic Institute*

Janelle Fayette
*Rensselaer
Polytechnic Institute*

Wilfredo Colon
*Rensselaer
Polytechnic Institute*

Jack Mahoney
SUNY Albany

This presentation will discuss a mentoring program where Sophomores, Juniors and Seniors serve as mentors to Freshmen in introductory courses in Chemistry, Mathematics and Physics. The mentors hold weekly sessions with groups of about 8 Freshman and help them develop subject-specific skillsets along with study habits and time-management skills. The program has been in place in Mathematics for the past 10 years and in Chemistry and Physics for the past 2 years and represents a partnership between Institutional Research, the Offices of First Year Experience and Student Success, and faculty teaching first year courses in chemistry, mathematics and physics. The details of the program will be presented along with an analysis of how some the data collected shapes its development.

Benefit to Newcomers

Engaging Students and Faculty in Student Assessment

Topic: Assessment: Accountability, Accreditation, and IE
Location: Enterprise II - 2nd Floor

Linda Clark
*Central Connecticut
State University*

While most higher education professionals are engaged in assessing student outcomes, students themselves have little knowledge of why this assessment is important and how assessment works. Additionally, faculty involvement in assessment is often difficult to generate and sustain. This paper introduces a unique strategy to involve students in the development of an indirect measure of student outcomes as a capstone class project.
The learning outcomes for this session are:
Participants will learn about a unique way to engage faculty and students in assessment.
Participants will learn how to leverage faculty expertise to develop and promote assessment.
Participants will see how student learning outcomes can be used to influence academic program change.
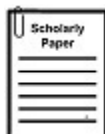
Maximizing Impact on Student Retention: An IR/Adm Collaboration

Topic: Studies for Campus Decision-Support
Location: Freedom - 2nd Floor

Jen Dunseath
Roger Williams University

Amy Tiberio
Roger Williams University

Danielle Rumschik
Roger Williams University

Megan Ryan
Roger Williams University

High school GPA and SAT scores are often used as predictors of student success in college, but what other factors might be helpful in predicting student retention and success? A collaborative effort between Institutional Research and Admissions resulted in actionable data that will improve the success of our future students. Participants will learn about the factors, methodology used, and how to apply this knowledge on their own campuses.

Operational Procedures and Methods That Increase Effectiveness

Topic: Management and Operations
Location: Liberty II - 2nd Floor

Merima Babic
Temple University

Meaghan Green
Temple University

Institutional Research offices are often tasked with generating large amounts of reports to internal and external agencies. We want to ensure that the data we provide will be correct, consistent, and be delivered in a timely manner. Organization and management of time and resources are key to IR office productivity and success. Therefore, we have developed procedures such as an annual reporting calendar, project management database, and a data liaison model in order to promote organization and effectiveness within our IR office that serves a large, public university. These procedures and methods are transferable to institutions of any size and sector.

Benefit to Newcomers

Support Discovery of Institutional Priorities: Visual Reporting

Topic: Technologies and Applications
Location: America - 2nd Floor

Maura Provencher
Connecticut Conference of Independent Colleges

To strengthen transparency and collaboration, Connecticut Conference of Independent Colleges (CCIC) uses aggregate data in one complete dashboard to uncover insights that can boost student achievement, improve operational effectiveness and more. This workshop will demonstrate how you can use SAS Visual Analytics to quickly design, create and disseminate reports, while analyzing institutional data through a secure, web-based application. The flexible platform can be customized to meet an institution's specific reporting needs. The workshop will include a demonstration of the robust analytical dashboard created for CCIC Member Institutions, as well as share examples of other IR specific visualizations.

Benefit to Newcomers

Tableau Dashboards to Visualize and Analyze StudentTracker Data

Topic: Technologies and Applications
Location: Liberty III - 2nd Floor

Julie Alig
*University of
Massachusetts -
Lowell*

The National Student Clearinghouse StudentTracker service has long been a rich data source for understanding student movement among institutions and successful degree completions, beyond traditional, internally-focused, ad hoc analyses. However, using these data in a flexible and robust manner that supports data interrogation using a dynamic, iterative process has proven elusive for many. These analyses can be used to improve student and institutional success. The University of Massachusetts-Lowell partnered with HelioCampus to develop a robust StudentTracker data warehouse that included internal student data and external (IPEDS) data. Visualizing the data using Tableau allowed new insights from both institutional (competitor schools and characteristics of their students) and student perspectives (what is the fate of students who attend elsewhere). This session will review the process, visualizations built, and insights gained.

Using Logic Models for Strategic Planning and Assessment

Topic: Studies for Campus Decision-Support
Location: Liberty I - 2nd Floor

Jennifer Kobrin   Michael Anderson
*CUNY Graduate   College of Staten
School and University   Island CUNY*
Center*

As described by the Kellogg Foundation (2004), a logic model is a 'picture of how your organization does its work – the theory and assumptions underlying the program'. The Provost's Office and Office of Institutional Research and Effectiveness at the Graduate Center, City University of New York, is using a logic model to represent its 2017-2022 Strategic Plan. This presentation will introduce the concept of logic models and describe in detail the development and use of a logic model in the strategic planning process, highlighting both the benefits and challenges of this initiative. The audience will come away with ideas regarding implementation of logic models and their potential for guiding effective assessment.

Monday, November 20, 2017 6:00pm - 6:00pm

DINNER GROUPS

Connect with your NEAIR colleagues over dinner. Sign-ups for Dinner Groups are at Conference Registration. Dinner Groups meet in the Hotel Lobby.

CONFERENCE INFORMATION TABLE
America Foyer - 2nd Floor

Commuter Lounge available in Reliance 2nd Floor.

BREAKFAST
Newport Grand Ballroom - 3rd Floor

We encourage attendees to have breakfast prior to participating in the SIGs.

INVITED SPEAKER SESSION

U.S. News Rankings Update

Topic: Reporting and Transparency
Location: Newport Grand Ballroom (IV & V)

Eric Brooks
U.S. News & World Report

Discussing the latest and upcoming developments regarding U.S. News & World Report's education rankings, following September's 2017 Best Colleges release.

SPEAKER SESSION

Analytics for Early Identification of At-Risk Students

Topic: Technologies and Applications
Location: Enterprise I - 2nd Floor

James Tully   Sam Banks
SEAtS   *SEAtS Software*

The presentation attempts to show how relevant data signals are used to build neural networks that can provide early identification of at-risk students, allowing school professionals to intervene and bring full resources of the institution into the effort to improve persistence and retention. By using proven Data Science methods, the solution minimizes the need for extensive and expensive consulting and allows for rapid implementation.

Sponsor Session

SPECIAL INTEREST GROUPS

Business Intelligence Systems in Institutional Effectiveness

Topic: Special Interest Group (SIG)
Location: Liberty II - 2nd Floor

Henry Zheng
Lehigh University

A recent article in Higher Education Chronicle suggests that institutional research is at a crossroad. We need to embrace the challenge of proactively providing data and analytical insights to support campus decision making. This speaker would like to share a high level summary of his recent experience in leading a planning process to develop a strategic analytics program at Lehigh University and opens up to audience for their comments and inputs on the use of BI tools in strategic analytics: how do we leverage business intelligence systems smartly and effectively to drive decision making and analytics culture on campus? What are the pros and cons of different BI systems available to institutional research offices? Effectiveness of using Tableau, PowerBI or other tools to promote self-service?

Delaware Cost Study Data, Peer Group Selection & Workload Goals

Topic: Special Interest Group (SIG)
Location: Liberty III - 2nd Floor

Tom Eleuterio   Ti Yan
University of Delaware   University of Delaware

The Higher Education Consortia has developed a structural equation model latent growth curve analysis, using the most recent five years of Delaware Cost Study data to identify data informed peer groups. A subsequent cluster analysis helps expand the peer group which is tailored to department characteristics at the academic discipline level. Each identified peer group can be examined using data envelopment analysis (DEA) to produce an efficiency frontier and recommendations for improved instructional efficiency. Having our consortia participant's perspective on this project will be very important as we make additional refinements and encourage implementation of the recommendations by department chairs, deans and provosts.

EvaluationKIT Users

Topic: Special Interest Group (SIG)
Location: Enterprise II - 2nd Floor

Angela Carlson-   Michael Duggan
Bancroft   *Emerson College*
Emerson College

This SIG will be an opportunity for users of EvaluationKIT (or those thinking of going to EvaluationKIT) to discuss best practices and what works and what doesn't.

EvaluationKIT is a product for conducting on-line course evaluations and surveys.

Emerson has been using the product for about three years. Participants will be encouraged to share their experiences with the product as well as any questions they have.

Health Professional Schools

Topic: Special Interest Group (SIG)
Location: Newport Grand Ballroom - at Table

Kymber Taylor
University of the Sciences

Rajiv Malhotra
MCPHS

While all institutions grapple with ways to meet both programmatic and regional accreditor's expectations, Health Professional Schools are uniquely burdened by the volume of these demands. In addition, some of our programs also face challenges with faculty recruitment and retention, with higher costs associated with clinical education, and with documenting positive employment outcomes.

How does your IR office support these reporting and research demands? Have you partnered with other campus units to streamline processes? Have you found a clever way to anticipate future needs? Join us for this informal conversation where we share ideas on how we can best serve our institutions.

Institutions that Enroll Mostly Adults or Online Students

Topic: Special Interest Group (SIG)
Location: Freedom - 2nd Floor

Mitchell Nesler
SUNY Empire State College

The purpose of this session is to discuss issues of importance to IR staff from colleges and universities that serve primarily adults and/or online students. It is an opportunity for IR staff from these institutions to come together and discuss issues of primary importance to their institutions. Topics discussed are based on the attendees present. In the past, discussions have focused on policy issues as well as useful tools for assessing adult and/or online students.

IR Offices in Special Focus Institutions

Topic: Special Interest Group (SIG)
Location: Intrepid - 3rd Floor

Christopher Vinger
New York School of Interior Design

Sharon Kramer
Berklee College of Music

A special interest group for institutional research, planning, and assessment 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.

R for IR

Topic: Special Interest Group (SIG)
Location: Liberty I - 2nd Floor

Emma Morgan
Tufts University

Kathryn Aloisio
Smith College

R - a free software environment for data analytics - is a powerful tool for the IR community. Whether you are a new user or an R master, join us to discuss some of the many uses of R in our work. From data cleaning to automating reports to creating dynamic data visualizations, come share your own projects and gain ideas from others. This group is intended for IR professionals interested in using R, regardless of technical ability. This SIG is also an opportunity to connect with other R users to share code and plan collaborative projects.

Tableau User Group

Topic: Special Interest Group (SIG)
Location: America - 2nd Floor

Karen Egypt
Anne Arundel
Community College

Ricka Fine
Anne Arundel
Community College

This session provides an opportunity for NEAIR members who use Tableau to share their experiences, successes, challenges, and best practices in using Tableau to facilitate campus discussions and institutional decision-making.

Tuesday, November 21, 2017 8:55am - 9:40am

INVITED SPEAKER SESSION

IPEDS Update: 2017-18 Data Collection

Topic: Reporting and Transparency
Location: Newport Grand Ballroom (IV & V)

Richard Reeves
National Center for
Education Statistics
(IPEDS)

The National Center for Education Statistics (NCES) of the U.S. Department of Education will share detailed and pertinent information about the approved changes to 2017-18 IPEDS data collection.

Tuesday, November 21, 2017 8:55am - 9:40am

PANEL SESSIONS

Get Your Life Back: Manage Your Work and Learn How to Say 'No.'

Topic: Management and Operations
Location: Liberty III - 2nd Floor

Jennifer Dunseath
Roger Williams
University

Elizabeth Beaulieu
MCPHS University

Rajiv Malhotra
MCPHS University

Polly Prewitt-Freilino
Mount Holyoke
College

Megan Ryan
Roger Williams
University

How do you best manage the 35/40 hours of the work week, and not stretch it to 50 and another 10 at home? Between data analysis, reports, meetings, preparing for those meetings, committee memberships, professional development, etc., it leaves most of us overwhelmed and frustrated. This session will give participants an insight into how we have managed the workload by leveraging technology, student workers, policies, and learning to say, 'No.'

Benefit to Newcomers

Leading Through Committee: Maximizing IR Impact

Topic: Leadership Skills
Location: America - 2nd Floor

Claire Goverts
SUNY College at Brockport

Gina Johnson
Association for Insitutional Research

Lindsey Dever
Bryn Mawr College

Braden Hosch
Stony Brook University

From big institutional goals to empowering end data users, IR professionals can impact our organizations through committee work, spanning IR career levels.

The panelists will address multiple topics related to committee involvement, including the process for initially joining committees and selecting which committees will have the most impact, committee functionality, and how IR professionals can provide a unique perspective and skill set to organizational committees. The variety of presenter experience in the panel will allow for multiple examples and depth of information in these topics. The moderator will also facilitate discussion with attendees so they can share their examples and questions related to committee participation which leads to an appreciation of institutional research across the organization.

Benefit to Newcomers

Tuesday, November 21, 2017 8:55am - 9:40am

SPEAKER SESSIONS

Assessment as Research: Strategic Use of Compelling Questions

Topic: Assessment: Accountability, Accreditation, and IE
Location: Enterprise I - 2nd Floor

Javarro Russell
ETS

Our assessment colleagues are often discouraged by the lack of data use from their assessment work. This session asks participants to reconsider their assessment process through a renewed focus on practical research. By brainstorming the compelling questions an institution could ask, and by engaging in targeted data analysis activities, the participants of this session will gain insight into developing assessment processes that address meaningful questions about student learning and success.

Sponsor Session

Beyond Surviving: An Exploration of Thriving on College Campuses

Topic: Studies for Campus Decision-Support
Location: Intrepid - 3rd Floor

Ross Conover
St. Mary's College of Maryland

Student and employee success is much more than being retained from one year to the next. Real success is thriving on a campus and not just surviving. This session will outline the development and implementation of a multi-phase and multi-modal comprehensive study that investigates and identifies the current state of thriving on the campus including how to develop actionable intelligence from the study and how to create an on-going assessment that will monitor progress on moving the needle with regard to student and employee thriving. Additionally, the session will address how to identify deficits in the culture, policy, and programming of an institution, which lead to student and employee attrition.

Collecting Metadata and Mobile Optimization in Qualtrics

Topic: Technologies and Applications
Location: Liberty I - 2nd Floor

Joshua Bittinger
*University of
Massachusetts -
Amherst*

The percentage of survey respondents utilizing mobile devices is rising, and we must be able to identify these users and optimize their survey-taking experience. Attendees will learn about different types of metadata and how to capture this information in Qualtrics. This session will review an example of how the presenter has used metadata to detect differences between Web and mobile respondents. With this in mind, a step-by-step guide will be provided with some ways to tailor surveys in order to optimize the experience of mobile respondents. Attendees will also engage in a discussion around how they are responding to mobile device users and some challenges that this increasing population poses for institutional researchers.

Benefit to Newcomers

Engineering the Experiential Record in IR: A Case Study

Topic: Studies for Campus Decision-Support
Location: Liberty II - 2nd Floor

Nadine Hylton
Nazareth College

This case study delves into how Nazareth College's IR department built and launched a comprehensive experiential record. The presentation will share how the IR team worked collaboratively to gather and streamline siloed and in some areas previously uncollected data to build an experiential record database that houses student level data on the following experiential areas: internship, fieldwork, practicum, clinical, student teaching, student research, conference attendance, student employment, awards, study aboard, training and workshops. The presentation will also include how the data collected for the experiential record is being utilized by various stakeholders on-campus. Prototypes of version 1 and 2 of the experiential record and a demonstration of the in-house data input tool to feed the experiential record will be shared.

Benefit to Newcomers

Program-level Peer Selection in Benchmarking Cost of Instruction

Topic: Data Analysis and Research Methods
Location: Enterprise II - 2nd Floor

Ti Yan   Tom Eleuterio
University of Delaware   *University of Delaware*

Peer group selection is critical for benchmarking as it sets the stage as to who your institution will be compared. When evaluating instructional productivity and costs, institutions often select their peers based on Carnegie Classifications and geographical factors. For programs that are not aligned with their institutional classification, program-level peer comparison is key to accurately understanding performance. Attendees will learn statistical solutions for quickly identifying program-level peer groups using data from the Delaware Cost Study. Programs that reported longitudinal data are classified into four distinct groups based on results of a series of Latent Class Analyses. Alternatively, if a program has one-year data available, Naïve Bayesian classification can determine which group the program is most likely to belong to. Innovative practices involving such refined peers will be introduced.

Scholarly Paper
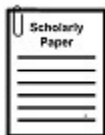
To Mine or Not to Mine: Data Mining vs. Inferential Statistics

Topic: Data Analysis and Research Methods
Location: Freedom - 2nd Floor

Nora Galambos
Stony Brook University

When embarking upon a data analysis project should you employ traditional hypothesis driven methods or use data mining? This presentation discusses the pros and cons of different methods with an emphasis on what one needs to know if the decision is to use data mining. It is a misconception that one needs data with hundreds of thousands of observations to use data mining methods or that one can push a button with little need to be concerned about diagnostic tests. This presentation will focus on what to consider when designing a study and choosing analysis methods, and will present analyses done using both data mining and hypothesis driven methods. The steps for both types of analyses from start to finish will be compared.

Tuesday, November 21, 2017 9:50am - 10:20am

INVITED SPEAKER SESSION

IPEDS Update: Research & Development Activity

Topic: Reporting and Transparency
Location: Newport Grand Ballroom (IV & V)

Richard Reeves
*National Center for
Education Statistics
(IPEDS)*

The National Center for Education Statistics (NCES) of the U.S. Department of Education will share recent and future IPEDS Research and Development activities through Technical Review Panels and the National Postsecondary Education Cooperative and how they may impact future collections.

Tuesday, November 21, 2017 9:50am - 10:20am

SPEAKER SESSIONS (HALF HOUR)

Developing High School Partner Profiles for Student Success

Topic: Reporting and Transparency
Location: America - 2nd Floor

Shawn LaRoche
*Mount Wachusett
Community College*

Participants in the session will learn how the Mount Wachusett Community College (MWCC) IR department collaborates with our Admissions office and other MWCC offices to create information packets for superintendents of our high school feeder schools. The information packets include aggregate data about students from area high schools who attend MWCC such as college level readiness, retention, and other various outcomes. Participants in this session will learn how we determined the need for this product, the politics around development, how we compile the data and build the report, and plans for future enhancements.

Jazz Up Your Survey Data with Tableau

Topic: Technologies and Applications
Location: Freedom - 2nd Floor

Nilay Sapio
Rochester Institute of Technology

Timothy Rupright
Rochester Institute of Technology

This presentation will focus on sharing our experiences in utilizing Tableau to analyze, present, and disseminate results of student engagement and customer satisfaction surveys. During this presentation, we will demo our survey dashboards and share the technical Tableau insights we have gained. We will also talk about best practices around how survey results can be better presented with Tableau and types of challenges that survey data brings forward. We hope that this session will help current Tableau users to expand their understanding of other ways to utilize Tableau.

Supersized: Building IR Effectiveness at Small Colleges

Topic: Leadership Skills
Location: Liberty III - 2nd Floor

Polly Prewitt-Freilino
Mount Holyoke College

Existing research on structure and function of effective IR practice (Terenzini, 1993; Volkwien, 2008) provides little attention to the small college context. Successful institutional researchers meet the growing information needs of decision-makers by overcoming distinct challenges such as limited staff and technology support. This session presents key factors from a recent national study of 212 IR offices that predict the overall effectiveness and efficiency of institutional research at small colleges. Results highlight how strong data entrepreneurs build relationships with senior administrators, engage in effective cross-campus collaboration, and use technology to create impactful IR in small college settings.
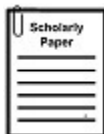
The Effect of Incentives on Student Surveys: An IR Perspective

Topic: Assessment: Accountability, Accreditation, and IE
Location: Liberty I - 2nd Floor

Victoria Porterfield
Rutgers University - New Brunswick

Stephanie Brescia
Rutgers University - New Brunswick

Surveys are an important source of information institutional researchers use to learn about their students. However, web-based surveys administered in the university setting have witnessed large declines in response rates. Incentives are used as a method aimed at enhancing survey response rates. The literature is mixed in how they can be most effective. Many studies have found that smaller guaranteed incentives are more likely to yield greater response rates over large lottery incentives. Due to budgetary restrictions, many universities are unable to incorporate a promised incentive and typically use lottery incentives. The current study examines the effect of small promised incentives, large lottery incentives, as well as intrinsic motivations on survey completions at a large public state university.

Benefit to Newcomers
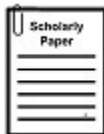
Transforming Remediation: The Co-Requisite Course Model

Topic: Assessment: Accountability, Accreditation, and IE
Location: Intrepid - 3rd Floor

Laura Uerling
Roxbury Community College

Yvonne Anthony
Roxbury Community College

Remedial math courses are often a barrier to student success--in particular for economically disadvantaged students and students of color. A Boston inner-city community college is piloting a co-requisite model to improve college-level math completion rates and this presentation will explore the results of that effort. The cost effectiveness of the new model of course delivery will also be discussed.

What to Do With Comments?

Topic: Data Analysis and Research Methods
Location: Enterprise II - 2nd Floor

Sadé Walker
Prince George's Community College

Laura Ariovich
Prince George's Community College

Oftentimes we conduct surveys that contain open-ended questions, but are not quite sure what to do with the comments once they have been collected. This session is intended for IR and assessment practitioners who want to improve their skills in collecting, analyzing, and reporting on qualitative data from surveys. Participants will learn how qualitative analysis could be used in conjunction with quantitative analysis and will be introduced to key concepts that help with conducting this type of research. The presenters will discuss the nature of qualitative data, types of questions that can be addressed, practical considerations for engaging in qualitative research, and analysis steps. All skill levels are welcome to attend this session.

Benefit to Newcomers

You've Crunched the Numbers, Now Make the Presentation Count

Topic: Technologies and Applications
Location: Liberty II - 2nd Floor

Mike Maieli
Berklee College of Music

As IR professionals, much of our value comes from hours of analysis of complex data, which we understand inside and out. To stakeholders, this level of detail can often seem overwhelming and confusing, resulting in a lack of understanding, influence, and path forward. A presentation is a golden opportunity to add connection, context, and drive action from your work. This session will walk through presentation planning, design guidelines, and data visualization, leaving participants with a new way to think about building clear, impactful, and memorable presentations. No design experience or expensive software is necessary to build a great presentation. Excel, PowerPoint, and Keynote will be discussed, but participants will be able to takeaway tips and techniques to use in any presentation format.

Benefit to Newcomers

Tuesday, November 21, 2017 10:20am - 10:45am

FARE-THEE-WELL BREAK
Newport Grand Foyer & Ballroom - 3rd Floor

This is your LAST CHANCE to visit the Exhibitor Booths and earn raffle tickets for the $300 Sponsor Raffle. Earn a ticket by asking a good question or leaving your contact information with our Exhibitors. The raffle recipient will be announced at the beginning of the Panel Session.

CLOSING PANEL
Newport Grand Ballroom -
3rd Floor

Examining IR Leadership: The Challenges, Rewards, and Lessons Learned

How can you be a leader no matter what your title or role in IR? What leadership skills are needed to be effective? In what ways can IR professionals meet the challenges in our field, in our offices and institutions? In this panel discussion, four NEAIR members will draw upon their experiences and share their ideas and advice on becoming and being an effective leader in the field of Institutional Research.

Moderator:

Ann Marie Senior, Ph.D.
Associate Vice President, Division of Institutional Planning and Research
Thomas Edison University

Panelists:

Libby Barlow, Ed.D.
Assistant Vice President
Institutional Research
and Assessment
Syracuse University

Becky Brodigan
Director
Institutional Research
and Assessment
Colby College

Pamela M. Coyle
Senior Analyst
Stonehill College

Mitchell S. Nesler, Ph.D.
Vice President for
Decision Support
SUNY Empire State College

CONFERENCE CLOSING RAFFLE
Newport Grand Ballroom - 3rd Floor

Introduction of the 2018 Pittsburgh Team and the Closing Conference Raffle
- 2018 President - Annemarie Bartlett
- 2018 Program Chair - Betsy Carroll
- 2018 Associate Program Chair - Rajiv Malhotra
- 2018 Local Arrangements Chair - Christopher Choncek

The 2017 NEAIR Conference Team sincerely thanks our many volunteers that made this conference possible, and we thank you for joining us in Jersey City!
- 2016-17 President - Ann Marie Senior
- 2017 Program Chair - Allison Walters
- 2017 Associate Program Chair - Wendy Weiler
- 2017 Local Arrangements Chair - Jane Zeff
- 2017 Associate Local Arrangements Chair - Christopher Vinger

STEERING COMMITTEE MEETING
Liberty I

By Invitation Only

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Contact: Michelle Fisher
mfisher@campuslabs.com
(716) 652-9400

The National Study of Instructional Costs and Productivity - The Delaware Cost Study conducted by the University of Delaware, provides discipline-level metrics on faculty workload, cost, research and public service activities. Since 1992, over 700 four-year institutions have participated to assess and improve productivity and efficiency. Customizable peer group metrics, and national benchmarking resources for interpreting and using the data are provided.

Contact: Tom Eleuterio
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302-831-2541

IData has helped hundreds of institutions with reporting, data governance, system integration and technology consulting. Our reporting and data governance practice is supported by the Data Cookbook solution, the leading data governance tool for higher education. Our system integration practice offers solutions built on our IDataHub enterprise service bus platform, which automates and manages the connections between systems. For more info www.idatainc.com.

Barrett Moore
bmoore@idatainc.com
703-378-2110

For more than 40 years, we've been helping customers turn their data into business value, and yet our products and services have never been more relevant than they are today. The technology landscape evolved and data got bigger, but our mission remains the same: To help our customers deliver better data and better analytics to more people, so they can make better decisions.

Contact: Molly Pannell
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Contact: John Miller
jmiller@nuventive.com
(781) 710-7138

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Contact: Terra Schultz
terra.schultz@tesglobal.com
(708) 203-2884

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The Association for Institutional Research (AIR) supports higher education professionals in the collection, analysis, interpretation, and communication of data, and the strategic use of information for effective decision making and planning. AIR provides resources, innovative practices, and professional development opportunities for AIR members and the higher education community, including professionals from institutional research, effectiveness, assessment, planning, and related fields.

Contact: Christine Keller
air@airweb.org
(850) 385-4155

At eXplorance, a Learning Experience Management (LEM) solutions provider, we empower institutions in making the right decisions with fact-based learning analytics. Our offerings, Blue and Bluepulse, help instill a culture of continuous improvement by evaluating, analyzing, and improving stakeholder needs, expectations, skills, knowledge, and competencies. Based in Montreal, some of our clients include academic institutions such as University of Maine, Washington State University, Delaware State University, Villanova University, University of Connecticut, and University of Maryland.

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Contact: Julie Kelleher
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Higher Ed Profiles provides effortless fact books, program review data sheets, and dashboards to deans, faculty, and decision makers. We leverage your existing IR data and bring it to life with an interactive and visually intuitive charting engine. Our service is hosted in the cloud which means you can be up and running in days without waiting on your IT resources.

Contact: Eric Spear
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Contact: Sue Ledwell
ledwell@studentclearinghouse.org
(703) 742-3256

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for administering the 2017

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(Steve Joslin, sjoslin@gravic.com)

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