NEAIR 45th ANNUAL CONFERENCE

Creating the Bridge

To Data-Informed Decision Making

November 3–6, 2018

Omni William Penn Hotel, Pittsburgh, Pennsylvania

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LINDA SITES

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

#NEAIR18

Whova – NEAIR's Smartphone Scheduling App

Scheduling, session descriptions, & more…
- Search for Whova in the Apple App store, Google Play, or https://whova.com/download/. Log in with the email you used during conference registration and create a password.
- Scan in the QR code at left

Conference Evaluation

Help us improve your conference experience!
Beginning *Tuesday, November 6th*, the conference evaluation will be available. Scan in the QR code at right to complete the evaluation with your smartphone!

NEAIR thanks Gravic for supporting 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 towards a $300 Visa Card Raffle.

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

The 2018 Conference Planning Team is excited to welcome you to Pittsburgh!

Our conference offers over 20 Pre-Conference Workshops and 60+ concurrent sessions that together highlight ways in which we, as IR, IE, and Assessment professionals, advocate on our campuses for continuous improvement, support others in making decisions based on the strongest evidence available, and connect decision makers within and outside our own institutions.

NEAIR is a volunteer-based association and owes it success to the efforts of those who give of their time and talents in creating our annual conference, from the presenters to the speakers to the behind-the-scenes work of countless volunteers. The Conference planning team, led by Betsy Carroll, has worked tirelessly to create an exceptional conference experience.

Here are just a few things they hope for you, our attendees!

I hope the attendees are able to make meaningful connections and learn something new to take back to their campuses.

Rajiv Malhotra
Associate Program Chair
Community College of Rhode

I hope attendees experience that great moment where they discover a solution to a vexing problem they have been working on.

Betsy Carroll
Program Chair
Culinary Institute of America, NY

I hope our members are inspired to collaborate and share their expertise across their campuses.

Annemarie Bartlett
NEAIR President
Ursinus College, PA

I hope our members feel welcomed and engaged, learn some new skills and make some new friends.

Wendy Weiler
PCW Coordinator
John Jay College of Criminal Justice, NY

I hope our members feel inspired to learn more about NEAIR leadership, organization, and planning by becoming a NEAIR volunteer.
Gina Calzaferri
Sponsor Coordinator
Temple University, PA

I hope new conference attendees can experience great networking opportunities and begin to form lasting friendships with their colleagues.

Chris Choncek
Local Arrangements Chair
Point Park University, Pittsburgh, PA

I hope that all attendees not only find a valuable and productive conference experience, but are able to enjoy the city of Pittsburgh and take in some of what it has to offer while visiting.

Matt North
Associate Local Arrangements Chair
Duquesne University, Pittsburgh, PA

NEAIR 45TH ANNUAL CONFERENCE

Creating the Bridge
To Data-Informed Decision Making

And with that, we send you off to create bridges!
Annemarie Bartlett, 2018 NEAIR President

NEAIR Presidents List with Conference Locations and Themes from 1984 – 2017
(Please see NEAIR website for complete listing)

Year	President	Location	Conference Theme
2017	Ann Marie Senior	Jersey City, NJ	IR Leadership: Refining Our Roles, Maximizing Our Impact
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

NEAIR 45th Annual Conference Program

IPEDS WORKSHOP
Oakmont - 17th Level

The Association for Institutional Research (AIR) and the Northeast Association for Institutional Research (NEAIR) are co-hosting one, full-day IPEDS Workshops, *Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies,* 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). Separate registration through AIR is required.

Saturday, November 3, 2018 12:30pm - 5:00pm

CONFERENCE REGISTRATION & INFORMATION
17th Level

Please check in at registration and know this is your one stop information hub. A commuter lounge is available for use in Jefferson - 17th Level. Please ask at registration about a private lactation room.

Saturday, November 3, 2018 1:30pm - 4:30pm

PRE-CONFERENCE WORKSHOPS

Workshop information, fees and refunds, and registration can be found on the NEAIR 2018 Pittsburgh Conference web page. In order for workshops requiring laptops to begin on time and cover all material as described, participants are expected to arrive at the workshop with all software and supplemental materials pre-loaded on to their laptops.

Newcomers to Institutional Research (Part I)

Topic: Management and Operations
Location: Allegheny - 17th Level

Laura Ariovich
Prince George's Community College

Daniel Sisco
Yale University

Alexander Yin
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/Assessment. Presentation materials will be e-mailed to registrants in advance of the workshop and participants will receive a certificate of completion at the end.

IR DIY: Building Your Leadership Toolbox

Topic: Leadership Skills
Location: Oliver - Conference Level

Heather Kelly
University of Delaware

IR professionals at all levels need to be leaders and demonstrate skills that go beyond technical or professional expertise. The problem is that the workload of IR professionals can be so overwhelming that there is hardly time to work on the soft skills that will help us become more effective and efficient at our jobs, and quite possibly result in greater work-life satisfaction. While all IR professionals might not have managerial responsibilities, all IR professionals can be leaders. For this reason, this workshop will focus on developing the skills that are unique to leaders 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.

Data Manipulation and Visualization in R

Topic: Technologies and Applications
Location: Phipps - Conference Level

Laura Walker
University System of Maryland

This session will introduce researchers to the R Programming language and the incorporation of common programming packages. Using R Studio, we will utilize IPEDS to conduct some basic analysis and produce visualizations. Attendees are encouraged to have some knowledge or experience with programming (e.g., SPSS, SAS, Python, R, etc.).

Requirements:
Laptop required
Software required: RStudio Desktop Open Source (free); ggplot2, knitr and tidyr add-ins (free)
Software download link: https://www.rstudio.com/products/rstudio/download/

A Gentle Introduction to SQL

Topic: Technologies and Applications
Location: Frick - Conference Level

Don Smith
Tufts University

This workshop will provide attendees with a basic, hands-on introduction to using SQL and the freely-available MySQL Workbench database management program. The workshop is specifically intended for IR professionals with limited or no programming experience. Attendees will learn the uses, strengths, and limitations of SQL, migrate data from Excel into the MySQL database management program, learn and practice basic SQL commands, and be introduced to free online resources that will allow them to develop their skills after the workshop has concluded. The workshop will emphasize real-world SQL applications for common IR tasks and demonstrate how the freely-available MySQL program can enhance the accuracy, transparency, and speed of an IR office's analysis and reporting while saving time and money.

Requirements:
Laptop required
Software required: MySQL Workbench; MYSQL Excel add-on; Excel (version 2010 or later)
Software download link: https://dev.mysql.com/downloads/installer/ (MySQL Workbench and the Excel add-on)

The Art of Visualizing Survey Data in Tableau (Part I)

Topic: Technologies and Applications
Location: Conference A - Conference Level

Polly Prewitt-Freilino
Mount Holyoke College

Tableau is a leading tool for visualizing data that allows for greater efficiency and flexibility in reporting of survey data. In this workshop participants will have the opportunity to become more familiar with shaping and building their own interactive data visualizations in Tableau. This workshop focuses specifically on the challenge of visualizing survey data with multiple scale and item types in Tableau. Participants will be provided with a reference workbook and sample visualizations to allow construction of their own visualizations, including combination stacked bar and circle chart, and positive-negative sentiment Gantt charts using sample data from a multi-institutional student survey. Participants will learn how parameters, filters, and dashboard actions enhance the functionality of interactive dashboards.

Requirements:
Laptop required
Software required: Tableau 2018.1 (free version is fine); Excel (version 2010 or later)
Software download link: https://www.tableau.com/support/releases

Enrollment Forecasting in Excel

Topic: Technologies and Applications
Location: Conference B - Conference Level

Craig Abbey
University at Buffalo

The key to enrollment planning is accurately predicting how many - and which - students will enroll at an institution. Forecasting assists institutional leadership in planning for academic programs, budgets, facility and human resources. In this workshop, participants will learn how to forecast enrollment using several methods in Excel, including developing curve-fitting and causal models using trends lines, moving averages, exponential smoothing, regression and Monte Carlo simulation modeling.

Requirements:
Laptop required
Software Needed: Excel with Analysis Pack (version 2013 or Excel 2016)

Topic: Data Analysis and Research Methods
Location: Conference C - Conference Level

Pam Borkowski-Valentin
Swarthmore College

NSC data provides Institutional Researchers with valuable enrollment and graduation information for prospective, current, and former students. However, this data becomes even more powerful when linked to institutional data. For example, an Institutional Researcher could connect the processed NSC detail return file to institutional data and examine differences in matriculation behavior based on selected characteristics, such as intended major, athletic status, level of financial need, or any other demographics as compared to those who did enroll. By working with NSC and institutional data, Institutional Researchers can provide additional information such as this to decision makers at their institution.

While the NSC detail return file holds much information, it is necessary, however, to first parse out the most useful records for each student so that these additional analyses can be run. This workshop will provide an overview of the process of working with NSC data, from preparing the batch query file (which is how we ask the NSC about the group that we want to examine) to working with the NSC return files.

Requirements:
Laptop required
Software required: SPSS (version 18 or later); Excel (any version)

Saturday, November 3, 2018 5:15pm - 6:00pm

NEAIR CONNECTS
Allegheny - 17th Level

Meet and greet your colleagues while enjoying some sparkling water before dinner. If you haven't signed up for a dinner group, there will be an opportunity to find some friendly colleagues for dinner. Dinner Groups will leave from this event.

CONFERENCE REGISTRATION & INFORMATION
17th Level

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PRE-CONFERENCE WORKSHOPS

Newcomers to Institutional Research (Part II) continues in Allegheny - 17th Level
The Art of Visualizing Survey Data In Tableau (Part II) continues in Conference A - Conference Level

The Ethical Use of Data in Predictive Analytics

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Monongahela - 17th Level

Denise Nadasen
Association of Public and Land-grant Universities (APLU)

Julie Alig
University of Massachusetts - Lowell

This workshop introduces predictive analytics in higher education, ethical concerns with the use of student data, and a framework that can address these ethical issues. While institutional researchers play an important role in framing how analytics can impact student success, ethical concerns around predictive analytics is often embedded within a broader culture of the institution. Participants are given scenarios to analyze and evaluate from an ethical perspective. A cross-functional, organic approach to finding a solution is discussed. Data governance is presented as a strategy to protect students and the institution. Participants will leave with 1) a greater understanding of how to identify bias in data and analysis, and 2) a collaborative governance framework that can be used to address ethical and data issues effectively.

Using Assessment Data from National Level Surveys

Topic: Assessment, Accountability, Accreditation, and IE
Location: Vandergrift - Conference Level

Lindsey Guinn
Washington & Jefferson College

Carlee Ranalli
Juniata College

This workshop will focus on reviewing findings from national level surveys and how to use the data to improve campus climate. National surveys that will be discussed include: NSSE; Core Drug and Alcohol Survey; HEDS Student and Faculty/Staff Sexual Assault Survey; Diverse Learning Environments Survey; and Wellbeing Collaborative Assessment. Examples on how to use assessment data to improve campus climate will be shared. Strategies to identify and overcome institutional obstacles will also be discussed.

CANCELLED

CANCELLED

Strategies for Creating Impactful IR Offices

Topic: Management and Operations
Location: Oliver - Conference Level

Alan Sturtz
Naugatuck Valley Community College

Melanie Sullivan
Providence College

This workshop is designed to assist IR professionals who have been very recently promoted to the position of IR director or associate 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 their institution; adapt to the evolving role of IR; and train and mentor staff and constituents for maximum productivity and efficiency. This workshop will also focus on participants' real workplace situations regarding the above topics. We will discuss challenges, and brainstorm different potential resolutions for these challenges.

Data-informed Faculty Staffing and Budgeting

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Phipps - Conference Level

Ti Yan
University of Delaware

Tom Eleuterio
University of Delaware

An institution's success hinges on effective allocation of faculty and financial resources for instructions, services and research. The utilization of those resources needs to be evaluated at different levels by department chairs, deans, provosts and regional system offices, supported by data with different granularities. This workshop aims to familiarize IR professionals with the usage of CIP-level information to supplement IPEDS data in support of faculty staffing and budgeting. Attendees will learn how to remedy common data quality issues and generate key performance indicators in a pivot table dashboard, using data samples from Delaware Cost Study, Oklahoma Faculty Salary Study, and the Kansas Study of Community College Costs and Productivity.

Requirements:
Laptop required
Software required: Excel 2016; we will also have R and Python codes to share.

Introduction to Power BI for IR

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Frick - Conference Level

Patrick Tobin
Southern New Hampshire University

Power BI is a cloud based dashboard solution offered by Microsoft. This tool can be leveraged in IR office to better disseminate data to the appropriate end users in a way allows them to extract insights from data that can drive strategy and operations. The workshop is divided into the following sections: adding data sources and manipulating data, combining datasets and data modeling, visualizations, DAX functions and measures, and sharing and uploading to Power BI. Each part of the workshop builds on the preceding parts and attendees will experience how to develop and share Power BI reports from start to finish. The workshop is designed to allow users to learn the concepts of Power BI reporting to enable them to apply this knowledge at their institutions.

Requirements:
Laptop required
Software required: Microsoft PowerBI
Software download link: https://powerbi.microsoft.com/en-us/   (free version)

Comparing Group Mean Differences: The Basics

Topic: Data Analysis and Research Methods
Location: Conference B - Conference Level

Mary Ann Coughlin
Springfield College

This interactive workshop will include a broad overview of basic research designs and statistics that compare group mean differences. The workshop will start with a basic discussion about research design and statistics that allow us to compare groups. After providing an overview, we will explore both descriptive and inferential statistics that allow us to explore group mean differences. The workshop will utilize a case study approach so that participants can explore data and gain experience in interpreting the results of statistical procedures. The case study will explore the application of three basic inferential statistical procedures that compare group mean difference -- Independent Groups t-tests, Repeated Measures t-tests, and one-way Independent Groups t-tests. The workshop will conclude with an overview of other more advanced statistical procedures.

Requirements:
Laptop required
Software required: SPSS (v 22 or later) https://www.ibm.com/account/reg/us-en/signup?formid=urx-19774

Top SPSS Functions for the IR Professional

Topic: Technologies and Applications
Location: Conference C - Conference Level

Pam Borkowski-Valentin
Swarthmore College

There are a number of key SPSS functions that help an Institutional Researcher to format and analyze data sets. While it is useful to work with these functions in the point-and-click guided user interface (GUI), using SPSS syntax also allows Institutional Researchers to document, modify, and replicate work in a more efficient manner. Syntax is especially useful for repeated data formatting (student status, athletic status, demographic information, majors, etc.) and outputs for repeated projects (e.g., CDS tables, IPEDS reporting, Fact Books, or any other recurring project). In this workshop, we'll walk through short exercises that provide an overview of selected, essential SPSS functions using IR specific examples. I will first demonstrate functions using point-and-click GUI, and participants will then use example files (provided) to step through functions on their laptops. We will then examine these functions using SPSS syntax, which will allow participants to better document, modify, or replicate their work, leading to increased efficiency. Workshop participants will gain a better understanding of the following topics and SPSS functions (GUI and syntax):
-Why use Syntax.
-Three ways to get syntax into the editor.
-Identifying duplicate cases & unduplicating.
-Recoding.
-Adding Value Labels.
-Sorting by multiple measures for checks/troubleshooting.
-Selecting Cases If condition is satisfied.
-CrossTabs.
-Aggregating by ID.
-Create variables (including 'if' cases).
-Substrings.
-Concatenation.

Requirements:
Laptop required
Software required: SPSS (version 18 or later); Excel (any version)

LUNCH ON YOUR OWN

Lunch is on your own. Check the *Quick Lunch* sign at conference registration for a list of restaurants within a short distance of the Omni William Penn.

PRE-CONFERENCE WORKSHOPS

Implicit Bias & the Institutional Researcher

Topic: Leadership Skills
Location: Monongahela - 17th Level

Geoff Kauffman
Carnegie Mellon University

Courtney Bryant
Carnegie Mellon University

Jonathan Reynolds
Carnegie Mellon University

Unconscious (or implicit) bias is believed to be a contributing factor that has stalled efforts at increasing diversity. Research has shown that the effects of implicit bias on judgments and behaviors are pervasive and unintentional - and, as a result, are often unrecognized and perpetuated unwittingly, even among those who are highly committed to equity and inclusion. In this workshop, the psychological basis of implicit bias is discussed and tools for awareness and mitigation of its unwanted effects on everyday behaviors, including information processing and decision making, are provided. The workshop is meant to provide a deeper understanding of how to begin to recognize and respond to implicit bias in ourselves and others.

Applications of Strategic Enrollment Management

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Oliver - Conference Level

Chad May
Office of the Secretary of Higher Education of New Jersey

This half-day workshop will explore the many applications of IR work to Strategic Enrollment Management. We will show how some advanced statistical techniques can be used to support enrollment management and admissions processes through the robust analysis of non-enrolled students, non-returning students, and future educational paths of your degree-earners. We will show multiple applications to a variety of institutional questions around top strategic enrollment management questions. Participants will get a full sense of how IR/IE work can integrate and work to inform enrollment strategy and be a powerful change agent at the institution.

Data Governance: A Primer

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Phipps - Conference Level

Braden Hosch
Stony Brook University

A common misconception about data governance is that it is principally a technological problem that requires a technical solution, but in fact, data governance at its core is a set of guidelines for how people behave and make decisions about data. This workshop is designed for participants at institutions where data governance is undeveloped or developing and will cover six topics: data governance definitions and its major aspects, selling data governance to senior leadership, maturity models, characteristics of a data governance system, technological solutions, and change management in higher education. During the workshop, participants will build a prioritized action plan for developing data governance functions when they return to campus.

Requirements:
Laptop required
Software required: Internet browser (any); Word processing software (any).

Dirty Jobs with Dirty Data

Topic: Technologies and Applications
Location: Frick - Conference Level

John Berry
SAS Institute Inc

Up to 40% of all strategic processes fail because of poor data quality. Do you want to be in the 60%? Do you have data in multiple places with different standards for input? Do you struggle to bring it together to maintain reliable reporting so stakeholders are on the same page? This workshop will help you increase your data quality to tackle these problems. Not sure where to start? We will begin there, sharing with you how to best profile and explore your data to better understand its makeup. Tips will be shared on how to standardize your data so that addresses, phone numbers, abbreviations, etc. are formatted consistently. Tame the disparate data by learning to identify and resolve records representing individuals across multiple data sources. Learn how to make better decisions using data you can trust, and build a better data-driven organization.

Requirements:
Laptop and software will be provided for this workshop only.

Using Tableau to Automate IR Data Reporting

Topic: Technologies and Applications
Location: Conference A - Conference Level

Sarah Gallimore
York College of Pennsylvania

Automating IR tasks using "SAS" and "R" is not new to many large IR offices. However, small IR offices typically lack resources for complex programming. The presenter has designed a flexible automation process with minimal programming using Tableau (Desktop Version) for common IR tasks such as IPEDS, CDS, U.S. News, FactBook, Ad-hoc requests, etc. This dramatically increases IR job efficiency. This workshop consists of hands-on, step-by-step instruction in using Tableau to set up and automate IPEDs and CDS surveys. Also, participants will learn how to use Microsoft OneNote to organize IR tasks. Last but not least, participants will learn some tips and tricks of using Tableau. By the end of the workshop, participants will have the confidence to begin using Tableau for their own data reporting.

Requirements:
Laptop required
Software required: Tableau (any version including the public/free version); Microsoft OneNote (any version)
Software download link: https://public.tableau.com/en-us/s/download

Introduction to Logistic Regression in SPSS

Topic: Data Analysis and Research Methods
Location: Conference B - Conference Level

Jessica Sharkness
Tufts University

This workshop will develop participants' basic understanding of logistic regression. Participants will learn the types of questions logistic regression can help answer and how to conduct logistic regression in SPSS. Emphasis will be placed on how to interpret output and communicate results. Participants will participate in hands-on exercises using longitudinal student survey data.

Requirements:
Laptop required
Software required: SPSS (any version)
Software download link: https://www.ibm.com/account/reg/us-en/signup?formid=urx-19774 (free trial version)

Excel Macros to Automate IR Office Tasks

Topic: Technologies and Applications
Location: Conference C - Conference Level

Polly Prewitt-Freilino
Mount Holyoke College

Microsoft Excel macros can greatly increase the productivity of the institutional research (IR) office. Participants will learn to use formulas, cell references, and Visual Basic for Applications (VBA) to enhance the production and deployment of IR functions, including data preparation and custom report generation for different individuals and groups. Intended outcomes include understanding the use of VBA for automating tasks; troubleshooting broken code and formula errors; and adapting automation to IR-related projects. Participants receive a reference workbook with hands-on examples of sample code to enhance the efficiencies of their own IR offices.

Requirements:
Laptop required
Software required: Microsoft Excel (version 2010 or later)

Sunday, November 4, 2018 2:00pm - 4:00pm

NAVIGATING NEAIR: A NEWCOMER'S TOOLKIT
Allegheny - 17th Level

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!

Facilitators:
Allison Reilly, Boston College, and Shawn LaRoche, Mount Wachusetts Community College

Sunday, November 4, 2018 4:10pm - 4:30pm

MENTOR MENTEE CONNECT
Allegheny - 17th Level

Meet your Mentor or Mentee in the Allegheny Room and then move on to the Welcome to Pittsburgh Meet and Greet.

WELCOME TO PITTSBURGH MEET AND GREET
Urban - 17th Level

Enjoy a cup of hot cider or cocoa while visiting our Exhibitors and viewing the Poster Presentations.

Sunday, November 4, 2018 5:00pm - 6:20pm

KEYNOTE ADDRESS
Grand Ballroom - 17th Level

Data-Driven Outreach for Student Success

Dr. Lindsay C. Page, University of Pittsburgh

One decade after high school completion, 14% of low-income students in the US have attained a bachelor's degree, compared to 60% of their higher income peers. Support efforts often address one type of barrier in isolation despite the fact that students' struggles are rarely limited to a singular domain.

This keynote address will share evidence on the Dell Scholars Program, a holistic program to support low-income, primarily first-generation college-goers to achieve their bachelor's degrees. This program provides both scholarship aid and ongoing, proactive support that meaningfully improves college performance, persistence and success for Dell Scholars.

The Program's innovative use of data and technology provides a model for improving student outcomes more broadly. The session will conclude with a discussion of implications for institutional data use and programming, and how institutional research offices can be involved in data-driven efforts to increase college success of students on any campus.

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

Sunday, November 4, 2018 6:20pm - 9:00pm

SUNDAY RECEPTION & DINNER
Urban & Grand Ballroom

BREAKFAST BUFFET
Grand Ballroom - 17th Level

Network with your colleagues while enjoying an All American Breakfast buffet. Please use this time to visit the Exhibitor Booths in the Exhibition Hall in the Urban Room.

CONFERENCE REGISTRATION & INFORMATION
17th Level

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SPEAKER SESSION

The following speaker session is forty-five minutes.

Find Hidden & Not-So-Hidden Treasures in SPSS

Topic: Technologies and Applications
Location: Vandergrift - Conference Level

Nicole Alioto
Alla Breve Educational Consulting

SPSS has been around for 50 years, and the software has evolved over time. Do you how to use SPSS Statistics for multiple response sets in surveys? What about data transformations? Did you know about the new merging options? What about R integration? In this session, we'll get into some of the newer and lesser known features of SPSS Statistics that will make your institutional research work more efficient and effective.

SPECIAL INTEREST GROUPS (SIG)

The following special interest group sessions are forty-five minutes.

MD Association for Institutional Research

Topic: Affiliate Group SIG
Location: Allegheny - 17th Level

Shama Akhtar
Bowie State University

Please join Maryland AIR for an organizational update and networking opportunity to discuss current issues in the profession as well as in the state.

Rhode Island Association for IR

Topic: Affiliate Group SIG
Location: Monongahela - 17th Level

Rajiv Malhotra
Community College of Rhode Island

This is an opportunity for institutional researchers from Rhode Island to come together and meet as a group. We have one meeting locally in the summer and another one at NEAIR Annual forum.

OH Assoc. for Inst. Research & Planning

Topic: Affiliate Group SIG
Location: Oliver - Conference Level

Joseph Argiro
Central Ohio Technical College

The Ohio Association for Institutional Research & Planning (OAIRP) invites participants of the 2018 NEAIR conference to join us for networking during the 2018 NEAIR conference. This informal gathering will provide time to meet OH IR professionals, discuss matters of importance at your institution, and share what you've learned or are looking forward to at the conference. Contact Joe Argiro, OAIRP President, at argiro.1@cotc.edu for more information.

GPHLAIR

Topic: Affiliate Group SIG
Location: Phipps - Conference Level

Mark Palladino
Jefferson (Philadelphia Univ. + Thomas Jefferson Univ.)

GPHLAIR - Join IR colleagues from the Greater Philadelphia area 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.

IR Offices at Community Colleges

Topic: Institutional Characteristic SIG
Location: Frick - Conference Level

John Ingram
Community College of Allegheny County

Join IR colleagues from Community Colleges to discuss shared experiences and challenges related to reporting/analysis, accreditation, and assessment. Get to know your colleagues in the NEAIR region working at institutions like yours.

Special Topics for Specialized Schools

Topic: Institutional Characteristic SIG
Location: Conference A - Conference Level

Becky Prior
Berklee College of Music

This is an opportunity for IR people at a diverse range of specialized institutions to meet, ask questions, and share solutions. This encompasses all institutions with a narrow focus, such as: architecture, design, maritime industry, performing or visual arts, and religion.

Data Cookbook Users Group

Topic: Topic SIG
Location: Conference B - Conference Level

Becky Brodigan
Colby College

The Data Cookbook users group will bring together existing users as well as those who are interested in using the software. Participants will discuss implementation strategies, hurdles they have encountered, and incentives they have used for getting functional users to enter definitions.

NEAIR Focus Group

Topic: Topic SIG
Location: Conference C - Conference Level

Betsy Carroll
The Culinary Institute of America

Claire Goverts
SUNY College at Brockport

By invitation only

Monday, November 5, 2018 9:15am - 10:00am

DISCUSSION GROUP SESSION

This discussion group session is forty-five minutes.

IR Reponses to the Surge of College Rankings

Topic: Leadership Skills
Location: Conference B - Conference Level

Robin Beads
American University

Vennessa Walker
Niagara University

Lisa Plummer
DeSales University

Christopher Steinman
Johns Hopkins University

IR professionals are increasingly blindsided by college rankings which draw from publicly available sources, employ questionable methodology, fail to fully explain or even evade questions about their methods, and publish their results with little or no prior communication to the institutions appearing in the ranking. How can IR professionals respond to senior administrators and campus stakeholders when the rankings come to light? In this session IR professionals from four universities will share their experiences and concerns reacting to the influx of college rankings and lists and lead a discussion to identify strengths and shortcomings of unsolicited rankings, craft position statements regarding college rankings targeted to senior administrators and campus stakeholders, and craft position statements targeted to external audiences such as potential students, parents, and media.

Benefit to Newcomers

SPEAKER SESSION

The following speaker sessions are forty-five minutes.

Support Student Success with Only the Basics

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Allegheny - 17th Level

Shama Akhtar
Bowie State University

With the institutional focus on student success, IR/Assessment offices are being tasked with doing more (more analysis, more information) with less (less staff, less money). This session will show how one institution supported its strategic goal of increasing student success without any of the technology bells and whistles. Using only the most basic software, Bowie State University's IR office provided timely data and information that informs various university and department initiatives. This session will enumerate the various types of requests received and how the office handles them in a timely manner with a skeleton staff by thinking innovatively and using available resources efficiently.

Creating a Successful Data Governance System

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Monongahela - 17th Level

Yuko Mulugetta
Ithaca College

Elijah Earl
Ithaca College

Andrew Siefert
Ithaca College

This interactive session presents how Ithaca College in New York took the lessons from an unsuccessful data governance initiative, created a new approach, and empowered a diverse group of data professionals to design and implement an innovative, effective data governance system. The Ithaca team also presents the current state of the new data governance system as well as accomplishments, and discusses important connections between an effective data governance operation and successful data-informed decision making initiatives on campus. The audience will be strongly encouraged to share their own data governance experiences and participate in brainstorming factors that may significantly influence an institution's ability to build a successful, inclusive data governance system.

Academic Insights: Learn How to Benchmark

Topic: Technologies and Applications
Location: Vandergrift - Conference Level

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.

Using Advanced Benchmarks for Decision Making

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Oliver - Conference Level

Giovanni Garofalo
Community College of Allegheny County

John Ingram
Community College of Allegheny County

Lucy Wang
Community College of Allegheny County

The Community College of Allegheny County (CCAC) is using nationally recognized benchmarking, such as the Ruffalo Noel-Levitz Student Satisfaction Inventory and the National Community College Benchmarking Project, to enhance assessment of student success. Many events happen in students' progression towards their goals, and current trends in benchmarking can create advanced metrics for analysis. Participants will learn how to use benchmarked behavioral inventories as a strategy to create a positive impact on fall-to-fall retention and the service culture. This includes how the college is using the data to create positive change in student daily experiences with student services, and how those experiences are significantly related to retention. Participants will also learn how CCAC is using benchmarking metrics to track performance, how they are used key performance indicators, and inform the strategic plan.

Benefit to Newcomers

Community Colleges, Big Data, and New Localism

Topic: Technologies and Applications
Location: Phipps - Conference Level

Kevin Smay
Community College of Allegheny County

Kelli Maxwell
Community College of Allegheny County

Power is shifting downward from national governments and states to cities and metropolitan areas. Under this new localism, municipal governments in partnership with private and civic networks, are becoming solution-oriented innovators.

The South Campus of the Community College of Allegheny County serves the challenged Monongahela Valley steel towns that have not experienced Pittsburgh's economic renaissance.

This session will show how the campus has partnered with the non-profit, foundation and private sector to empower local problem solvers with technology to access, visualize and create meaning out of big data to help solve local problems.

Participants in this session will gain a fuller understanding of New Localism and will develop insights about the role of institutional researchers as supporters of efforts to lead or engage in community problem solving by providing data and insight.

A Look at Efficiency and Effectiveness of IR

Topic: Management and Operations
Location: Frick - Conference Level

Hirosuke Honda
University of Maine at Augusta

Heather Kelly
University of Delaware

Jennifer Snyder
University of Delaware

Funded by the the 2017 NEAIR research grant, a survey was developed aimed at exploring the efficiency and effectiveness of IR/IE office projects. The survey was administered last November through December, receiving 143 responses from NEAIR members representing approximately 112 institutions and 32 responses from IR professionals in other regions. Attendees will learn (1) how to apply the four-quadrant framework to examine the efficiency and effectiveness of IR/IE office projects; (2) the survey results; and (3) how to examine their current project management based on this framework to potentially negotiate adequate resources at their institutions.

Partnering to Improve High Failure Courses

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference A - Conference Level

Nilay Sapio
Rochester Institute of Technology

Michael Long
Rochester Institute of Technology

Joan Graham
Rochester Institute of Technology

In an effort to continuously promote student success and to reduce the rates of D, F, or W course grades, our office has started to put more emphasis on the effective use of the data, and providing timely and meaningful analytics. We have evolved from being a self-service BI office to becoming partners in the data-informed decision making process. In this presentation, we will share the highlights of our journey in closing the information gap and cultivating a data-focused culture on our campus. We will also showcase the course outcome metrics we explored, the course grade dashboards we have built, and the in-depth course analyses we have conducted as an array of takeaways for IR offices seeking to serve as partners in the decision making process.

Improving Enrollment Reporting Statistics

Topic: Reporting and Transparency
Location: Conference C - Conference Level

Alex Wagner
Lesley University

NSLDS enrollment reporting statistics are no longer just for financial aid and registrar offices. Anything touching the enrollment status and level for students might impact the minimum compliance threshold. IR can make invaluable contributions because of our skill sets and experience in working with data sets on data management and quality. Failure to comply can result in adverse consequences for institutional Title IV funding or significant fines. Enrollment reporting compliance is an institutional issue that IR can no longer ignore. The survival of your institution might be at stake, especially if your institutional revenue includes a substantial share of Title IV funding. This session will inform you about what these enrollment reporting statistics and thresholds are. How to work with the registrar, financial aid, and IT office to improve them and to ensure institutional compliance. This includes working closely with the National Student Clearinghouse.

Benefit to Newcomers

Monday, November 5, 2018 10:00am - 10:30am

GRAB & GO COFFEE BREAK
Urban - 17th Level

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.

Monday, November 5, 2018 10:30am - 11:15am

DISCUSSION GROUP SESSION

This discussion group session is forty-five minutes.

The Balancing Act: Ethics & Relationships

Topic: Management and Operations
Location: Conference B - Conference Level

Don Smith
Tufts University

Working as an IR professional requires a dedication to objectivity, adherence to the ethical standards of our profession, and the careful maintenance of working relationships with various constituencies in our educational community. When our research reveals 'inconvenient truths', we sometimes encounter resistance and even resentment in reply. This discussion session will explore the ethical obligations common to all IR professionals and how to best define the 'morality' of our profession. We will discuss instances when we have had to maintain neutrality and objectivity in the face of organizational pressure, share the solutions our offices developed in response to these challenges, and how to preserve relationships with clients and faithfully serve our institutions without compromising our integrity. Finally, we will examine problems likely to confront the IR field in the near future as the structure of higher education shifts and the role of technology and digital information becomes more complex.

Benefit to Newcomers

PANEL SESSION

This panel session is forty-five minutes.

Dig Deeper! Multivariate Analyses on Surveys

Topic: Data Analysis and Research Methods
Location: Monongahela - 17th Level

Marcia Finch
Neumann University

Mary Ann Coughlin
Springfield College

Melissa Quinlan
Goodwin College

Samuel Van Horne
University of Delaware

Are you looking for insight into your institution's survey findings? Or do you want to explore your data or "dig deeper?" Applying multivariate statistics to survey data can help in both situations, even if your institution just wants an executive summary. This moderated panel describes applications of statistical procedures used to enhance the value of the information for decision making across institutional types. This session includes general advice on using analyses such as correlation, principal components, and regression analyses on results from SSI, BCSSE, and an in-house survey. Panelists also explain the increased value these completed analyses provided to their institutions and the respective decision makers. Participants should gain knowledge about employing multivariate techniques on their surveys using best practices for actionable findings and see the additional value of these analyses.

Benefit to Newcomers

SPEAKER SESSION

The following speaker sessions are forty-five minutes.

Optimizing Financial Aid Packaging

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Allegheny - 17th Level

Sara-Beth Bittinger
Frostburg State University

The enrollment manager is under pressure as never before. Declines in the numbers of high school graduates, an ever-increasing need for fiscal accountability from governing bodies, and an increasingly competitive recruiting landscape all combine to make meeting enrollment and profitability needs more and more difficult. One approach to meeting these combined challenges is the strategic use of institutional aid to meet often-conflicting institutional goals. In this presentation, we describe an approach for answering two key questions facing enrollment managers: 1) How can we optimize existing financial aid to increase yield and retention and 2) If we increased total aid, what is the impact on enrollment and net tuition revenue? To answer these questions, student price sensitivity and retention characteristics are used to develop an optimal aid packaging formulation.

Unlocking 360-Degree Outcome Insights

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Vandergrift - Conference Level

Jeff Taylor
Equifax

If you're not able to provide your stakeholders with student outcome data that offers a 360-degree view, is real-time, longitudinal, and free from self-reporting falsehoods, consider your methods 'old school'. Today, higher ed professionals have 'new school' options available to more effectively gain holistic insight on student outcomes and better support on-campus demands for data. In this presentation by Equifax, attendees will learn how to revolutionize key research areas such as first destination, mid-career income and industry, program/degree ROI, student debt load, and more. Best practices and mini case study examples from current Equifax Graduate Outcome Metrics projects will also be shared during this session.

1992 to 2017: The Delaware Cost Study at 25

Topic: Data Analysis and Research Methods
Location: Oliver - Conference Level

Tom Eleuterio
University of Delaware

Ti Yan
University of Delaware

Policymakers, institutional leaders and students are concerned about how to make higher education more cost efficient. However, understanding the key factors that contribute to the cost of instruction depends on addressing the complex relationships between an academic discipline, the compensation of faculty, teaching workloads, class size and institutional characteristics. This session will examine the recent research collaboration of the Higher Education Consortia and the Education Policy Initiative using longitudinal data from the Delaware Cost Study during the period 1992 to 2017. Participants will learn at least four significant factors that contribute to the cost per student credit hour of instruction. We will use detailed case studies in several academic disciplines to engage the session attendees in a discussion of the implications of our findings for strategic planning and budgeting.

Supporting Success in Introductory Sciences

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Phipps - Conference Level

Whitney Hawkins
Ursinus College

Many incoming first-year students enter college planning to major in the sciences, yet find their hopes stifled by a poor performance in introductory biology or chemistry. Building a model that predicts which students are likely to encounter difficulty in these courses allows institutions to develop early intervention strategies that focus resources on "high risk" students before they even set foot inside the classroom. This session details how the the Office of Institutional Research and Effectiveness at Ursinus College partnered with professors not only to evaluate which incoming students were most likely to struggle in introductory science coursework, but also to maximize the structures put in place to promote their success. Participants will learn what components make up our predictive model and how we coach different departments across campus to use the results to streamline student academic support.

Collaborative Networking for One-Man IR Shops

Topic: Management and Operations
Location: Frick - Conference Level

Macanda Myers
Higher Education Data Sharing Consortium

Kirsten Skillrud
Higher Education Data Sharing Consortium

At small colleges and universities, many institutional researchers are a 'one-person shop,' responsible for every role associated with IR: collecting, organizing, analyzing, and presenting to others. Others often turn to them as keeper of institutional knowledge, but they also need someone to turn to when they have questions. One-person shops depend on collaboration both on and off their campuses. We will discuss strategies for building relationships with other departments that can support efforts to collect data, administer surveys, and report results. Additionally, participants are encouraged to share networking and forum resources they turn to when an issue unique to their type of campus or type of work arises. We want one-person IR shops to walk away knowing they are not alone in the circumstances they face on their respective campuses.

Benefit to Newcomers

A Guide for Diversity and Inclusion Reporting

Topic: Reporting and Transparency
Location: Conference A - Conference Level

Ursula Anderson
University of Delaware

In service of nurturing a diverse, equitable, and inclusive campus community, the Institutional Research & Effectiveness (IRE) office developed a quantitative Inclusive Excellence Report that differed from other IRE materials (e.g., Fact Book, dashboards) because it was designed to inform the entire campus community--students, staff, faculty, and stakeholders--about the university's progress towards increasing diversity and inclusion. This presentation evaluates IRE's quantitative Inclusive Excellence Report in comparison to diversity and inclusion reports produced by a selection of leading research universities in the United States. Best practices that foster transparency and accountability are identified by comparing and contrasting the use of data (trend, benchmarking, pipeline, survey), illustrations (tables, figures, infographics), result interpretation, data definitions, and other key report features. IR professionals can use the information in this session as a template to develop or expand their university's quantitative diversity and inclusion reports.

Predicting Undergraduate Merit Scholarships

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference C - Conference Level

Holly Klick
The University at Buffalo

Predicting the likelihood of undergraduate merit scholarship enrollment is paramount to budgetary and planning processes and is a key to raising quality metrics within your institution. In this presentation, the presenter will demonstrate how institutional researchers can utilize non-linear regression to profile undergraduate students who previously enrolled as merit scholars and help predict who is likely to enroll as merit scholars in the future.

Monday, November 5, 2018 11:25am - 12:45pm

ANNUAL BUSINESS LUNCHEON
Grand Ballroom - 17th Level

Our Annual Business Meeting lunch will be a little different this year!   Join your colleagues for buffet lunch and then engage in discussions about the future of NEAIR and the next strategic plan.   A Diamond Lightning Talk will follow.

PANEL SESSION

This panel session is forty-five minutes.

Data Governance with IR as Leaders

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Monongahela - 17th Level

Becky Brodigan
Colby College

Leroy Graham
Middlebury College

Courtney Wade
Williams College

According to Educause, data management and governance is one of the top ten IT issues for Higher Education, and the role of IR in data governance varies widely. This panel will feature three different liberal arts colleges, which are at different points in time in the data governance process, but are all engaged in a leadership role in an area that traditionally has not been an IR role. They will describe and discuss their office roles in the process, and provide some insights into working to ensure a key role for IR.

Participants in this session will learning more about different approaches to 'data governance' and what the process entails. Participants will be left with some questions to ponder about the future role of IR, and how IR/IT relationships are configured at three different institutions.

Benefit to Newcomers

SPEAKER SESSION

The following speaker sessions are forty-five minutes.

Community College Benchmarking

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Allegheny - 17th Level

Michelle Taylor
The Benchmarking Institute at Johnson County CC

What does success look like for your community college? How do you know when you've reached it? How to communicate it? More and more colleges are requiring meaningful measures to be used in the accreditation process, program assessment and for accountability to both internal and external stakeholders. Learn how benchmarking can enhance your college's ability to make decisions to 'move the needle' on success measures. Additionally, we will discuss incorporating benchmarking data as part of your accreditation process and using benchmarking data in program review. This session will start with an introduction to benchmarking, cover the data collection process, and most importantly, will share tips and best practices on how to use benchmark data.

Improve Recruiting with Analytics

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Vandergrift - Conference Level

Lisa Moore
University of Oklahoma

Given the competition to entice the best and the brightest students, recruitment offices must efficiently use their restricted budgets by focusing limited resources on students who are most likely to enroll. While intuition and instinct have been sufficient in the past, predictive modeling provides a more robust solution for determining these students. This presentation will demonstrate how the University of Oklahoma successfully used SAS Enterprise Miner™ to assess the probability that an admitted student would enroll and determine what actions recruitment officers should take to entice students to enroll. The project was completed in five weeks and the models achieved 89-92 percent accuracy. By using predictive analytics, the university had its largest and most academically prepared student body ever.

Lowering the Drawbridge to Financial Aid Data

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Oliver - Conference Level

Debra Allen
University of Maine

Lisa Applegate
University of Maine

Faced with increased responsibilities for financial aid reporting and analysis, the University of Maine's Office of Institutional Research has collaborated with the Office of Financial Aid to gain operational knowledge of financial aid and, in turn, expand its capacity for conducting related analyses. In this presentation, we will describe our work with respect to developing customized discount rates and projections for budgeting institutional aid. Further, we will outline the challenges associated with financial aid data and conclude with a set of guidelines to consider when pulling and preparing financial aid data. Specifically, we will discuss collaboration strategies, definitions, data governance, validation, data cleaning, and the appropriate use of data as defined by the Higher Education Act.

Developing an Institutional Assessment Plan

Topic: Assessment, Accountability, Accreditation, and IE
Location: Phipps - Conference Level

Angelina Medeiros
Bristol Community College

Over the past academic year, Bristol Community College developed an Institutional Assessment Plan in order to guide the major assessment activities at the college and strengthen these initiatives to foster continual improvement. Assessment is an increasingly important topic for IR professionals due to increased accountability from accrediting bodies and the need for direct evidence of student learning. It is crucial for IR professionals to focus on assessment practices, especially those that capture outcomes establishing the importance of our work in higher education. Participants in this session will learn about the process of composing a plan that includes team recommendations and goals for future improvement.

Benefit to Newcomers

Rethinking Data Requests via On-demand Tools

Topic: Technologies and Applications
Location: Frick - Conference Level

Christina Butler
Tufts University

Over the past few years, there has been a significant increase in the need for data at Tufts University. The Office of Institutional Research and Evaluation (OIRE) is inundated with data requests throughout the year and keeping up with demand in a timely manner has become a challenge. After a close examination of OIRE's ad hoc data requests, the office implemented a proactive strategy for disseminating data. Several tools were developed that enable clients to directly access data on demand. This presentation will provide an overview of the "self-service" tools OIRE has developed through the use of Tableau. Some examples of tools covered in this presentation include: a fall enrollment calculator, program review dashboards, and a real-time enrollment reporting tool.

EDEPS + IPEDS = The Crystal Ball Report

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference A - Conference Level

Jennifer Dunseath
Roger Williams University

Megan Ryan Lynch
Roger Williams University

In an effort to assist our Academic Deans in Strategic Planning, we brought together data from the Economic Development and Employer Planning System (EDEPS) and IPEDS to create a report that shows where we currently have the least amount of competition from other institutions in areas where there will be future occupational demand for college graduates. Participants will learn how to: (1) extract data from IPEDS and the EDEPS, (2) connect that information via Tableau, and (3) create a report that informs future academic program development decisions on their campuses.

A Holistic Data Strategy in Higher Education

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference B - Conference Level

Yun Xiang
University of New Hampshire

The session aims to engage the higher education community in the discussion of a practical and holistic data strategy to use data and analytics to drive strategic planning and decision-making. This concept paper proposes that the holistic data strategy should start with a thoughtful process involving both the data support side and the business decision side at the very beginning. The focus of such a data strategy is to bring values for the institutions and especially their students.

Participants in this session will deepen their understanding of how to facilitate a data-informed culture at their institutions with some concrete steps for them to consider. Participants in this session can also use this document to strengthen their advocacy for a practical approach as to HOW to make plans and decisions with data and analytics and share their learning with the decision makers in their institutions.

Qualitative Research for Policy Review

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference C - Conference Level

Bradley Litchfield
Rider University

Jennifer Skillman
Rider University

Focus group interviews are a common method for collecting data for the purposes of institutional assessment and quality improvement, particularly for those who want to extend and enrich data beyond the results of a survey. Sometimes, focus groups can lead to flawed data that fall victim to confirmatory biases, especially if recommended scientific methods are not followed. This session will address these concerns and recommend alternative ways for data collection. Participants will learn how to formulate fair and balanced research questions in addition to hearing about our greatest experiences regarding the opportunities and challenges of focus groups

Benefit to Newcomers

Monday, November 5, 2018 2:00pm - 2:30pm

POWERTALKS

PowerTalks are two speaker presentations, each fifteen minute minutes in length, held in the same session room. This session will be moderated.

Using Analytics to Predict At-Risk Students

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Allegheny - 17th Level

Youyou Zheng
University of Connecticut

Thanuja Sakruti
University of Connecticut

Student success is one of the most important topics for any institutions. In this study, the institutional researchers discussed the predictive modeling process that could identify student at risk for a major STEM course at a public research university. SAS Enterprise Miner and Visual Analytics were applied to predict and visualize the student performance at individual level. This study allows student advisers and administrators to use predictive analytics and provide interventions for at-risk students in a timely manner.

Have Data and Eat it Too: Analytic Functions

Topic: Technologies and Applications
Location: Allegheny - 17th Level

Jonathan Havey
SUNY - University at Buffalo

As analysts, we frequently need to work with data pulled directly from transactional systems. Sometimes, these data are desirable precisely because of their high level of detail. However, raw data can present a challenge when we want to perform aggregations and transformations while retaining every row. Analytic functions are a feature of SQL that enables these operations. For example, you can display the first term a student enrolled at your institution and

the term they graduated at your institution on every student term row in a data set. Participants will learn how analytic functions can help prepare data for analysis by aggregating data at different levels of detail within the same dataset and arranging data on individual rows to enable subsequent derivations and calculations. Knowledge of SQL coding is not assumed.

Benefit to Newcomers

Monday, November 5, 2018 2:00pm - 2:30pm

POWERTALKS

PowerTalks are two speaker presentations, each fifteen minute minutes in length, held in the same session room. This session will be moderated.

Multi-College Data Governance & IR Alliance

Topic: Technologies and Applications
Location: Conference B - Conference Level

Mary Jane Russell
Saint Michael's College

William Anderson
Saint Michael's College

The presentation will describe how our consortium went from three fledgling data governance programs to one consortium data governance model that created the infrastructure to support IR at the individual school level, common IR functions but independent reporting, and consortium level IR functions. Data governance programs each at the three schools were integrated with the consortium level program to complete the reporting infrastructure. The talk will cover both the planning and the implementation of the data governance programs and provide examples of the different IR functions supported by the new data governance model. We will also demonstrate how the schools collaborate on IR work without compromising their individual IR initiatives. The consortium, Green Mountain Higher Education Consortium, is comprised of Middlebury College, Saint Michael's College and Champlain College.

Testing the Effectiveness of CT PA 12-40

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference B - Conference Level

Jesse-Douglas Mathewson
Connecticut State Colleges & Universities - System Office

In 2012, the Connecticut State Legislature ordered an overhaul of the Connecticut Community College's developmental education system, introducing embedded and co-curricular English and Math instruction for not-yet-college-ready enrollees. Using OLS and LOGIT regression methods, I test the efficacy of these reforms against several success metrics. Participants will learn about the Connecticut Community College (CCC) system's efforts to overhaul developmental education, known officially as Public Act 12-40 (PA 12-40), how CCC's efforts have affected student success outcomes including pass rates, time to passage, GPA, persistence and retention, and why the methods I employed are appropriate to address these topics.

SPEAKER SESSION

The following speaker sessions are thirty minutes.

Self-Service Overhaul

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Monongahela - 17th Level

James Dick
Prince George's Community College

In fall of 2014 Prince George's Community College embarked on a process to allow individual department's access to enterprise data though our newly built data warehouse and business intelligence system. Two years later, the system was severely underutilized and frustration was high. In this presentation attendees will learn about the three largest impediments to self-service reporting at Prince Georges Community College. Additionally, they will hear recommendations of what actions were taken to mitigate these issues in order to increase system adoption.

StudentTracker Premium: Enhance Your Service

Topic: Technologies and Applications
Location: Vandergrift - Conference Level

Sue Ledwell
National Student Clearinghouse

Michele Gralak
National Student Clearinghouse

Find it difficult or time-consuming to analyze the many rows of data in your StudentTracker files? Want to know how to get your school-specific Completions study from the Clearinghouse? Come hear how the new service features provide four institution-specific reports, an analysis ready report (only one row per student) with over 160 columns and more. Demonstrate data visualizations display information for students in a request file on gender, race/ethnicity, and remedial course enrollment. Learn about plans to incorporate workforce data into this service.

Assessment Committee: An Institutional Bridge

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Oliver - Conference Level

Sharon Kramer
Berklee College of Music

This session will take attendees through the process of the establishment of an Assessment Committee at Berklee College of Music six years ago and the growth and challenges faced. Emphasis will be placed on the universality of these experiences to all institutions. This session will show how the assessment committee can enable and support other areas in an institutions to implement and own assessment within their operations; can increase collaboration across the institution; and can increase understanding at the institution of the importance of assessment and use of data in strategic decisions.

Benefit to Newcomer

Students with Intellectual Disability & IPEDS

Topic: Reporting and Transparency
Location: Phipps - Conference Level

Frank Smith
University of Massachusetts - Boston

Clare Papay
University of Massachusetts - Boston

Students with intellectual disability are increasingly enrolling in postsecondary education programs. These unique programs can be disconnected from other academic departments and even IHE administration making them vulnerable to omission from IPEDs submissions. Awards from these programs often straddle the line between informal and formal. As these programs continue to grow in number and in counts of students enrolled, it is critical to have strategies for ensuring these members of your campus community are included in yearly IPEDs submission. In this session, we provide context for participants to understand if their institution offers a program for students with ID as well as guidance and a decision tree that participants can use to decide when to include these students in IPEDS submissions.

Re-Envisioning IR from Data to Decisions

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Frick - Conference Level

Joseph Contreras
Guttman Community College (CUNY)

Inspired by the Association for Institutional Research's 'A New Vision for Institutional Research,' Guttman Community College developed a plan to strengthen its role from a provider of data to a partner in decision-making. Using Tableau, Guttman has implemented a system of dashboards providing up-to-date information on key aspects of the college to support stakeholders' planning. The presenter will discuss the importance of partnering with IT, designing dashboards and reports with a focus on interpretability and user-friendliness, and automating the flow of data from data extraction to dissemination to the college. The presenter will also share his experiences with getting buy-in for the transition to using dashboards.

Barriers to Non-Traditional Graduate Students

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference A - Conference Level

Linda Clark
Central Connecticut State University

Allison Garris
University of Bridgeport

Sara Vincent
Manchester Community College

This session outlines how an institution can avoid a knee-jerk policy analysis by collecting data to address an area of concern. Specifically, a single complaint from a non-traditional graduate student prompted institutional administrators to question policy decisions without collecting data. Using a data collection process grounded in the literature on non-traditional graduate students, the results of this study informed administrators to current obstacles facing non-traditional graduate students to guide policy decisions. The results were also included in recent promotional materials to pro-actively address potential graduate student concerns about returning to pursue graduate studies.

Benefit to Newcomers

Athletic Injury and Student Success

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference C - Conference Level

Jessica Ickes
Lebanon Valley College

This session will explore preliminary research on the relationships between athletic injury and student athlete success including quantitative research on outcomes and qualitative research on student perception of the impact of their injury on their collegiate experience. It will include a focus on how to combine this research with factors typically examined in IR studies of student retention and success. This session will share ways for participants to conduct this type of study on their own campuses and will share findings from the first year of research and initial intervention strategies to improve student success for injured athletes.

Monday, November 5, 2018 2:35pm - 3:30pm

DATA & DESSERT POSTER SESSION & EXHIBITOR SHOWCASE
Urban - 17th Level

Enjoy a cup of coffee or tea with a slice of Pittsburgh's famous Prantl's Almond Torte served with fresh berries. Walk around and view the poster presentations and ask the presenters questions. Vote for the People's Choice poster by dropping a poker chip in the brightly colored bag associated with your favorite poster. The **Best Poster Award** as determined by judges and the **Peoples Choice Poster** as determined by voters will be awarded at 3:15 p.m.

Please use this time to visit the Exhibitor Booths and earn raffle tickets for the **$300 Exhibitor Raffle** by asking a good question or by leaving your contact information with our Exhibitors.

Monday, November 5, 2018 2:35pm - 3:30pm

POSTER PRESENTATIONS

Balancing Survey Experience with Analysis

Topic: Data Analysis and Research Methods

Macanda Myers
Higher Education Data Sharing Consortium

Kirsten Skillrud
Higher Education Data Sharing Consortium

It is difficult identifying or creating a survey that both caters to the participant experience and produces thoughtful, useful results; however, a survey that satisfies both is critical to boosting your response rates and allowing data-driven decisions. To help you identify or create surveys that satisfy these needs, this poster presentation describes the Higher Education Data Sharing (HEDS) Consortium's experiences in seeking this balance in their surveys. The poster highlights examples of questions and response options from HEDS surveys that have either supported user experience over reporting or vice versa and the outcomes of these choices on analysis and reporting. The poster will also provide questions IR professionals can ask themselves and their colleagues to help determine if the survey is right for their participants and will provide beneficial results.

College Completion among VT High School Grads

Topic: Data Analysis and Research Methods

Robert Walsh
Vermont Student Assistance Corporation

Gareth Cleveland
Vermont Student Assistance Corporation

Anna Prescott
Vermont Student Assistance Corporation

Researchers from the Vermont Student Assistance Corporation will present findings from research released earlier this year about college completion rates among the Vermont High School Class of 2012. This work involved using data collected from the 2012 Vermont Senior Survey (a state-wide survey of high school seniors) to identify factors associated with students' college enrollment and college completion within four years. Results showed that postsecondary outcomes differed by a variety of factors students reported prior to high school graduation (e.g. demographics, academic preparation, and parental attitudes). The presenters will discuss how this data is being used to inform policy decisions in Vermont. The presenters will highlight some specific findings of interest, but the discussion will focus on the implications of this work and how other institutions can adapt these methods for their own use.

Data Briefs: Gateway to Informed Decisions

Topic: Creating the Bridge to Data-Informed Decision Making

Shuang Liu
Goucher College

This session showcases how an IE office communicates research findings with campus constituencies in a liberal arts college. To promote a data-informed decision making culture, deliberate efforts were made to improve transparency, create a sense of urgency about change, and forge data partnerships between the IE office and academic and administrative departments. Data briefs generated by the IE office facilitate these goals and provided the gateway for campus-wide informed decision making. Improved communication led to higher visibility for IE and an increase in the number of data ambassadors on campus. Viewers will leave the session with specific examples of data briefs in various topics, such as first-year retention, student engagement in religious, spiritual, and worldview diversity, and campus climate.

Developing an Assessment Plan for IR Offices

Topic: Assessment, Accountability, Accreditation, and IE

Jennifer Dunseath
Roger Williams University

Nicholas Costo
Roger Williams University

Megan Ryan
Roger Williams University

IR offices often find themselves in the role of supporting assessment of academic programs, but assessment of their own function as a non-academic unit is often not addressed. This poster will illustrate the assessment plan we developed, the data we've collected so far via a Customer Satisfaction Survey, and what we plan to do next.

Developing an Experiential Learning Inventory

Topic: Creating the Bridge to Data-Informed Decision Making

Nicholas Costo
Roger Williams University

Jennifer Dunseath
Roger Williams University

Megan Ryan
Roger Williams University

Experiential learning opportunities within a student's educational career have become an important metric for student success as well as university success and accreditation. Increased pressure has been placed on the university to consolidate these experiential learning opportunities into a single, easily accessible database. This poster will illustrate the process of collecting the variety of experiential learning opportunities and creating the database. It will also address the potential uses for this database within the campus system as well as within our IR office.

Lafayette College's Supplemental CDS

Topic: Reporting and Transparency

Simon Tonev
Lafayette College

In this poster, we present a document that has proven extremely useful in disseminating strategically important facts about the institution to both internal and external constituencies. Participants will learn the importance of collaborative decision-making in determining key data elements and the value of open-access to this information in a familiar format.

Let's Have a Data Party!

Topic: Creating the Bridge to Data-Informed Decision Making

Clare Papay
University of Massachusetts - Boston

Frank Smith
University of Massachusetts - Boston

Participatory data analysis is an interactive analysis technique that puts participants in the role of partners in the process of evaluation and research inquiry. Typically, participatory data analysis takes place as a time-limited event, such as a data party, in which stakeholders collectively interpret data, discuss its meaning, and consider actions based on it. This analysis can improve the quality of existing data by giving it new, more complete meanings.

The presenters have used participatory analysis to explore the meaning of evaluation data collected from Transition Post-secondary Programs for Students with Intellectual Disability (TPSIDs) projects that are currently implemented at more than 40 institutions of higher education in the U.S. The presenters will use results of participatory analysis of TPSID evaluation data as an illustrative example for how to use the technique. Participants will be learn participatory data analysis techniques and how to implement them in practice.

Maps: A Sturdy Bridge from Data to Decision

Topic: Creating the Bridge to Data-Informed Decision Making

Suzanne Wasileski
White Mountains Community College

Visualizing data with geographic maps provides an intuitive way for decision makers to move from tables of data to informed decisions. Maps support user understanding because they embed the location-related information needed to interpret place-based data. In a case example, maps of different types were created to inform a decision about whether and where to open a new branch campus of a rural community college. The branch campus was opened, ultimately, and mapped data continue to provide a means to monitor its effectiveness. Participants viewing this poster will experience the value of maps to visualize complex data sets. They will learn to distinguish different types of maps (e.g., layered map, cartogram, story map) and gain a conceptual sense of how data are incorporated into the mapping process.

Paving the Way: The ACES Program

Topic: Creating the Bridge to Data-Informed Decision Making

Mary Lang
The Universities at Shady Grove

Rose Jackson-Speiser
The Universities at Shady Grove

Natalie Wolanin
Montgomery County Public Schools

In this session, viewers will learn about the Achieving Collegiate Excellence and Success (ACES) program in Montgomery County, Maryland. This program was created out of the need for helping minority and at-risk students find a pathway from Montgomery County Public Schools to Montgomery College and the Universities at Shady Grove with the goal of obtaining a bachelor's degree, widely thought of as the key to job obtainment in today's society. Throughout the program, students are given interventions and support, aimed at increasing their changes to graduate from all three levels. This session will explain not only the development of the ACES program, but will also look at the student profiles and the outcomes from all three levels.

Tips for Presentation and Slide Design

Topic: Creating the Bridge to Data-Informed Decision Making

Mike Maieli
Berklee College of Music

Take time to think differently about using slides to present your research. Step outside of default charts and cluttered slides to make intentional design decisions which can increase the engagement and impact of your work. In this poster session, you will learn about simple concepts and techniques to use when building slides, without a need for fancy software or a design background.

To Make the IPEDS Survey Submission Easier

Topic: Technologies and Applications

Robert Zhang
Chatham University

Tired of manually typing in the numbers on the website screen of the IPEDS surveys?

The solution is to adopt a method of uploading a fixed length text file or a key value pair text file, which would save IR staff tremendous time and avoid possible typos caused by human error. This presentation will give the audience step by step instructions, from downloading the import specifications and/or related XML/XSD files including XML Implementation Guide from the IPEDS website, to generating a fixed length text file or a key value pair text file, to uploading the text file to the IPEDS website. The SAS codes used to generate a text file will be also presented. Non-SAS-users may get some ideas from the SAS code to generate a text file by the software they use daily.

Unrequited Love: Admitted But Un-Enrolled Students

Topic: Creating the Bridge to Data-Informed Decision Making

J.R. Bjerklie
University of Maine at Fort Kent

Nathan Grant
University of Maine at Farmington

Rachel Groenhout
University of Maine System

Justin Young
University of Maine System

Robert Zuercher
University of Maine System

The role of IR in understanding the competitive landscape of higher education is crucial. Viewers will learn how the University of Maine System used the National Student Clearinghouse to explore market competition both within the system and from outside institutions. Viewers will also see the process of performing this analysis as an introduction to conducting similar work.

Visualizations: Trying PowerBI

Topic: Technologies and Applications

Jessica Ickes
Lebanon Valley College

This poster presentation will share through visualization examples one campus' story of transitioning from Tableau to Microsoft Power BI. Participants who attend this session will have a chance to see examples of dashboards that can be created in Power BI and will learn how to quickly create these visualizations to represent and share campus data quickly.

Monday, November 5, 2018 3:45pm - 4:15pm

POWERTALKS

PowerTalks are two speaker presentations, each fifteen minute minutes in length, held in the same session room. This session will be moderated.

Exit Focus Groups for Small Program Cohorts

Topic: Assessment, Accountability, Accreditation, and IE
Location: Allegheny - 17th Level

Laura Velasco
Carnegie Mellon University

Exit interviews provide academic programs with an understanding of students' perceptions that can then be used to improve experiences of future cohorts; however, limited resources make exit interviews time intensive and cost prohibitive. When program cohorts are small, an exit focus group can provide reliable and usable information without straining resources. Carnegie Mellon University's office of Institutional Research and Analysis recently redesigned the exit interview process for two master's programs in the Department of English using a single exit focus group. The results were a manageable process that employed good research methodology and resulted in useful information for the department.

Achieving High Survey Response Rates

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Allegheny - 17th Level

Teresa Wonnell
Johns Hopkins University

At Johns Hopkins University, response rates for large-scale, high-priority student surveys went from around 45% to over 60% and sometimes over 70% after stewardship of the surveys moved to Student Affairs and a multi-pronged approach was used to encourage participation. Learn about the range of techniques used to obtain reliable survey data, including the mundane, such as lawn signs, to the technical, and finally to the power of personal outreach.

Benefit to Newcomers

Monday, November 5, 2018 3:45pm - 4:15pm

POWERTALKS

PowerTalks are two speaker presentations, each fifteen minute minutes in length, held in the same session room. This session will be moderated.

Student Affairs & Institutional Research

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference B - Conference Level

Whitney Hawkins
Ursinus College

As researchers, we are consistently challenged to quantify and categorize the students at our institution. Student affairs professionals, however, spend their days (and often their nights) working with the unique individuals that make up our datasets. At Ursinus College, both our Director of Institutional Research and I previously worked in student life. Using this background, we built a cooperative partnership with Student Affairs that has revolutionized the way both offices work. Together we have advocated for underserved populations, developed a real-time retention management platform, improved survey response rates, and championed one another at every opportunity. This session will help IR professionals better understand the value of student affairs' work and provide practical strategies for strengthening this relationship.

Benefit to Newcomers

Social Media Use and Student Wellness

Topic: Data Analysis and Research Methods
Location: Conference B - Conference Level

Gordon Hewitt
Hamilton College

Wei-Fang Lin
Hamilton College

There are contradictory results of research on the effect of social media on the wellness of young people. The current research on the topic shows both greater engagement and social awareness as well as greater anxiety, depression, and lower self-esteem. Using data from the CIRP Freshman and YFCY surveys, we will show the relationship between the time students at a residential liberal arts college spent on social media before coming to college and in the first year, and wellness outcomes. such as medical and psychiatric leaves, alcohol transports, and feeling depressed, among others.

<div align="right">Monday, November 5, 2018 3:45pm - 4:15pm</div>

SPEAKER SESSION

The following speaker sessions are thirty minutes.

Igniting Change through Data

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Monongahela - 17th Level

Caroline Evans
Community College of Allegheny County

Kalina White
Community College of Allegheny County

The purpose of this presentation is to illustrate the power of using data from a simple survey to cultivate large scale culture change at an institution. Faculty and administrators used a data-driven approach to ignite conversation about deficits in the current assessment practices, enabling forward movement in a system that had gone stagnant. Survey data was used to inform actions and decisions, including the creation of an 'All Assessment Day,' a time for faculty to hold robust cross-disciplinary conversations about the future of assessment at the
institution. Participants in the session will learn how the results of a survey were used to inform the development of a major college-wide faculty-driven initiative. Participants will also learn how emphasis on data-driven team building became a key feature of migration to new practices.

Benefit to Newcomers

Building Quality Improvement Plans

Topic: Technologies and Applications
Location: Vandergrift - Conference Level

Anita Swope
Watermark

To move beyond compliance and experience the full benefits of intentional assessment, institutions must have a clearly articulated plan for how to use assessment results to improve student learning outcomes and institutional quality. Developing a culture of continuous improvement - and the structures required to effectively engage diverse stakeholders in the process - can be a tall order.

Join us to learn how institutions leverage Watermark to:
-Promote transparency and build a culture of improvement with a standardized approach to assessment.
-Engage faculty with collaborative workspaces and integrated review processes
-Develop and seamlessly manage outcomes-based assessment projects
-Efficiently score student work across programs and disciplines
-Analyze and filter evaluation data by student demographics and level to get a clearer picture of the impact of continuous improvement efforts across the institution

Faculty Verification Process Improvements

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Oliver - Conference Level

Melissa Baker
Carnegie Mellon University

An accurate and comprehensive record of faculty and staff is one of the responsibilities of IR offices that seems to be more of a myth than a possibility. Many of us have dealt with incorrect, missing, and confusing data. We try to create a systematic process that will give us accurate counts, but our efforts produce reports that more accurately reflect reality, rather than what is recorded in the system. Therein the problem lies; accurate reporting from our office, with incorrect underlying data, only to repeat the cycle of "bad in bad out' with regard to the information. This session will show ways to improve this cycle by showing how our office used a systematic approach, as well as how we were able to get buy-in from the data owners. We will share the faculty verification process we do annually and discuss challenges faced along the way.

First Destination Data and Art School Success

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Phipps - Conference Level

Joanne Kersh
Association of Independent Colleges of Art and Design

This presentation addresses the importance of collecting first destination data for graduates of art & design programs. Data from three years of graduating cohorts was analyzed to better understand how graduates of art and design schools compare to other graduates across the country in terms of first destination employment outcomes. Further analysis indicated that specific curricular practices (e.g., internships) may lead to more successful transitions to employment.

Participants will learn how the Association for Independent Colleges of Art and Design (AICAD) is using first destinations data to demonstrate successful outcomes for graduates of art and design schools, inform best practices, and advocate for the value of an education in the arts.

Use Tableau for Easy Report Production!

Topic: Technologies and Applications
Location: Frick - Conference Level

Wendy Booth
Michigan State University

Participants will learn how to use Tableau to easily produce fabulous hardcopy booklets and documents. An annual 150-page booklet updated and ready for print in a few hours? Yes! It is possible and easy with Tableau! We will share our tips and techniques to create the stable data sources Tableau needs for easy maintenance of your project. The customized dashboard sizes and layouts that we find work best for the viewed or printed page will be demonstrated. We will share worksheet techniques such as filtering and layouts for Tableau to automatically select time ranges such as a ten-year trend up to the most recent year, for highly efficient updates to your report. Come learn from our missteps and our successes on how to use Tableau for efficient, easy maintenance and production of annual reports in both PDF and hardcopy output.

Bridge Building: IR's Role in Data Governance

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference A - Conference Level

Constance Pierson
University of Maryland Baltimore County

Michael Glasser
University of Maryland Baltimore County

This session will focus on how our IR office partnered with IT to develop and maintain our system of data governance at a public four-year research institution. Session attendees will learn the factors considered as we built our data governance structure, the resulting committee and decision-making structure, and how this structure is maintained. The role of data stewards, data security and integrity, and data quality will be emphasized. Discussion will also focus on the simultaneous build out of our data warehouse and reporting environment, and how we were able to use our data governance structure to foster campus buy-in for data informed decision-making, as well as an example of how the data governance structure has been used to guide decision making with respect to strategic planning.

Predicting SETs using Decision Tree Analysis

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference C - Conference Level

Eunkyoung Park
George Mason University

John Dooris
George Mason University

While student evaluations of teaching (SET) are one of the most popular assessment tools for teaching, there is disagreement on whether SET measure effective teaching without bias. We examine the relative importance of specific teaching effectiveness items on the SET and variables outside of an instructor's control, such as student (e.g., level of interest in course), class (e.g., classroom size), and instructor (e.g., gender, race, tenure) characteristics in explaining overall teaching effectiveness scores on the SET. Based on an institution-wide SET data at the student level merged with institutional data on courses and instructors in a large public four-year university, we apply decision tree analysis to identify variables that most differentiate highly rated instructors from other instructors. The results of this study will inform institutional decision makers and instructors on how to better utilize the SET as an assessment tool.

POWERTALKS

PowerTalks are two speaker presentations, each fifteen minute minutes in length, held in the same session room. This session will be moderated.

Beauty and Brains: Data Viz Best Practices

Topic: Technologies and Applications
Location: Allegheny - 17th Level

Melissa Hartz
Colby College

This brief talk will cover the basic best practices for data visualization and common pitfalls. It will also explore the biology of perception to explain why humans are so drawn to visual information. The presenter works in Tableau, but attendees will be able to use the information from this session in any visualization tool, from Power BI to Excel.

Benefit to Newcomers

Visualizations: Trying PowerBI

Topic: Technologies and Applications
Location: Allegheny - 17th Level

Jessica Ickes
Lebanon Valley College

This session will share through visualization examples one campus' story of transitioning from Tableau to Microsoft Power BI. Participants who attend this session will have a chance to see examples of dashboards that can be created in Power BI and will learn how to quickly create these visualizations to represent and share campus data quickly.

POWERTALKS

PowerTalks are two speaker presentations, each fifteen minute minutes in length, held in the same session room. This session will be moderated.

Modeling the Effects of Law School Curriculum

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference B - Conference Level

Veronika Ancukiewicz
Johnson & Wales University

Decreasing bar exam passage rates are an urgent concern for law schools nationwide. Institutions are changing the legal curriculum to better support their graduates in taking the bar exam. While a lot has been written and said on what institutions can do, there are few empirical studies on the effectiveness of these curricular initiatives.

In this session, a logistic regression model examines the effects of three curricular factors on first-time bar exam passage at one institution. These include: courses identified as covering topics found on the bar exam ('bar courses'), exam review courses, and experiential education credits.

Participants in the session will gain an understanding of different curricular initiatives in legal education. They will learn how to use course enrollment and bar exam data to build a logistic regression model to examine the effectiveness of these curricular factors.

College Performance of Prep-School Students

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference B - Conference Level

Vincent Lan
U.S. Military Academy

The performance of former prep-school students has been a source of interest and examination at the U.S. Military Academy (USMA) at West Point. Through the years, USMA has examined the academic performance and retention rates of its former prep-school students. Our figures reflect the fact that former prep students are academically underqualified entering USMA compared to the rest of the student body. Their time at USMA, however, shows that they underperform in some, but not all areas compared to the rest.

Benefit to Newcomer

Monday, November 5, 2018 4:30pm - 5:00pm

SPEAKER SESSION

The following speaker sessions are thirty minutes.

Utilizing Student Input in a Climate Survey

Topic: Data Analysis and Research Methods
Location: Monongahela - 17th Level

Eric Lanthier
Lasell College

Hoa Nha Nguyen
Boston Public Schools

Karin Raye
Lasell College

The IR office worked cooperatively with an undergraduate Sexual Violence Advocacy class to implement a student Title IX campus climate survey. This session will take attendees through the process of finding a survey that fits the needs of key campus stakeholders, including student voice in the process of editing survey items, designing a trauma-informed survey experience for students, and distribution of results. This session will focus on the key insights obtained from including undergraduate students into the process of survey development and the analyses of the results.

Adventures in Analytics Implementations

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Vandergrift - Conference Level

Doug Nutter
Heliocampus

Krisztina Filep
University of Massachusetts Amherst

As schools continue to be challenged to use consistent and rigorous data for decision making, it is important to use a methodical, comprehensive approach to achieve a successful data analytics initiative. HelioCampus and UMass Amherst will share UMass Amherst's experience in advancing their analytics capability. Although success hinges on a high-quality implementation process, many IR practitioners and leaders may not be familiar with what constitutes a successful implementation. In this session, we will provide an overview of best practices for standing up an institution-wide analytics platform, in particular the crucial relationship between IR and IT. We will review how planning a successful implementation sets an institution up for long term success, as well as best practices and challenges to success.

The Nuances of Women's Persistence in STEM

Topic: Data Analysis and Research Methods
Location: Oliver - Conference Level

Youyou Zheng
University of Connecticut

Research on women's participation in STEM majors in college shows that women are less likely to persist in STEM majors than their male counterparts. The consequences of this disparity include solutions to problems being informed primarily by a male and the sustaining of gender wage gap. Effective policy responses to this problem should be guided by the reasons for such choices. This paper reveals the nuances of persistence among women in STEM majors, and shows that pre-college math preparation and ability matter, and that performance in college courses most relevant to a STEM curriculum are important predictors of success. However, gender differences in persistence in STEM majors vary in complex ways across ability and more and less math intensive majors. There appears to be no gender difference for more math intensive majors, and all of the observed gender differences are found in less math intensive majors.

Benchmark Your Institution Against Your Peers

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Phipps - Conference Level

Denise Nadasen
Association of Public and Land-grant Universities (APLU)

Julie Alig
University of Massachusetts Lowell

The VSA program offers a robust analytics platform to enhance data capacity for higher education institutions. We have created a merged and cleaned national dataset with over 350 variables on over 4,200 Title IV institutions. Have you been asked, 'How does our retention rate compare to that of our peers?' How about the undergraduate enrollment, Pell recipients, faculty-student ratio, degrees awarded, graduation rate, or R&D expenditures? The VSA Analytics tool can produce customized charts for all these metrics in about 30 minutes. Participants in this session will 1) explore a national dataset that has been integrated, cleaned, and merged to provide institution-level data for over 4,200 institutions exclusively for VSA subscribers, and 2) learn how to use the new VSA Analytics tool to analyze the data and create benchmark reports to compare their institution against a custom peer group on over 25 national metrics.

Benefit to Newcomers

Assessment for Accreditation or Improvement

Topic: Assessment, Accountability, Accreditation, and IE
Location: Frick - Conference Level

Fernando Colina
Salem State University

National accreditation bodies have included assessment of student learning outcomes as a criteria for institutional and program evaluation. Participants in this session will learn of the role IR plays in ensuring that assessment is carried out beyond an exercise in compliance with external demands for accountability. Participants will hear about current research on the role of faculty in assessment that improves student learning outcomes.
The tension between assessment for accountability and assessment for improving student learning outcomes is explored, and the suggestion is made that it is possible for assessment to meet both accreditation demands for accountability and to improve student learning outcomes.

Benefit to Newcomers

Accountability through Dashboarding

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference A - Conference Level

Karen Egypt
Anne Arundel Community College

Liza Moore
Anne Arundel Community College

Changing the culture at a college to incorporate data to inform decisions is a massive task. Institutional research professionals have long analyzed key data but have been challenged to infuse their work in decision making. This session will highlight the lessons learned, key successes, and areas of challenges that one college has experienced in shifting the paradigm from paper reports to a dashboard environment that puts the power of data into the hands of the college community. Participants will learn the situations that supported success, how decisions of what data to dashboard were made, tips and tricks to present data to engage users, the benefits for the IR staff and concrete examples of the impact of the dashboards on the institutional culture.

Mediating Politics with Statistical Mediation

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference C - Conference Level

Christopher Steinman
Johns Hopkins University

Introduction to statistical mediation models, and how they can uniquely inform understanding of policy processes, problems, and solutions.

Monday, November 5, 2018 5:30pm - 6:30pm

NEAIR CONNECTS
Urban - 17th Level

If you haven't signed up for a dinner group, this will be an opportunity to find some friendly colleagues to join for dinner. Dinner Groups will leave from this event.

BREAKFAST BUFFET
Grand Ballroom - 17th Level

Network with your colleagues while enjoying an All American Breakfast buffet.

CONFERENCE INFORMATION
17th Level

This is your one stop information hub. A commuter lounge is available for use in Jefferson - 17th Level. Please ask at registration about a private lactation room.

INVITED SPEAKER SESSION

This invited speaker session is forty-five minutes.

U.S. News Update

Topic: Reporting and Transparency
Location: Allegheny - 17th Level

Eric Brooks
U.S. News & World Report

The latest on U.S. News & World Report's rankings following September's Best Colleges release, with a look ahead to the upcoming year.

SPEAKER SESSION

This speaker session is forty-five minutes.

Building Better Predictive Models

Topic: Data Analysis and Research Methods
Location: Vandergrift - Conference Level

Kevin Potcner
JMP

Building and implementing statistical models has become an essential part of today's Institutional Research endeavors. Discovering the factors that most impact an outcome, describing that impact, and using the resulting model to predict future outcomes allows institutions to gain deeper insights into their student, faculty, and overall performance of their institution.

With these data-driven insights made available, institutions can take preventative measures and install value-added support systems to increase student retention. In this presentation, the speaker will demonstrate the process of and concepts important to successfully building statistical models including a recommended workflow in doing so via the JMP Statistical Software.

SPECIAL INTEREST GROUPS (SIG)

The following special interest group sessions are forty-five minutes.

Tableau User Group

Topic: Topic SIG
Location: Monongahela - 17th Level

Karen Egypt
Anne Arundel Community College

Liza Moore
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.

Institutions Serving Adult & Online Students

Topic: Topic SIG
Location: Oliver - Conference Level

Ann Marie Senior
Thomas Edison State University

The purpose of this session is to discuss issues of importance to IR staff from colleges and universities that enroll 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 enrollment issues, persistence and graduation outcomes, as well as useful tools for assessing adult and/or online students student satisfaction, and achievement.

Higher Education Data Sharing Consortium

Topic: Subscription Services SIG
Location: Phipps - Conference Level

Macanda Myers
HEDS Consortium

Kirsten Skillrud
Higher Education Data Sharing Consortium

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.

Voluntary Framework of Accountability (VFA)

Topic: Subscription Services SIG
Location: Frick - Conference Level

Vaughn Alexander Hendriex
American Association of Community Colleges

Community college professionals are encouraged to join us to learn how colleges across the country are using the Voluntary Framework of Accountability (VFA) to drive institutional improvement. This special interest group is open to any community colleges who are currently participating in the VFA or who are interested in learning more about the VFA. This is an opportunity to talk with your peers about the VFA, share & learn best practices regarding the use of VFA data, and to meet the VFA staff.

Where is the Context for IR?

Topic: Topic SIG
Location: Conference A - Conference Level

Becky Brodigan
Colby College

The focus of IR conferences has shifted so that the majority of session are about software or technical issues - PowerBI, Tableau, Top SPSS functions, etc. Where is the panel on current issues in higher education? Where do new staff learn about strategic issues? How can you understand the regression and reporting if you don't know what the issues are? How do you learn? What strategies do you embrace in your office? Reading groups? Attendance at other kinds of conferences? What are some good practices for bringing newcomers in the field up to speed on major strategic higher education issues? Will the role of IR continue to be diminished if we focus too much on tools and methods? This is my fear for the future...

NEAIR Wants To Hear From You!

Topic: Topic SIG
Location: Conference B - Conference Level

Annemarie Bartlett
Ursinus College

The NEAIR steering committee works on behalf of the membership and we want to hear your feedback and suggestions on the future of NEAIR. This SIG will be focused around some of the recent initiatives of NEAIR with strategic planning, membership definitions, research, and more.

NEAIR Focus Group

Topic: Topic SIG
Location: Conference C - Conference Level

Betsy Carroll
The Culinary Institute of America

Claire Goverts
SUNY College at Brockport

By invitation only

DISCUSSION GROUP SESSION

This discussion group session is forty-five minutes.

First Destination Methodologies and Reporting

Topic: Data Analysis and Research Methods
Location: Conference B - Conference Level

Andrea Bakker
Miami University of Ohio

Michael Light
Miami University of Ohio

Whether required or merely desired, many institutions now strive to identify where their students go after graduation, including whether they find a job or continue their education. However, collecting data on graduates' placement can present many challenges.

To identify successful methodologies for collecting and communicating first destination data, the presenters conducted a survey of IR professionals. The presenters will use the results of the survey to share new insights about first destination data collection, including trends in data collection and reporting at other institutions. The presenters will also use the survey results to prompt discussion of participants' experiences with first destination data collection. The discussion will center on data collection methodologies, effective strategies for communicating results, and methods for overcoming the challenges associated with both.

Benefit to Newcomers

INVITED SPEAKER SESSION

This invited speaker session is forty-five minutes.

IPEDS Update

Topic: Reporting and Transparency
Location: Allegheny - 17th Level

Tara Lawley
National Center for Education Statistics

The National Center for Education Statistics will present an update on soon to be proposed changes to the Integrated Postsecondary Education Data System (IPEDS) as well as the R & D behind the changes. NCES will also present some new resources available to data providers and users.

PANEL SESSION

This panel session is forty-five minutes.

Unrequited Love

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Monongahela - 17th Level

Nathan Grant
University of Maine at Farmington

J.R. Bjerklie
University of Maine at Fort Kent

Robert Zuercher
University of Maine System

The role of IR in understanding the competitive landscape of higher education is crucial for decision support at the campus and system office level. Competition for a declining demographic of prospective students is growing. Participants will learn how the University of Maine System (UMS) used the National Student Clearinghouse for studying market competition in order to ensure that particular courses of action are based upon reliable information. One of our findings was that a large part of our competition is internal to our system. We are currently undertaking initiatives to differentiate campus missions and reduce internal competition. Attendees will also learn how to perform a similar analysis at their own institutions or system offices.

SPEAKER SESSION

The following speaker sessions are forty-five minutes.

Beyond Compliance: Turning Your Data into Action

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Vandergrift - Conference Level

Chris Husser
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 ed, 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 evidence-informed decisions and drive mission fulfillment 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.

How IR Can Impact Teaching and Learning

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Oliver - Conference Level

Jerold Laguilles
Springfield College

When it comes to student success, institutional research offices have a lot to offer on the 'student' side of the coin (e.g. retention analysis, graduation rates, post-graduation outcomes). The other side of the coin relating to teaching and learning, however, can be more challenging for institutional researchers to make an impact. One avenue into this arena is for IR professionals to collaborate with their institution's center for teaching and learning. This session will share how an IR office can partner with a center for teaching in the areas of assessment, course grade analysis, course evaluations, and survey results. Come learn and participate in discussions about dealing with faculty concerns, handling sensitive data, and developing rapport with a new center for teaching.

IE Collaboration for Inclusive Excellence

Topic: Assessment, Accountability, Accreditation, and IE
Location: Phipps - Conference Level

Claire Goverts
SUNY College at Brockport

Goals, objectives, measurements and campus collaboration. This session will describe the parts of institutional effectiveness, embedded with the collaboration of our Diversity Office throughout the process. This will be done by utilizing our campus strategic plan for equity, diversity, and inclusion as a model. Participants will understand the collaborative piece in IE, along with being able to write institution wide goals, and identify objectives, which map to goals. An example of the related annual scorecard for updates will be shown, created with Qualtrics. The session will also highlight the Statement of Aspirational Practice for IR.

Benefit to Newcomer

Cultivating Effective Data Governance

Topic: Leadership Skills
Location: Frick - Conference Level

Rachel Groenhout
University of Maine System

Justin Young
University of Maine System

Data governance has become an increasingly critical issue as data volumes grow, analytics capabilities expand, and a culture of data-informed decision making becomes an essential element to institutional success. In this presentation, we will share our processes for developing a collaborative data governance program with stakeholders representing all functional areas, and seven institutions, within a single public university system. Two years after launching our data governance program, the presenters will share the processes for creating and facilitating targeted working groups, ensuring executive and stakeholder buy-in, and fostering multi-directional communication. Processes for continuous review and improvement of effectiveness will be shared, and attendees who have also implemented a data governance program will be encouraged to share their experiences during the session.

Implementing a Strategic Plan Evaluation

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference A - Conference Level

Polly Prewitt-Freilino
Mount Holyoke College

Implementing an annual review process for a multi-year institutional strategic plan is a valuable tool to supporting the success of the plan. This session reviews the process implemented at a selective private liberal arts college to monitor the progress at the priority, goal, and initiative level for more than 200 strategic initiatives. This will include a review of the annual progress rubric used by senior leadership to evaluate items in their areas of responsibility. Next the presenter will discuss the role of the IR office in collecting and visualizing the data for the annual strategic plan evaluation. The presentation will concluded with a demonstration of the interactive scorecard developed in Tableau to allow various stakeholders to monitor strategic plan progress.

Using Tableau to Present Integrated NSSE Data

Topic: Creating the Bridge to Data-Informed Decision Making
Location: Conference C - Conference Level

Lan Gao
Simmons College

Undergraduate student retention is important to understand for the benefit of both students and institutions. Institutional comprehension of the factors related to student retention is key for student well-being as well as institutional success. Many colleges and universities administer student surveys in order to evaluate their experience. The presenter will discuss how they integrated NSSE data with their institutional data and set up interactive dashboards in Tableau to help senior administrators understand key factors playing in student retention and the interactions of those key factors, and develop strategies and improve practice in efforts to enhance the undergraduate student experience. Participants in this session will gain an understanding of how to merge institutional student data with survey data, and how to visualize the data in Tableau to inform campus discussions and decision-making in student retention and graduation.

Tuesday, November 6, 2018 9:50am - 10:25am

EXHIBITOR RAFFLE & COFFEE BREAK
Urban - 17th Level

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 Discussion.

PLENARY SESSION PANEL DISCUSSION
Grand Ballroom - 17th Level

Data-Informed Decision Making: Challenges, Strategies and Lessons Learned

Moderator: Betsy Carroll, Culinary Institute of America

Panelists:

James Mello
Franciscan University
of Steubenville

Claire Goverts
SUNY
College at Brockport

Shama Akhtar
Bowie State University

This year's conference theme, Creating the Bridge to Data-Informed Decision Making, highlights important aspects of IR, IE, and assessment work: that we advocate on our campuses for continuous improvement, support others in making decisions based on the strongest evidence available, and connect decision makers within and outside our own institutions.

The current conversation in the IR field explores how data-informed decision making can be accomplished feasibly, effectively, and ethically. In a challenging higher education landscape, there seems to be decreasing room for error when it comes to institutional or departmental strategy.

This panel will discuss the IR role in data-informed decision making, focusing on strategies and ideas that can be implemented to move this work forward in higher education. In particular, the discussion will address student success, policy making inside and outside the institution, and ethical considerations for decision makers.

CONFERENCE CLOSING & RAFFLE
Grand Ballroom - 17th Level

Introduction of the 2019 Newport Team with some closing comments followed by the conference raffle.

    2019 President - Shannon Tinney Lichtinger
    2019 Program Chair - Wendy Weiler
    2019 Associate Program Chair - Constance Pierson
    2019 Local Arrangements Chair - Kristen Procopio
    2019 Associate Local Arrangements Chair - Megan Ryan Lynch

The 2018 NEAIR Conference Team sincerely thanks our many volunteers that made this conference possible, and we thank you for joining us in Pittsburgh!

CONFERENCE FOCUS GROUP
Jefferson - 17th Level
By invitation only

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SAS helps you better serve your students and your institution by turning data into answers you can act on. More than 3,000 educational institutions rely on SAS' 42 years of experience as the worldwide leader in analytics to gain the fastest insight into critical areas like student performance, enrollment, retention, institutional advancement and more. No matter how big your data is or how many users need to access self-service reporting to make lightning-quick decisions, SAS is unmatched in giving educators THE POWER TO KNOW®. Find out more at sas.com/ir.

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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.

Contact: Gaetana DiRoberto
gdiroberto@usnews.com

NEAIR THANKS OUR PLATINUM SPONSORS

Alla Breve is the musical term for cut time, and with Alla Breve Educational Consulting, educational institutions can save time (and money) by being more efficient and effective with their data. With 25 years of research experience, Dr. Nicole Alioto spent the majority of her career working in higher education and K12 to use data for improving student outcomes and institutional effectiveness. Alla Beve Educational Consulting also is a Registered IBM Business Partner and certified reseller of SPSS software.

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Campus Labs empowers institutions to make valuable connections with their data. We offer a complete set of integrated solutions for areas such as assessment, retention, teaching and learning, student engagement, and institutional effectiveness. We're proud to serve more than 1,300 public and private colleges and universities. To learn more, visit campuslabs.com.
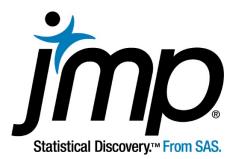
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Equifax helps higher education institutions in solving their graduate outcome data dilemma. By partnering with Equifax, institutions can access the largest source of authentic, up-to-date employment information to glean important insight on their graduates and degree programs. Graduate Outcome Metrics from Equifax can alleviate the pain of traditional data collection methods, surveys, outbound calls, social media searches, etc., while providing more trustworthy insight to a wider variety of stakeholders. Institutions can access reliable data to answer questions ranging from, "Are students who graduated with higher GPAs earning higher salaries?" to "What is the median salary for class of 2012 business administration majors?" and many, many more. To learn more about the hundreds of reporting options available to suit most any need, contact GradOutcomes@equifax.com.

Contact: Jeff Taylor
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JMP® statistical discovery software from SAS is the tool of choice for scientists, engineers and other data explorers worldwide. JMP links dynamic data visualization with powerful statistics, in memory and on the desktop. Interactive and visual, JMP reveals insights that raw tables of numbers or static graphs tend to hide. JMP simplifies data access, cleanup and processing, and makes it easy to share results. It includes comprehensive capabilities for: Statistical analysis, Design of experiments, Multivariate analysis, Quality and reliability analysis, Scripting, graphing and charting, and more.

Contact: Pany Allen
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HelioCampus is a fast-growing data company exclusively working with the higher education community. HelioCampus offers not only an extensible data platform, but also ongoing data science services, and provides client institutions with actionable solutions through comprehensive integration and analysis of key data across the student lifecycle, institutional financials, and more. Originated within the University System of Maryland, HelioCampus offers a unique perspective on using data to facilitate meaningful conversations that fuel higher value analyses and spur action.

Contact: Todd Lucca
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NATIONAL STUDENT CLEARINGHOUSE®

We are a nonprofit and nongovernmental organization and the leading provider of educational reporting, data exchange, verification, and research services. The services we offer have been provided at the request of our participating institutions to enable them to better serve their students. Through our research arm, the National Student Clearinghouse® Research Center, we provide educators and policymakers with accurate longitudinal data on student outcomes to enable informed decision making. Stop by and learn about our new Student Tracker Premium Service.

Contact: Sue Ledwell
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Watermark's mission is to put better data into the hands of administrators, educators, and learners everywhere in order to empower them to connect information and gain insights into learning which will drive meaningful improvements. Through its innovative educational intelligence platform, Watermark supports institutions in developing an intentional approach to learning and development based on data they can trust. For more information, visit www.watermarkinsights.com.

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ASR Analytics, LLC (ASR) is a GSA certified small business that provides analytic consulting services to clients in the public and private sectors. Founded in 2004, ASR has quickly developed a reputation for thought leadership in the business intelligence (BI) and policy research community, by helping our clients to make better decisions through the integration, validation, and analysis of their operational data. ASR's staff includes PhD economists and statisticians, as well as experienced analytics programmers, BI implementation specialists, and data warehouse developers. ASR has leveraged these capabilities to deliver outstanding results for clients across the higher education and government markets. Our practitioners have served as trusted advisors to Presidents, Vice-Presidents, Chancellors, Institutional Researchers, and Information Technology teams at numerous two year and four year as well as public and private institutions. ASR has also led high-profile readiness assessments for institutions embarking on their journey to a "Culture of Evidence." We have used the results from these studies to provide data informed guidance for organizational improvements.

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Xitracs: for Assessment, Planning, and Compliance. Xitracs is the simple to use, yet feature-rich solution for all levels of assessment reporting including program, course, and student outcomes. Additionally, Xitracs provides curriculum and outcome mapping, strategic plan reporting, credentials management and reports, as well as agency compliance reporting. Discover how Xitracs gives you more reports while taking less time for you and your faculty. Learn more about Xitracs and the Assessment and Data Extraction modules by visiting our website, www.xitracs.com.

Contact: Howard Taylor
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Evisions helps higher education organizations work better. Our software eases your administrative load so you can get back to the process of learning and discovery. Built and optimized for administrators, our solutions help you stay on top of your many tasks and responsibilities, reduce hassle and waste, and work more efficiently.

Contact: Brian Stevens
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The Higher Education Data Sharing Consortium (HEDS) 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.

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Founded in 2004, ModernThink is a strategic organizational development and management consulting firm with particular expertise in workplace quality, organizational assessment and stakeholder engagement. In partnership with The Chronicle of Higher Education, ModernThink co-founded The Great Colleges to Work For® program in 2008. As the survey, research and analysis engine for that program, we have surveyed over 1,000 colleges and universities. Now entering its twelfth year, the Great Colleges program is a recognition program that measures employee engagement at colleges and universities across the country. In addition to working with participants in recognition programs, ModernThink has been engaged by individual organizations to conduct specific research and analysis and give guidance to leadership on the path to improving their workplaces.

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Nuventive provides institutions the capacity to improve and transform through the better use of information. We provide solutions for students, faculty, and administrators to assess, communicate, and improve personal and institutional performance. These fully-cloud, based services bring business process and data/information together in a Platform that supports any improvement or transformation initiative including student learning outcomes, strategic planning, program review, administrative outcomes management, and student success.

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Othot is redefining how advanced analytics improves and optimizes specific outcomes that accelerate growth and profitability. Our unique blend of artificial intelligence, dynamic and real-time predictions, and what-if scenario response modeling and software functionality transform data into powerful and actionable insights that impact speed and results. Othot's advanced analytics platform is deployed at higher education institutions across the United States, empowering schools to use advanced analytics to make important and measurable decisions at each stage in the student lifecycle.

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Veera from Rapid Insight is the Ideal Analytics Platform for Higher Ed. Veera helps make improvements across the entire lifecycle - Optimize enrollment, enhance student success and provide campuswide analytics. Data preparation, predictive analytics and reporting.

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Times Higher Education (THE), the leading authority on higher education, provider of data-led insights and editorial intelligence and publisher of the THE World University Rankings & WSJ/THE US College Rankings.

Contact: Terra Schultz
data@timeshighereducation.com

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ETS develops various standardized tests primarily in the United States for K-12 and higher education, and it also administers international tests including the TOEFL (Test of English as a Foreign Language), TOEIC (Test of English for International Communication), Graduate Record Examination (GRE) General and Subject Tests, and The Praxis test Series - in more than 180 countries, and at over 9,000 locations worldwide. Many of the assessments it develops are associated with entry to US tertiary (undergraduate) and quaternary education (graduate) institutions, but it also develops K-12 statewide assessments used for accountability testing in many states, including California, Texas, Tennessee, and Virginia. In total, ETS annually administers 20 million exams in the U.S. and in 180 other countries.

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The Revealing Institutional Strengths and Challenges (RISC) Survey provides colleges and universities with detailed and actionable data regarding student success. The survey provides useful data at the lowest possible cost by pinpointing where college students experience obstacles and identifying campus offices that excel in helping students succeed. The survey covers three main areas: challenges students face during the semester, student-office interactions, and student views of the institution. Colleges will receive an institutional report describing their survey results, as well as benchmarking data from other participating colleges.
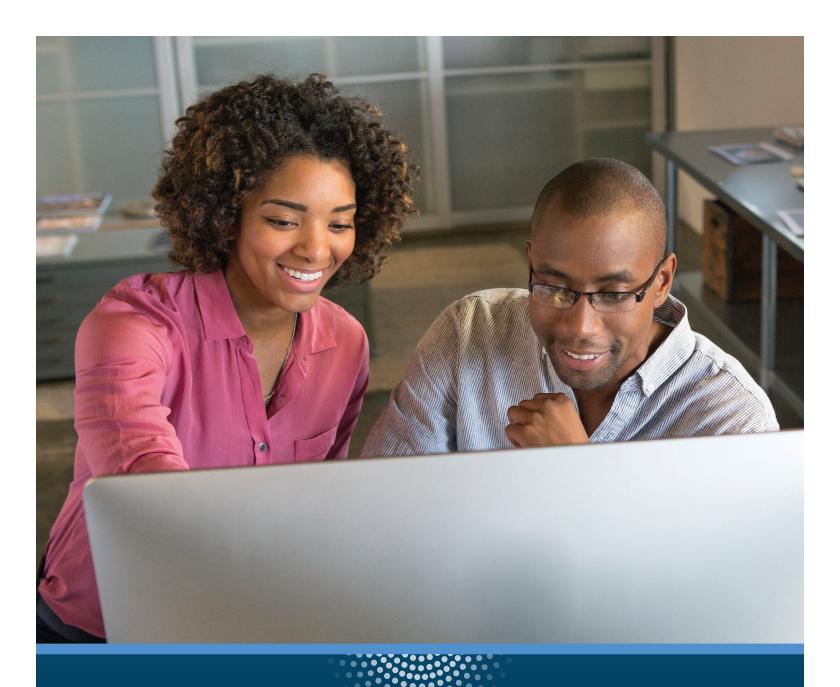
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for supporting the 2018 conference evaluation

(Steve Joslin, sjoslin@gravic.com)

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