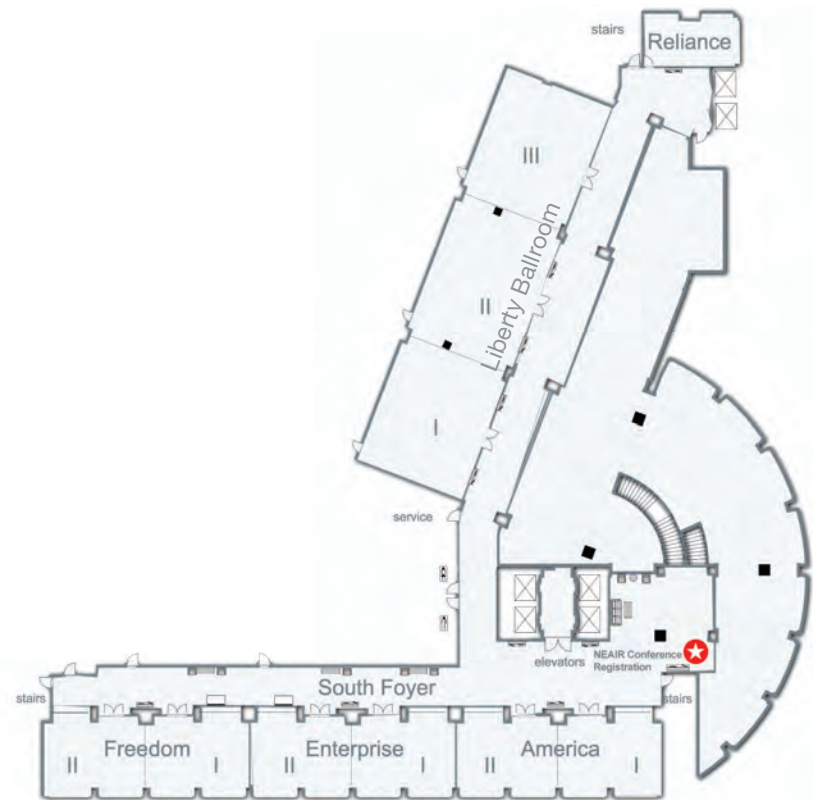
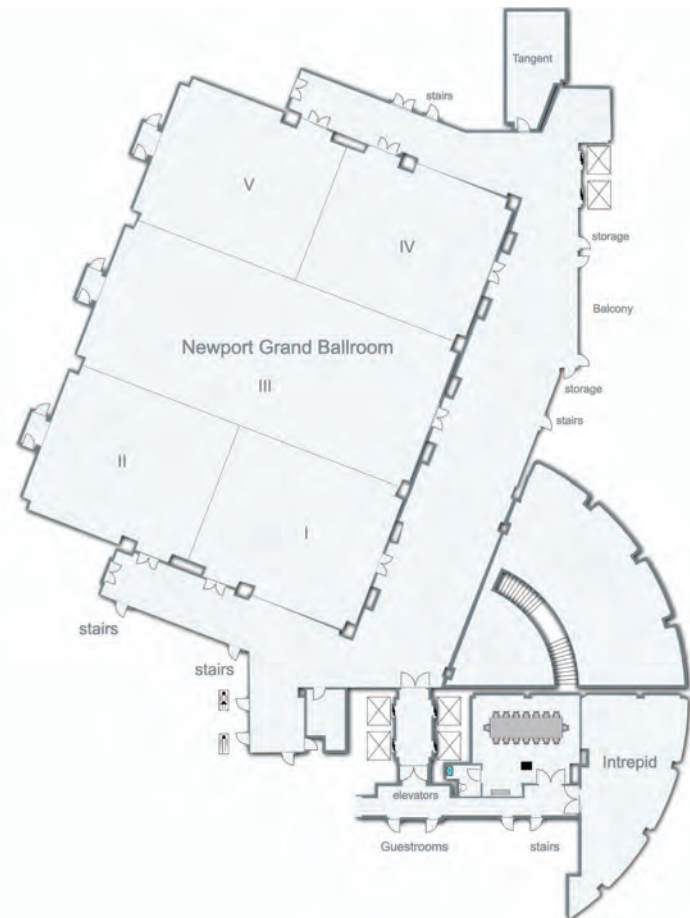


# Westin Hotel Map

**Second Floor**



**Third Floor**



# 2017 PROGRAM AT-A-GLANCE



**REFINING OUR ROLES, MAXIMIZING OUR IMPACT**

# NOVEMBER 18-21, 2017

**Westin Jersey City Newport – Jersey City, New Jersey**

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## Saturday, November 18

| 8:30 - 5:30 PM   | CONFERENCE REGISTRATION (America Foyer 2nd Floor)   |                         |   |                      |  |  |   |   |  |
|--|---|-------------------------|---|----------------------|--|--|---|---|--|
|  | Liberty I<br>2nd Floor  | Liberty II<br>2nd Floor | Liberty III<br>2nd Floor                          | America<br>2nd Floor | Enterprise I<br>2nd Floor                                | Enterprise II<br>2nd Floor                           | Freedom<br>2nd Floor                                    | Intrepid<br>3rd Floor                                     |  |
| Pre-Conf Workshops<br>9:00 - 12:00 PM<br>10:30 AM Coffee Break | Improving Institutional Effectiveness & Assessment in AES Units<br>(Dorimé-Williams)  |                         | IPEDS: Human Resources<br>8:30 am - 12:15 pm      |                      |  |  | Tableau Fundamentals for the IR Professional<br>(Abbey) |   |  |
| 12:00 - 1:30 PM  | LUNCH OWN YOUR OWN  |                         |   |                      |  |  |   |   |  |
| Pre-Conf Workshops<br>1:30 - 4:30 PM<br>2:45 PM Coffee Break   | Improving Institutional Effectiveness & Assessment in AES Units<br>(Dorimé-Williams)  |                         | IPEDS: Student Financial Aid<br>1:30 pm - 5:00 pm |                      | Introduction to Propensity Score Matching<br>(Bittinger) | Introduction to Statistics using SPSS<br>(Sharkness) | Tableau Fundamentals for the IR Professional<br>(Abbey) | Newcomers to Institutional Research<br>(Sullivan and Yin) |  |
| 5:30 - 6:00 PM   | <p><b>NEAIR CONNECTS and DINNER GROUPS</b></p> <p><i>Connect with friends and the JC &amp; NYC areas. Local Arrangements volunteers will help you with Saturday night Dinner Group sign-ups and answer any of your general sightseeing questions.</i></p> <p><i>Dinner Groups leave from NEAIR Connects.</i></p> <p>Liberty Ballroom (I &amp; II) 2nd Floor</p> |                         |   |                      |  |  |   |   |  |

## Sunday, November 19

| 7:45 AM - 5:30 PM  | CONFERENCE REGISTRATION (America Foyer 2nd Floor)   |   |   |   |  |   |  |   |                                       |  |
|--|---|---|---|---|--|---|--|---|---------------------------------------|--|
|  | Liberty I<br>2nd Floor  | Liberty II<br>2nd Floor   | Liberty III<br>2nd Floor  | America<br>2nd Floor  | Enterprise I<br>2nd Floor                    | Enterprise II<br>2nd Floor  | Freedom<br>2nd Floor   | Intrepid<br>3rd Floor                                     | Reliance<br>2nd Floor                 |  |
| Pre-Conf Workshops<br>8:30 - 11:30 AM<br>10:00 am Coffee Break | Implementing the New Middle States Standards<br>(Trainer, Thorpe, and La Voy)   | Survey Research Methods: Key Aspects and Best Practices<br>(Williams and Bittinger) | Working with National Student Clearinghouse (NSC) Data<br>(Borkowski-Valentin)    | Strategies for a Successful Institutional Research Office<br>(Sturtz) | Visualizations and Reports in R<br>(Aloisio) |   | Predicting Outcomes: Research Questions, Designs, and Analysis<br>(Coughlin)               | Newcomers to Institutional Research<br>(Sullivan and Yin) | Commuter Lounge with Charging Station |  |
| 11:30 AM - 1:00 PM   | LUNCH ON YOUR OWN   |   |   |   |  |   |  |   |                                       |  |
| Pre-Conf Workshops<br>1:00 - 4:00 PM<br>2:30 PM Coffee Break   | Applications of Strategic Enrollment Management Research<br>(May)   | Survey Research Methods: Key Aspects and Best Practices<br>(Williams and Bittinger) | Create Meaningful Results With Data Visualization: Hands On<br>(Berry and Helbig) | IR DIY: Building Your Leadership Toolbox<br>(Kelly)                   | Visualizations and Reports in R<br>(Aloisio) | Using Delaware Cost Study Data, SEM, & Data Envelopment Analysis<br>(Eleuterio and Yan) | IR's Dash to Dashboarding: Enhanced Topics in Excel Dashboards<br>(Hetherington and Babic) |   | Prepping Posters for Set-up           |  |
| 2:00 - 4:00 PM   |   |   |   |   |  |   |  | Navigating NEAIR: A Newcomer's Toolkit                    |                                       |  |
| 4:10 - 4:30 PM   |   |   |   |   |  |   |  | Mentor Mentee Connect                                     |                                       |  |
| 4:30 - 5:00 PM   | <p><b>WELCOME TO JERSEY CITY MEET AND GREET</b></p> <p>Visit Exhibitors and View Posters<br/>Newport Foyer 3rd Floor</p>  |   |   |   |  |   |  |   |                                       |  |
| 5:00 - 6:20 PM   | <p><b>KEYNOTE ADDRESS</b></p> <p><i>Leadership Insights for IR in Disruptive Times</i></p> <p>RANDALL J. VANWAGONER, Ph.D.<br/>President, Mohawk Valley Community College</p> <p><i>Lightning Talks by Diamond and Platinum Sponsors and Raffle immediately following speaker</i></p> <p>Newport Grand Ballroom 3rd Floor</p> |   |   |   |  |   |  |   |                                       |  |
| 6:20 - 9:00 PM   | <p><b>SUNDAY RECEPTION &amp; DINNER BUFFET</b></p> <p>Newport Foyer 3rd Floor</p>   |   |   |   |  |   |  |   |                                       |  |

|                   |   |   |   |  |  |   |  |   |  |
|-------------------|---|---|---|--|--|---|--|---|--|
| 7:30 AM - 5:30 PM | CONFERENCE REGISTRATION (America Foyer 2nd Floor)   |   |   |  |  |   |  |   |  |
| 7:30 - 9:00 AM    | BREAKFAST BUFFET (We encourage attendees to have breakfast prior to participating in the SIGs.)<br>Newport Grand Ballroom 3rd Floor   |   |   |  |  |   |  |   |  |
|                   | Liberty I<br>2nd Floor  | Liberty II<br>2nd Floor   | Liberty III<br>2nd Floor  | America<br>2nd Floor   | Enterprise I<br>2nd Floor  | Enterprise II<br>2nd Floor  | Freedom<br>2nd Floor   | Intrepid<br>3rd Floor   | Reliance<br>2nd Floor                    |
| 8:15 - 9:00 AM    | NJAIR<br>(SIG)<br><b>Newport Grand Ballroom</b><br>SUNY<br>(SIG)  | Maryland AIR<br>(SIG)   | GPHLAIR<br>(SIG)  | AICUP<br>(SIG)   | The 'New School' Method for<br>Unlocking Graduate<br>Outcomes Insights<br>(Timby and Taylor)   | Rhode Island IR<br>(SIG)  | HEDS<br>(SIG)  | NEAIR Ad Hoc Strategic<br>Planning Committee<br>(SIG)   | Commuter Lounge with<br>Charging Station |
| 9:10 - 9:55 AM    | Harnessing the Power and<br>Potential of Enrollment<br>Analytics<br>(Chalmers and McBride)  | Community College<br>Outcomes: Using VFA Metrics<br>for Improvement<br>(Holloway)           | IR Perspectives on the<br>Strategic Planning Process<br>(Laguilles, Coughlin, Ferry,<br>Terkla, Sharkness, and<br>Morgan) | IR+LOA = I Really Love<br>Outcomes Assessment<br>(Yin)   | Learn How to Benchmark<br>Your Institution Using<br>Academic Insights!<br>(Gosnell)  | Purposeful Work: Fostering<br>Reflective and Intentional<br>Learners<br>(McGuinness)              | Using Tableau and OneNote to<br>Automate IR Tasks (Gallimore)<br>You Custom-Built That? Automated<br>Reports vs. Graphic Design (Riehs and<br>Reilly)<br>A Student Attrition Report That<br>Leadership Loves (Wonnell) | Discussing Data Governance:<br>Successes and Challenges<br>(Groenhout, Bjerklie, and<br>Zuercher)                     |  |
| 9:55 - 10:15 AM   | Grab & Go Coffee Break (Newport Foyer 3rd Floor)  |   |   |  |  |   |  |   |  |
| 10:15 - 11:15 AM  | PLENARY ADDRESS<br><b>Want to Enhance Student Success? Elevate the IE/IR Profession.</b><br>CHRISTOPHER SHULTS, Ph.D.<br>Dean of Institutional Effectiveness and Strategic Planning, MSICHE Accreditation Liaison Officer, Borough of Manhattan Community College<br><i>Diamond Sponsor Lighting Talk following plenary speaker</i>   |   |   |  |  |   |  |   |  |
| 11:25 - 12:10 PM  | Data-Driven Retention<br>Support: A Campus-wide<br>Collaboration<br>(Lackner and Wynne)   | Painless Program<br>Prioritization: The Science<br>and Art<br>(Walker and Sheffield)        | Institutional Researchers as<br>Educators<br>(Johnson, Clune-Kneuer,<br>Dever, Hosch, and Laguilles)                      | From Design to Report:<br>UMass Amherst's Campus<br>Climate Survey<br>(Williams, Remaly, and<br>Bittinger) | Reporting and Beyond:<br>Visualization and Predictive<br>Analytics<br>(Wang and Maheswarajah)  | Analytics to Operations:<br>Discriminant Analysis in<br>Math Placement<br>(Dean and Odams)        | Solving Weights on Class Sizes of US<br>News Ranking with Modeling<br>(Yang and Yang)<br>Performance of 1st-Generation Cadets<br>at West Point (Lan)<br>Enrollment Forecasting at a Small<br>Institution (Williams)    | Not a Newcomer Anymore:<br>Strategizing Your Mid-Career<br>(Reilly and Goverts)                                       |  |
| 12:20 - 1:50 PM   | ANNUAL BUSINESS MEETING LUNCHEON<br>Newport Grand Ballroom 3rd Floor  |   |   |  |  |   |  |   |  |
| 2:00 - 2:45 PM    | Predictive Analytics, Ethics,<br>and Data Governance<br>(Nadasen and Taylor)  | R You Ready for This? An IR<br>Journey to Automated<br>Survey Reports<br>(Morgan and Hatch) | The Role of the IR Office Pre-<br>and Post-Merger<br>(Kramer, Porterfield,<br>Palladino, Qin, and Prior)                  | Tuition Revenue Projection:<br>Effective, Simple, and User-<br>Friendly<br>(Fatima and Das)                | Improving Assessment & IE:<br>The Power of Partnerships<br>(May and Wexler)  | Creating an Affordability<br>Model for Professional<br>Education<br>(Spengler)                    | Transforming IR's Mission and<br>Operations (Mulugetta and Earl)<br>Playing in the Sandbox (DeRiggi)<br>How Can We Gain Leadership<br>Skills While in a Non-Leadership<br>Role (Sapio)                                 | An Experiment Using Video<br>to Present Institutional<br>Information<br>(Boden)                                       |  |
| 2:55 - 3:25 PM    | Building Accountability by<br>Developing a Compelling<br>Scoreboard<br>(Egypt and Fine)   | Using the Equality of<br>Opportunity Project's Data<br>(Duggan, Hosch, and<br>McGuinness)   | Achieving Optimal NSSE<br>Response Rates: A Case<br>Study<br>(LaMendola and Hylton)                                       | Student Retention: Why Do<br>They Go and How Can We<br>Make Them Stay?<br>(Filep, Williams, and Stassen)   | The Delaware Cost Study at 25<br>(Eleuterio)<br>Impacting Institutional Success<br>while Reducing Your Workload<br>(Miller and Angelo)                                     | Facilitating Change: Common<br>Assessment in Multi-Section<br>Courses<br>(Ducette and Litchfield) | Hogwarts Can Help: The Use of<br>Humor in Assessment<br>(Blau and Blau)<br>An Elective Course to Engage<br>Students in Accreditation (Strang)  | The Student's Journey: IR's<br>Role as Storytellers<br>(Jacondin and McKoy)   |  |
| 3:30 - 4:15 PM    | DATA AND DESSERT BREAK (Newport Foyer & Newport Grand Ballroom 3rd Floor)<br>POSTER SESSION - Formal Poster Viewing with Poster Presenters Available - Vote for your favorite poster! People's Choice Award and Best Visual Poster Award announced at 4:10 PM<br>EXHIBITOR SHOWCASE PRESENTATIONS AT BOOTHS - Visit and connect with our exhibitors and earn a raffle ticket! |   |   |  |  |   |  |   |  |
| 4:20 - 4:50 PM    | Using Student Survey Data to<br>Inform Retention Efforts<br>(Gao)   | Evaluating a 2nd Year Living<br>and Learning Environment<br>(Stratton and Hill)             | Finding Peer Institutions: A<br>Case Study<br>(Millard)   | Tips for Ensuring Effective<br>Survey Research<br>(DeRiggi)  | Improve Organizational<br>Effectiveness for Better<br>Student Outcomes<br>(Mergruen)<br>Beyond Compliance: Turning<br>Your Data into Action<br>(Nelson)                    | Creating an Assessment Plan<br>to Evaluate Student<br>Professionalism<br>(Strang)                 | Getting on the Fast Track: the<br>Data Request Overhaul<br>(Dick and Heru)   | Conducting an Assessment<br>Day Using the LEAP Value<br>Rubrics<br>(Medeiros)   |  |
| 5:00 - 5:30 PM    | Using Logic Models for<br>Strategic Planning and<br>Assessment<br>(Kobrin and Anderson)   | Operational Procedures and<br>Methods That Increase<br>Effectiveness<br>(Babic)             | Tableau Dashboards to<br>Visualize and Analyze<br>StudentTracker Data<br>(Alig)   | Support Discovery of<br>Institutional Priorities: Visual<br>Reporting<br>(Provencher)                      | The I's Have It: How IR and IT<br>are Using IData's Data<br>Cookbook (Moore and<br>Rosenberg)<br>Harness the Planet's Richest<br>Source of Institutional Data<br>(Schultz) | Engaging Students and<br>Faculty in Student<br>Assessment<br>(Clark)                              | Maximizing Impact on<br>Student Retention: An<br>IR/Adm Collaboration<br>(Dunseath, Tiberio, Rumschik,<br>and Ryan)  | Analyzing a Near-Peer<br>Mentor Program for<br>Freshman STEM Courses<br>(Yang, Piper, Fayette, Colon,<br>and Mahoney) |  |
| 6:00 PM           | MONDAY EVENING DINNER GROUPS (Meet in Hotel Lobby)  |   |   |  |  |   |  |   |  |
| Color Coding      | Speaker Session   | Power Talk  | Panel   | Discussion Group   | SIG  | Invited Speaker   | Session is of Particular Benefit to<br>Newcomers<br>(Bold Red Border)  | Visit Our Exhibitors  |  |

Tuesday, November 21

| CONFERENCE INFORMATION (America Foyer 2nd Floor)<br><i>Commuter Lounge available in Reliance 2nd Floor</i> |   |  |   |   |   |   |  |  |  |
|--|---|--|---|---|---|---|--|--|--|
| 7:30 - 11:00 AM  |   |  |   |   |   |   |  |  |  |
| 7:30 - 9:00 AM   | BREAKFAST BUFFET (We encourage attendees to have breakfast prior to participating in the SIGs.)<br>Newport Grand Ballroom 3rd Floor   |  |   |   |   |   |  |  |  |
|  | Liberty I<br>2nd Floor  | Liberty II<br>2nd Floor  | Liberty III<br>2nd Floor  | America<br>2nd Floor  | Enterprise I<br>2nd Floor   | Enterprise II<br>2nd Floor  | Freedom<br>2nd Floor   | Intrepid<br>3rd Floor  | Newport Grand Ballroom<br>(IV & V)<br>3rd Floor              |
| 8:00 - 8:45 AM   | R for IR<br>(SIG)<br><b>Newport Grand Ballroom<br/>I,II,III</b><br>Health Professional Schools<br>(SIG)   | Business Intelligence Systems<br>in Institutional Effectiveness<br>(SIG)       | Delaware Cost Study Data,<br>Peer Group Selection &<br>Workload Goals<br>(SIG)  | Tableau User Group<br>(SIG)   | Analytics for Early<br>Identification of At-Risk<br>Students<br>(Tully and Banks) | EvaluationKit Users<br>(SIG)  | Institutions that Enroll<br>Mostly Adults or Online<br>Students<br>(SIG)           | IR Offices in Special Focus<br>Institutions<br>(SIG)                                   | U.S. News Rankings Update<br>(Brooks)                        |
| 8:55 - 9:40 AM   | Collecting Metadata and<br>Mobile Optimization in<br>Qualtrics<br>(Bittinger)   | Engineering the Experiential<br>Record in IR: A Case Study<br>(Hylton)         | Get Your Life Back: Manage<br>Your Work and Learn How to<br>Say 'No.'<br>(Dunseath, Beaulieu,<br>Malhotra, Prewitt-Freilino,<br>and Ryan) | Leading Through Committee:<br>Maximizing IR Impact<br>(Goverts, Johnson, Dever, and<br>Hosch) | Assessment as Research:<br>Strategic Use of Compelling<br>Questions<br>(Russell)  | Program-level Peer Selection<br>in Benchmarking Cost of<br>Instruction<br>(Yan and Eleuterio) | To Mine or Not to Mine: Data<br>Mining vs. Inferential<br>Statistics<br>(Galambos) | Beyond Surviving: An<br>Exploration of Thriving on<br>College Campuses<br>(Conover)    | IPEDS Update: 2017-18 Data<br>Collection<br>(Reeves)         |
| 9:50 - 10:20 AM  | The Effect of Incentives on<br>Student Surveys: An IR<br>Perspective<br>(Porterfield and Brescia)   | You've Crunched the<br>Numbers, Now Make the<br>Presentation Count<br>(Maieli) | Supersized: Building IR<br>Effectiveness at Small<br>Colleges<br>(Prewitt-Freilino)   | Developing High School<br>Partner Profiles for Student<br>Success<br>(LaRoche)                |   | What to Do With Comments?<br>(Walker and Ariovich)  | Jazz Up Your Survey Data<br>with Tableau<br>(Sapio and Rupright)                   | Transforming Remediation:<br>The Co-Requisite Course<br>Model<br>(Uerling and Anthony) | IPEDS Update: Research &<br>Development Activity<br>(Reeves) |
| 10:20 - 10:45 AM   | FARE-THEE-WELL COFFEE BREAK<br>Newport Foyer 3rd Floor  |  |   |   |   |   |  |  |  |
| 10:45 - 11:45 AM   | <p style="text-align: center;"><b>LEADERSHIP PANEL</b></p> <p style="text-align: center;"><b><i>Examining IR Leadership: The Challenges, Rewards, and Lessons Learned</i></b></p> <p style="text-align: center;"><i>Moderator:</i> Ann Marie Senior, Ph.D., Associate Vice President, Division of Institutional Planning and Research, Thomas Edison State University</p> <p style="text-align: center;"><i>Panelists:</i> Libby Barlow, Ed.D., Assistant Vice President, Institutional Research and Assessment, Syracuse University<br/>Becky Brodigan, Director, Institutional Research and Assessment, Colby College<br/>Pamela M. Coyle, Senior Analyst, Stonehill College<br/>Mitchell S. Nesler, Ph.D., Vice President for Decision Support, SUNY Empire State College</p> <p style="text-align: center;"><b>Announcement of Exhibitor Raffle Winner</b><br/>Newport Grand Ballroom 3rd Floor</p> |  |   |   |   |   |  |  |  |
| 11:45 - 12:00 PM   | CONFERENCE CLOSING & RAFFLES<br>Newport Grand Ballroom 3rd Floor  |  |   |   |   |   |  |  |  |
| 12:30 - 3:00 PM  | Steering Committee Meeting  |  |   | Focus Group<br>(12:15 PM - 1:00 PM)   |   |   |  |  |  |
| Color Coding   | Speaker Session   | Power Talk   | Panel   | Discussion Group  | SIG   | Invited Speaker   | Session is of Particular<br>Benefit to Newcomers<br>(Bold Red Border)              | Visit Our Exhibitors   |  |

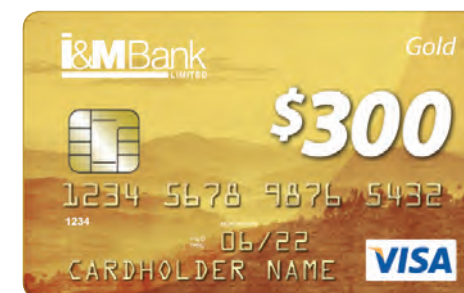


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Ask a good question or leave contact information to receive a  
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be announced at the Closing Panel Session.