2019 CONFERENCE PROGRAM

NEAIR 46TH ANNUAL CONFERENCE



RIDING THE WAYES

IR AS THE NEXUS FOR STRATEGY AND SUSTAINABILITY

November 2-5, 2019

Newport Marriott, Newport, Rhode Island

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SHANNON TINNEY LICHTINGER

Managing Director & Event Planner BETH SIMPSON

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Workshops

LOCAL ARRANGEMENTS CHAIR

KRISTEN PROCOPIO

Associate Local Arrangements Coordinator MEGAN LYNCH AV/Logistics Joseph Stankovich Alexander Wagner Dinner Groups Morgan Hawes Eileen Richardson Dietary Needs ALLISON MCMASTER On behalf of the Steering Committee and Conference Planning Team, welcome to Newport, Rhode Island and the 46th Annual NEAIR Conference!

Newport is an ideal backdrop to reflect on the classic analogy of sailing and strategic planning. A plan is like a rudder, you need both in order to set a course and navigate towards a destination. Analyzing data on currents is essential to charting a course; IR&E professionals need to analyze data using our issues intelligence within the appropriate context to influence strategy. A sailing team must work in a coordinated effort to successfully reach a destination; this underscores the importance of clearly defined roles, good communication and cooperative teamwork to arrive at meaningful insights with campus partners. And we need to know how to nimbly harness unfavorable conditions, just as sailors do, to move in the right direction. The nature of our work positions us to anticipate, to devise strategies alongside campus partners, and to advise senior leaders as they determine position, set direction and navigate turbulent or unchartered waters to gain a competitive advantage. During our time together, we will unpack how IR&E is the nexus for strategy and sustainability in higher education, how we are making strides in this area, and where there are opportunities to do more.

On Sunday evening, **Kelli Armstrong, Richard Reeves, Ann Marie Senior, and Henry Zheng** will share tactics for how to situate ourselves at the nexus of planning and strategy-setting, and to consider ways to aptly develop our staffs to be essential campus partners in that endeavor. On Tuesday morning, **Jon McGee**, acclaimed author of *Breakpoint: The Changing Marketplace for Higher Education*, will share four key drivers of change in higher education that will revolutionize our industry and promise to keep our professional field evolving in new ways.

Program Chair **Alexander Yin** and Associate Program Chair **Connie Pierson** have crafted a compelling program across six tracks and multiple formats. New this year is a series called People's Choice; this was inspired by feedback from you! You can count on high quality sessions under the watchful eye of Proposal Review Coordinator, **Shawn LaRoche**, and a host of volunteer proposal reviewers who conducted blind reviews and provided feedback. **Melissa Hartz** has wielded Whova's capability to showcase a sleek online program as well as provide real-time feedback to presenters.

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Krisztina Filep has coordinated another intriguing slate of posters that you can peruse in the atrium. New this year is a series of Poster Lighting Talks that we hope highlights and draws attention to our colleagues' great work! The Conference Planning Team and Steering Committee contributed posters too! Check out **Marcia Finch's** conference evaluation poster as well as our strategic planning journey.

Join me in welcoming our exhibitor sponsors, who have helped make this conference possible. **Gina Calzaferri** has strategically executed this effort with the assistance of **J.R. Bjerklie** and guidance from **Beth Simpson**. Visit our sponsors, thank them, and learn how to leverage their resources to make you more effective and impactful.

The Local Arrangements Team led by Chair **Kristen Procopio** and Associate Chair **Megan Ryan Lynch**, has inventively curated programming to enhance your networking, professional development, and engagement. It is a bustling Restaurant Week so be sure to sign-up for dine-around groups on Saturday and Monday nights to enjoy Newport's best culinary delights. On Saturday, NEAIR's first-ever Game Night will take place in the atrium! The team has also partnered with the Confetti Foundation for NEAIR to contribute to the local community. Of course, look for ASK ME! volunteers when you need anything.

NEAIR is a very warm and welcoming community! **Allison Reilly** and **Shawn LaRoche** can help you navigate your first NEAIR conference; join them Sunday afternoon. Our Newcomer faculty are here to guide you. Make sure you check-in on the Mentor-Mentee connect led by **Liz Avery**, **Adam Ostrowski** and **Lan Gao**.

Enjoy!

Shannen Tinney Liehtinger, President, North East Association for Institutional Research (NEAIR)

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

Year	President	Location	Conference Theme
2018	Annemarie Bartlett	Pittsburgh, PA	Creating the Bridge to Data-Informed Decision Making
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

2019 NEAIR 46th Annual Conference Event Schedule

Sat, Nov 02, 2019

CHECK-IN

9 Grand Ballroom Foyer

Please come to the registration desk on the third floor to pick up your name badge and conference materials. Questions or lost something? This is your go to spot.

PCW: SAT PM & SUN AM (Two-Part Sessions)



NEAIR is offering the following two-part pre-conference workshop sessions Saturday afternoon and Sunday morning. Additional fees apply for these workshops.

3 Subsessions

- Newcomers to Institutional Research
 Freedom
- From Data to Design: A Tableau Intermediate Workshop
- Survey Research Methods: Key Aspects and Best Practices
 Enterprise

NEAIR CONNECTS

♀ Atrium

Join your NEAIR colleagues for a dinner group.

GAME NIGHT

♀ Atrium

Bring your favorite game or share in a colleague's game for a fun night of playing games.

Sun, Nov 03, 2019

CHECK-IN

Q Grand Ballroom Foyer

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PCW: SUN AM Sessions



NEAIR is offering Sunday morning pre-conference workshop sessions. Additional fees apply for these workshops.

8 Subsessions

- Newcomers to Institutional Research
 Freedom
- From Data to Design: A Tableau Intermediate Workshop
 Columbia
- Survey Research Methods: Key Aspects and Best Practices
 Enterprise
- IPEDS in an Instant: Automating the Completions Survey
 Courageous
- An Introduction to Design Thinking for IR and Everyone
 Weatherly
- Assessment 101: Practical Guide for Non-Academic Units
 Intrepid
- Data Governance: A Primer
 Portsmouth
- Live Data Presentations: Bringing Data to the People
 Newport

EXHIBITOR HALL SET UP

♀ Grand Ballroom Foyer

Exhibitors set up the Exhibition Hall.

POSTER SET UP

♀ Atrium

Poster Presenters set your posters up in the Atrium.

HEADSHOT OPPORTUNITY

♀ Atrium

Pre-registration required but walk-ups based on availability.

PCW: SUN PM Sessions



NEAIR is offering Sunday afternoon pre-conference workshop sessions. Additional fees apply for these workshops. Please check the NEAIR Annual Conference website for a full listing.

7 Subsessions

- Data Governance: Lessons Learned and Next Steps for Successful Implementation
 - **♀** Weatherly
- Getting Started with Tableau
 Columbia
- Developing Logistic Regression Models

Enterprise

- Create Infographics to Communicate Your Data
 Courageous
- Creating Dashboards to Align Strategic Planning Processes
 Intrepid
- Successfully Becoming a Director of IR/IE
 Portsmouth
- A Gentle Introduction to SQL
 Newport

NAVIGATING NEAIR: A NEWCOMER'S TOOLKIT

♀ Freedom

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! Advanced registration required.

♥ Speakers



Allison Reilly Data Graphic Designer, Boston College



Shawn LaRoche Senior Research Analyst, Mount Wachusett Community College

MENTOR-MENTEE CONNECT

♀ Freedom

Meet up with your mentor/mentee.

Welcome from the NEAIR President

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Enjoy!

Shannon Tinney Lichtinger, President, North East Association for Institutional Research (NEAIR)

WELCOME TO NEWPORT MEET & GREET

Q Grand Ballroom Foyer

Come meet and greet your colleagues and our generous sponsors.

EXHIBITOR HALL SHOWCASE

♀ Grand Ballroom Foyer

Visit our awesome exhibitors and discover how they can be a resource for you!

LOBSTER FEST DINNER BUFFET

9 Grand Ballroom

New this year! Enjoy a delicious lobster and catch up with your colleagues over this incredible Newport buffet. There will be BBQ chicken and options for all dietary needs.

PLENARY PANEL: IR & E-volving: From Aspiration to Practice

9 Grand Ballroom

Our plenary panel will focus on how institutional research and institutional effectiveness offices can support strategy development at their institutions that goes beyond providing data. Our panelists will 1) Discuss what getting a seat at the table looks like at their institutions, 2) Help us think about being an influencer to senior leadership by taking data and applying it in the higher education context, 3) Share skills they needed and developed for their own career trajectory, and 4) Share how they have developed their own junior class.

♥ Speakers



Kelli Armstrong President, Salve Regina University



Richard Reeves Associate Vice President for Institutional Research & Effectiveness, University of Delaware



Ann Marie Senior Associate Vice President, Planning and Research, Thomas Edison State University



Henry Zheng Senior Associate Vice President, Ohio State University



Alexander Yin University of Vermont

Mon, Nov 04, 2019

CHECK-IN

Q Grand Ballroom Foyer

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BREAKFAST

9 Grand Ballroom

EXHIBITOR HALL SHOWCASE

Q Grand Ballroom Foyer

Visit our awesome exhibitors and discover how they can be a resource for you!

CONCURRENT SESSIONS

Newcomer 411

♀ Freedom

Special Interest Group

- 1. Learn to have a productive NEAIR conference: how to determine which sessions fit the individual best; learning who to ask questions of in regards to the hotel or conference center; how to sign up for dinner groups; when to visit the sponsors; where to go to check emails or do work; etc.
- 2 Reduce the anxiety in networking with fellow institutional researchers

Speaker



Daniel Sisco Solutions Specialist, IntegrateEd

Eastern New York IR

♀ Intrepid

Special Interest Group

This is an opportunity for members from institutions in eastern New York to strengthen relationships. Over the past year, several institutions have started to build tools and processes to share skills and knowledge. We welcome anyone who would like to join us as we continue this work.

▼ Speaker



J.R. Bjerklie Director, IR&E, Hartwick College

IR Offices in Special Focus Institutions

♀ Newport

Special Interest Group

A special interest group for institutional research, planning, and assessment practitioners from special focus institutions such as schools of art/design/music, law, health/medicine, engineering, etc. come together for an opportunity to discuss shared experiences and challenges related to specialized accreditation, assessment, reporting/analysis, and IR in specialized institutions. Get to know your colleagues in the NEAIR region working at institutions like yours.

Speaker



Christopher Vinger Director of Institutional Research, New York School of Interior Design

Massachusetts Community Colleges

♀ Courageous

Special Interest Group

Meet with IR colleagues from Massachusetts to discuss topics of interest for our institutions and

have an opportunity to network. There will not be a formal agenda, so bring up whatever topic is on your mind.

Speaker



Tiffany Parker Director Institutional Research and Assessment, Mount Wachusett Community College

MdAIR SIG

♀ Enterprise

Special Interest Group

Come meet and talk with your fellow Maryland institutional researchers and assessment professionals! This SIG will be used to hear feedback on the type of professional development needs and opportunities the MdAIR membership would like for the organization to provide.



Shama Akhtar Director Institutional Research, Bowie State University

New England Land Grant Universities

♀ Bristol

Special Interest Group

An opportunity to discuss the challenges and opportunities that New England Land Grant Universities face in an environment of declining high school graduates and state support.

▼ Speaker



Alexander Yin University of Vermont

Ohio Association for IR & Planning (OAIRP)

9 Portsmouth

Special Interest Group

The Ohio Association for Institutional Research & Planning's (OAIRP) purpose is to promote institutional research, policy analysis, and planning as professional activities in the State of Ohio. We will convene for an opportunity to network with colleagues, share knowledge, and talk about OAIRP planning for the future. All are welcome!

♥ Speaker



Raw Data to Report in 30 Minutes

Q Columbia

TECH APP

You just received raw survey data and need to present a summary of findings at a meeting later that day. How can you examine fields, transform variables, and summarize results in tables and charts efficiently? Using SPSS Statistics, IR offices can expedite requests through data exploration, preparation and analysis options designed to enhance productivity. In this session, we'll use a sample survey dataset and walk through several steps to show how easy it is to get to actionable insights. Wizards, syntax, and export options will be reviewed.

Speaker Speaker



Nicole Alioto Owner, Alla Breve Educational Consulting LLC

IR in Independent K-12 Schools

Weatherly

Special Interest Group

Building on the groundwork of a growing number of professionals, this SIG intends to formalize a partnership among independent schools. Institutional Researchers are, to date, a rare breed in the K-12 space, and many schools are looking to their peers and competitors for professional guidance and support as they seek to initiate this function within the individual school. While (very few) schools now have a FTE for a Director of Institutional Research, many schools have split the responsibilities of institutional research into different departments, and others are only beginning their journey into this field. This session will bring like-minded professionals together to share practices, organizational structures, challenges, and research projects and methods. Our goal will be to build this community to ensure continued growth into the elementary and secondary sector and, perhaps, to orient our work toward a collaborative research framework.

₹ Speaker



Sarah Enterline St. Mark's School

CONCURRENT SESSIONS

Sessions marked "People's Choice" have been developed in response to the results of last year's survey question regarding professional challenges our members are facing.

The Changing Nature of Institutional Research: What Skills Do I look for When I Hire Someone in My Office?

♀ Freedom



PEOPLE'S CHOICE: In his 1993 article "On the Nature of Institutional Research and the Knowledge

and Skills it Requires" Patrick Terenzini discussed three tiers of organizational intelligence required for institutional researchers: technical and analytical, issue intelligence and contextual intelligence. Much has changed since 1993, but those same skills are necessary for a successful institutional research professional, along with some additional skills. Given the changing nature of the Institutional Research profession, how do you evaluate skills needed when considering candidates? Do you look for a data scientist or a policy analyst? A survey researcher or a visualization analyst? Which do you weigh more heavily: Soft skills or hard skills? The use of SQL, Tableau, R and other programs has potentially shifted the focus in Institutional Research to a more technical profession, but offices still need people with policy analysis skills. Learning goal: Perspectives of the nature of skills needed in IR, and different views on how hiring managers view those skills. Moderator: Becky Brodigan

♥ Speakers



Becky Brodigan Director Institutional Research and Assessment, Colby College



Deb Allen Assistant Provost of Institutional Research and Assessment, University of Maine



Pamela Taylor Assistant Provost for Institutional Planning & Assessment, Wellesley College



Jessica Sharkness Director, Tufts University

Here, There, Everywhere: Creating a Virtual IR Office • Weatherly

MGMT

All interested NEAIR members are invited to witness a 'virtual' IR office in action, and to ask questions first-hand of 'remote' IR team members. Attendees will hear a brief history of the events that led to the creation of this virtual office at our university, including the administrative coordination needed to establish the working conditions and responsibilities of remote employees. Session attendees will also learn about the array of electronic tools that were adopted by the IR staff in order to communicate in real time, to hold face-to-face weekly staff meetings, and to comprehensively track and manage all projects and requests. Presenters will discuss the numerous advantages they have experienced in regard to this new mode of conducting IR business, as well as the difficulties of balancing work and family time. Tips and suggestions will be offered to NEAIR members interested in starting a virtual office at their respective institutions. Session is beneficial for newcomers.

Speakers



Peter Feigenbaum Director Institutional Research, Fordham University



Ashiyana Regmi Koirala Senior Research Analyst, Fordham University



Jen Lee Fordham University



Susan Mun Research Analyst, Fordham University



Jeannine Pinto Assessment Officer, Fordham University

Peer Benchmarking

Q Columbia

AAAIE - Asmt, Accrd, Accnt & IE

Learn how to benchmark your institution against your peers with U.S. News Academic Insights!

♥ Speaker



Evan Jones U.S. News Strategic Advisor, U.S. News Academic Insights

Values-Centered Assessment: An Introduction

♥ Enterprise

AAAIE - Asmt, Accrd, Accnt & IE

This presentation is designed to provide an introduction to the fundamentals of student learning outcomes assessment for newcomers to that field. This presentation will cover a basic philosophy of values-centered assessment, including the reasons for assessment, its role in higher education, and how to use it to improve curriculum & pedagogy. Topics will include course-level, program-level, and institutional-level assessment, academic program review & accreditation, curriculum mapping, roles and methods of direct & indirect assessment, and the centrality of values and mission to all assessment work.

This presentation is appropriate to all sectors, and will be especially useful to practitioners at the beginner to intermediate skill levels. Session is beneficial for newcomers.

♥ Speaker



Joel Bloom Hunter College, CUNY

AAAIE - Asmt, Accrd, Accnt & IE

In 2017, Governor Gina Raimondo signed the Rhode Island Promise program into law. The RI Promise program has served as a catalyst for the Community College of Rhode Island (CCRI) to rethink how it uses data at every step of the student experience. We invite college leaders, IR professionals, and anyone who is interested in how cross-functional teams can use data to improve student outcomes to join this presentation. In this session, attendees will 1) learn about the background and structure of the RI Promise program; and 2) learn how the Office of Institutional Research and Assessment (OIRA) is providing data to its colleagues to support enrollment management, advising, and retention, and graduation of RI Promise students.

♥ Speakers



Phil Gordon Interim Director of Institutional Research and Analytics, Community College of Rhode Island



Greg LaPointe Associate Vice President of Impact and Institutional Effectiveness, Community College of Rhode Island

Not Another Assessment! Aligning Course & Program SLOs ♥ Intrepid

AAAIE - Asmt, Accrd, Accnt & IE

Aligning course and program student learning outcomes (SLOs) can provide several benefits for students, faculty, and assessment/IR/IE staff: 1) Reduces faculty workload by eliminating the need for addition program SLO assessment, 2) helps faculty/staff in a program think and act intentionally around learning outcomes and course/program design, 3) increases student mastery of learning outcomes by encouraging faculty to teach from the outcomes, and 4) reduces data collection efforts related to program review for assessment/IR/IE staff. In this session, participants will learn about a strategy to align course and program SLOs and apply that alignment strategy through an interactive exercise. In this alignment strategy, relevant course outcomes are linked with program outcomes before assessment takes place. The result is that the assessment conducted to evaluate course outcomes can be used to evaluate program outcomes as well, lessening the SLO assessment workload. This session is designed for participants at all levels who work with student learning assessment in any capacity and may be particularly relevant to those who work at a community college. No specific skills are necessary, but participants with at least some knowledge of program review may find the session most useful. Session is beneficial for newcomers.

♥ Speakers



Shari Jurik Research Analyst, Prince George's Community College



Sade Walker Prince George's Community College

Creating Successful Data Governance: A Progress Report Portsmouth



Many institutions struggle how to start and grow successful data governance. Following the well-attended session in 2018, the team shares its most updated practice, which combines a bottom-up approach and a non-Invasive approach to further develop the successful data governance system. In fall 2017, under the leadership of the Office of Analytics and Institutional Research, the College created the two-tiered governance system. This has truly empowered a diverse group of data professionals to design and get involved in an innovative, effective data governance and management. In 2019, the Data Governance played the key role in the College's implementation of the 'Personal Information Policy' which regulates how to record and use highly sensitive personal information such as gender and name. The audience will be strongly encouraged to share their own data governance experiences and learn factors that may significantly influence an institution's ability to build and develop a successful, inclusive data governance system. Session is beneficial for newcomers.

♥ Speakers



Yuko Mulugetta Chief Analytics Officer, Ithaca College



Elijah Earl Senior Research Analyst, Ithaca College

The Accreditors are Coming!

Newport

AAAIE - Asmt, Accrd, Accnt & IE

Institutions are required to provide evidence in the MSCHE self-study to demonstrate compliance of the standards. The accreditation self-study is a prime opportunity to highlight the expertise of the Institutional Research office in disseminating important and actionable data for institutional improvement. Participants in this session will understand the MSCHE self-study process, be able to identify Institutional Research work products to fit into the self-study Evidence Inventory and identify various roles for Institutional Researchers in the MSCHE self-study process. This session is relevant to beginner and intermediate levels of Institutional Researchers who work in the MSCHE region. Session is beneficial for newcomers.

Speaker



Nancy DeRiggi Assistant Vice President, Pace University

GRAB & GO COFFEE BREAK

9 Grand Ballroom Foyer

Grab a joe and ask our sponsors a good question to win a raffle ticket!

CONCURRENT SESSIONS

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Navigating Changing Seas - Roles of IR in Strategic Planning ₱ Freedom

AAAIE - Asmt, Accrd, Accnt & IE

PEOPLE'S CHOICE: Come learn from two experts on the roles of IR in strategic planning. This session will provide information regarding 1) common college and university strategies for enriching institutional identity and capturing market share and 2) analytical roles for IR in campus success.

♥ Speakers



Jim Trainer Associate Vice President, Villanova University



Fred Volkwein Professor Emeritus and Founding Director of Penn State's Institutional Research Program, The Pennsylvania State University

Hippocrates' Legacy: Ethics, Ideals, and Oaths in IR ♥ Weatherly

MGMT

This discussion session invites attendees to consider and debate a bold but pertinent position: that members of the Institutional Research profession ought to be governed by a formal, universal commitment to ethical practice - a 'Hippocratic Oath' for IR. As IR professionals confront increasing demands to supply greater amounts of more diverse data, the attendant ethical challenges related to informational access, confidentiality, reporting, and data governance become ever more complex and even more significant. This session will explore the possibility of identifying a single, universally applicable ethical standard for our profession; we will look beyond AIR's code of ethics and search for a core set of ethical principles to which our adherence ought to be operative and unwavering. What are our fundamental ethical obligations? What steps can we take to ensure they are applied consistently and evenly? And what beliefs and standards can be the signposts in our journeys as members of a rapidly-evolving field? Session is beneficial for newcomers.

Speaker



Don Smith Research Associate, Carleton College

In higher ed, each data system is a silo holding valuable information that, when connected to other data systems, offers even greater insight. Join Donna Chapman, our Senior Account Executive, to discuss the future of data convergence on campus. Using examples of connecting course evaluation data assessment and with faculty activity reporting, and connecting

eportfolios to learning outcomes measurement and assessment planning tools, Donna will share the improved efficiency and user experience gained from better-connected solutions, as well as the power of more deeply connected data to surface insights that drive meaningful improvements.

♥ Speaker



Donna Chapman Senior Account Executive, Watermark

Surveying Students from Promotion to Results

♀ Enterprise

COLLAB Acr Dept

Survey fatigue is all around our university campuses. At one end of the spectrum, we jump for joy that others on campus are assessing their efforts with real data, on the other end of the spectrum, it makes our job of getting students to take the national surveys such as SSI and NSSE more difficult. This session will allow participants to explore ways to develop a unified survey campaign that includes a promotion plan and schedule which engages and enlists others across campus to help promote the survey. Did we mention on a shoe string budget too? This session will discuss how to manage a survey from beginning to end. Once the results are back, the assessment loop needs to be closed. The struggle is how do you push out the results across campus so that they don't just sit on a shelf and are usable for informing decisions. Participants will walk away with creative strategies for communicating the findings to diverse audiences and developing a timeline/plan for how to get the results out to every different type of stakeholder on campus from board members to faculty, to front line staff and to students. Session is beneficial for newcomers.

♥ Speaker



Laura Sturgill Associate Director Institutional Research, Eastern University

Fostering Culturally Relevant Data Collection/Analysis

♀ Courageous

DATA Analysis & Res

As demographics in higher education change, so too should the way we assess the student (and staff and faculty!) experience. This session digs into the issue of how we can create culturally responsive institutional assessments as well as how we can approach traditional assessment topics (like student satisfaction, retention, and faculty experiences) in ways that are mindful of different perspectives. The presenter will share experiences in developing student, faculty and staff climate surveys, as well as methods to analyze retention using culturally-focused approaches. We will also discuss how to engage the institution community in the development of metrics and the use of results. Specific 'lessons learned' will be shared. The last part of the session will interactive as we share experiences, suggestions, and best practices. As a result of attending this session, participants will:

- 1. Gain strategies that assist in collecting and analyzing data on important questions using culturally-framed approaches that provide insights into how different subpopulations experience your institution.
- 3. Develop insights into how to share results across campus and encourage the use of results for

institutional improvement.

Session is beneficial for newcomers.

♥ Speaker



Karen Froslid Jones Assistant Provost, IR and Assessment, American University

AAAIE - Asmt, Accrd, Accnt & IE

Most higher education institutions aspire to graduate active and engaged members of society. Lesley University, for example, aims to 'prepare socially responsible graduates with the knowledge, skills, understanding, and ethical judgment to be catalysts shaping a more just, humane, and sustainable world.' Advancing civic learning, discourse, political mobility, and public participation are even more important in this era of increasing political polarization, unrest, and inequality. IR offices have very few, if any, tools for measuring institutional effectiveness towards these aspirations. Tufts University's National Study of Learning, Voting, and Engagement (NSLVE) can fill that assessment gap. A free service to more than 1000 colleges and universities nationwide, NSLVE works with matched enrollment and voting data to provide each participating institution with a tailored, confidential report containing student voter registration and voting rates. The rates are broken down by student demographics, educational level, field of study, and more, which allows for targeted interventions to improve civic learning. Starting this year, IR offices at all participating NSLVE colleges and universities will receive their voting NSLVE reports. In this session, the presenters will demonstrate how to read and interpret NSLVE reports and discuss how IR directors can facilitate their use and impact on. Session is beneficial for newcomers.

▼ Speakers



Nancy Thomas Tufts University



Alex Wagner Director Institutional Research and Planning, Lesley University

Navigating the High Cs of Change in Data Governance Portsmouth

MGMT

Data governance entails change - and the inevitable challenges associated with change. In this session, we focus on several aspects of the change management process that are allowing our institution to effectively manage change in the sphere of Data Governance: Communication, Collaboration, Culture, and Champions. We will share barriers that we encountered - ranging from the cultural and political to the logistical - and the change management practices that have been most effective in facilitating the process of change. Whether your institution has launched a data governance program and you have experienced resistance to change, or your institution is getting ready to begin a data governance initiative, join us to hear more about our experiences and potentially share your experiences with fellow attendees.

Speakers



Rachel Groenhout Director of Institutional Data Management, University of Maine System



Justin Young Senior Institutional Research & Planning Analyst, University of Maine System



Bob Zuercher Senior Institutional Research & Planning Analyst, University of Maine System

How to Include Benchmark Data in MSCHE Accreditation Newport

AAAIE - Asmt, Accrd, Accnt & IE

Community College of Allegheny County (CCAC) along with the National Higher Education Benchmarking Institute, will share how their college is using benchmarking data to provide evidence in support of the accreditation criteria using innovation metrics and data visualizations. CCAC will share examples and discuss how they use benchmarking data to provide evidence to support their college's strategic plan. Additionally, the Benchmarking Institute will share some of their benchmarking data that support the criteria. Specifically, the Benchmarking Institute has mapped their data to MSCHE accreditation criteria that they can share with attendees. Session is beneficial for newcomers.

♥ Speakers



John Ingram Planning and Research Associate, Community College of Allegheny County



Michelle Taylor Senior Research Analyst, Natl. Higher Ed Benchmarking Institute

CONCURRENT SESSIONS

Sessions marked "People's Choice" have been developed in response to the results of last year's survey question regarding professional challenges our members are facing.

Finding Your Wave: Using Your IR Experiences to Manage Your Career Freedom

LEAD

PEOPLE'S CHOICE: This panel is for those who are thinking about advancing their career in the field of higher education. Learn from professionals who leveraged their institutional research experiences into leadership positions. The panelists bring a wealth of knowledge whether it is advancing within IR or in other areas such as human resources/workforce analytics, institutional effectiveness and planning, information technology, student affairs research and assessment, or

strategic initiatives in a variety of sectors (i.e., public/private, community/four-year). Session is beneficial for mid-career professionals.

Speakers



Adam Christensen Director Student Affairs Research and Assessment, The Pennsylvania State University



Rana Glasgal Associate Vice Provost for Institutional Research and Decision Support, Northeastern University



Greg LaPointe Associate Vice President of Impact and Institutional Effectiveness, Community College of Rhode Island



Yuko Mulugetta Chief Analytics Officer, Ithaca College

Information Animation: Make Figures Come Alive in SAS • Weatherly

TECH APP

PowerTalk (11:00-11:15): Presenting information in a variety of modalities can be crucial to the communication of results by institutional researchers. Adding a dynamic dimension to the visual modality can enhance both the efficiency of presentations and provide visual flair. Participants in this session will 1) be introduced to the SAS PROC EXPAND procedure for creating interpolated data and 2) explore the use of the PRINTERPATH=GIF and ANIMATION= options to create animated graphs. As a practical example, I will examine the relative contributions of academic departments to service and to majors over time. The audience should have a moderate level of familiarity with base SAS and/or an interest in using SAS for analytic and informational display purposes. Session is beneficial for newcomers.

♥ Speaker



Simon Tonev Director of Institutional Research, Lafayette College

Automating Qualtrics Surveys Using R-Studio ♥ Weatherly

TECH APP

PowerTalk (11:15-11:30): This session describes the results of a project to automate end-of-term course surveys through a combination of Qualtrics and R-Studio. Qualtrics enables survey designers to embed user data that are already known, either to personalize email invitations ('Dear Helen, Please take a moment to give us feedback on your experience in Introductory Badminton with Professor McVay') or to carry that data into the final data file ('Gender: Female', 'Course: Introductory Badminton'). The personalization and reduced number of survey questions resulted in a doubling of the response rate and a workflow that is easy to maintain for future

surveys. The presentation will focus on the concrete steps in R-Studio and Qualtrics that were used to extract and organize student data, apply it in Qualtrics email invitations and the survey, and analyze the results. Session is beneficial for newcomers.

♥ Speaker



Bill Altermatt Associate Director, Institutional Research & Assessment, Carleton College

Using Visual Analytics to Track Persistence in STEM

♥ Weatherly **TECH APP**

PowerTalk (11:30-11:45): 1) In this presentation, undergraduate students' life cycle will be visualized by students' majors (math intensive STEM majors, less math intensive math majors, and non-STEM majors). We will introduce a very useful data visualization method - Sankey Diagram using SAS(R) Visual Analytics.

2) In this presentation, we will show to the audience the entire procedure of generating a Sankey diagram using data from a public research University. This presentation will be perfect for any institutional researchers who want to visualize the data in their institutions. This presentation could also benefit the audiences who are interested in the study of improving retention and graduation for STEM major students. Session is beneficial for newcomers.

Speakers



Youyou Zheng Institutional Research Specialist, University of Connecticut



Thanuja Sakruti Business Intelligence Developer, University of Connecticut

Planning for Change

♀ Columbia

LEAD

The only thing that is constant is change. Change is everywhere and you must be able to embrace change to move ahead, especially in the world of higher education. To do this effectively, you must be able to plan for (and through) that change to keep everything and everyone moving together. In this informative session, learn how to embrace and evoke change in a way you may never have thought possible in higher education.

▼ Speaker



Crystal Braden Vice President, Sales and Product Education, SPOL

Creating Dashboards: Institution > School > Department ♥ Enterprise

AAAIE - Asmt, Accrd, Accnt & IE

The development and use of coordinated data allows departments, schools, and the institution to use consistent metrics to better inform strategic planning and budget decisions. This session focuses on the development and use of consistent metrics throughout the institution to support strategic planning at the department, school, and university level. The presenter will discuss the development of key performance indicators and how to use these indicators across academic and administrative units as input to the institution's planning processes to achieve the expected outcomes. The session will also illustrate the refinement, enhancement, and action plans taken to improve the data collection/planning process.

At the end of this session, the participants will learn methods to:

- Align departmental, school/divisional, and institutional planning processes with standardized key performance indicators.
- Build dashboards to track standard metrics and customize data output for different audiences.
- Engage institution stakeholders to ensure data sources report consistent and relevant data.
- Coordinate collecting, sharing, and leveraging data at the institution.

▼ Speaker



Nasrin Fatima Associate Provost for Institutional Research, Effectiveness, and Planning, Binghamton University

Soft Skills Revival: Upping Your Presentation Game Occurageous

LEAD

Technical skills, statistical knowledge, and data visualization are super sexy right now - but when it comes down to it, your presentation skills can make or break your conference talk. During this talk, we'll discuss the tools you can use to keep your audience alert and engaged - no matter what the topic.

We will cover a variety of presentation components, including creating effective visuals and slides, content guidelines, and delivery.

Attendees will leave this talk with the knowledge necessary to create and deliver engaging, impactful presentations. This talk is appropriate for anyone looking to make better presentations, regardless of sector or skill level. Session is beneficial for newcomers.

♥ Speaker



Melissa Hartz Associate Director of IR, Colby College

MGMT

The field of Institutional Research has been evolving over the past several years as demands for data-informed decision making has increased across universities. If IR offices are unable to meet

these demands, unintended negative outcomes may arise. Fortunately, there are many steps IR offices can take to increase capacity while also continuing to provide timely and accurate information to stakeholders across their institutions. This session will explore the efforts one office has taken to accomplish this despite facing a number of challenges. Session participants will learn about the potential risks their institutions face when demand is not met and be presented with a number of strategies they can employ in their own offices in order to more effectively carry out their mission at their schools. Session is beneficial for newcomers.

♥ Speaker



Christina Butler Assistant Director, Tufts University

Transitioning into Online Assessment Using Taskstream Portsmouth

AAAIE - Asmt, Accrd, Accnt & IE

- 1) Participants in this session learn how to create a Taskstream's eFolio that documents assessment evidence and provides faculty with a tool to reflect on that evidence by standard or student learning outcome.
- 2) Participants will learn about one institution's integration of their Learning Management System and Taskstream, academic assessment software.
- 3) Participants will identify three benefits to using assessment software: 1) Streamlining program-wide assessment in one location accessible anywhere by select individuals, 2) having results readily available for reflection at any time, and 3) ease of use.
- 4) Participants will be able to summarize the steps that the institution in the case study has taken to create a culture of assessment supported by administrative staff and technology.

The topic would be helpful for assessment professionals that are considering the purchase of a Watermark assessment tool like Taskstream to keep track of assessment activities on campus, streamline that assessment process to a manageable administration, and simultaneously work on creating a culture of assessment. This Session would be of particular benefit to newcomers to the field.

♥ Speakers



Natalia Zagula Learning Assessment Coordinator, Goodwin College



Melissa Quinlan Senior Director Institutional Research and Assessment, Goodwin College

Culture Change through Strategic Planning Newport Newport

COLLAB Acr Dept

Using a grass roots approach to strategic planning, participants will learn how to engage the entire college community across multiple campus locations and regional partners in environmental scanning, focus groups, S.W.O.T. analyses, and feedback sessions. Participants will learn how a user-friendly project management tool was used to promote transparency and

accountability in longer-term implementation. This session is designed for cross-functional practitioners, including executive leaders, administrators, faculty, staff, and institutional research and planning officers.

♥ Speaker



Ingrid Skadberg Dean, Institutional Research and Planning, Quinsigamond Community College

ANNUAL BUSINESS MEETING LUNCHEON

9 Grand Ballroom

Join your colleagues for a buffet lunch and engage in discussions about the future of NEAIR and the next strategic plan. Poster and Diamond Lightning Talks will follow.

CONCURRENT SESSIONS

Sessions marked "People's Choice" have been developed in response to the results of last year's survey question regarding professional challenges our members are facing.

DIY Leadership: Coaching to Unlock Your Team's Potential ₱ Freedom

LEAD

IR professionals at all levels need to be leaders and demonstrate skills that go beyond technical or professional expertise. The problem is the workload of IR professionals can be so overwhelming that there is hardly time to work on our soft skills that will help us become more effective and efficient at our jobs and quite possibly result in greater work – life satisfaction. Coaching is a management skill that is essential for leaders. Coaching others will increase productivity in your office and in turn benefit your organization. This session will discuss some of the core concepts needed for effective coaching that you can add to your leadership toolbox. You will also have the opportunity to find out your leadership and coaching styles. Session is beneficial for mid-career professionals.

♥ Speaker



Heather Kelly Director Institutional Research, University of Delaware

A Statistics Course and the Perils of Pre-requisites • Weatherly

DATA Analysis & Res

PowerTalk (1:30-1:45): Statistics courses are required in many disciplines. In our program, we do not make the existing mathematics support course a pre-requisite for the statistics core course. As per current conditions, students are free to take these two required courses in any sequence. This has resulted in a situation where students put off taking statistics until late in their careers, often in their senior year. Furthermore, students take statistics either after or concurrently with courses that benefit from knowledge of statistics.

This preliminary study looks at the course taking patterns of students enrolling in a statistics course and suggests that the existing mathematics support course be made into a pre-requisite for the statistics course. The conditions lend themselves to a natural experiment where the effectiveness of taking a mathematics course before a statistics course can be examined. Session is beneficial for newcomers.

Speakers



Fernando Colina Assistant Professor--Bertolon School of Business, Salem State University



Elizabeth Haran Professor Emerita, Salem State University

Predicting Student Retention

9 Weatherly

DATA Analysis & Res

PowerTalk (1:45-2:00): This study took an exploratory approach to identify key factors affecting student retention through three model comparison (decision tree, random forest, logistic regression). Areas affecting first-year retention focused on academic performance and financial need. Results showed that students with higher GPAs were more likely to continue while students with loans and need-based scholarships were less likely to continue. Thus providing financial aid may boost recruitment, but does not necessarily boost retention. At last, based on the results from the model, a retention template is created to aid decision makers to find out the likelihood of student retention for the following term in order to provide supporting services before they actually dropout of college. Session is beneficial for newcomers.

♥ Speaker



Hsiao-Ju Yen Research Analyst, California University of Pennsylvania

College Performance of Prep-School Students • Weatherly

AAAIE - Asmt, Accrd, Accnt & IE

PowerTalk (2:00-2:15): 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.

Attendees will be able to compare the performance of their own former prep-school students with those at West Point, and consider whether the academic assistance programs used here might also benefit such students at their own schools, if they need them. Session is beneficial for newcomers.



Vincent Lan United States Military Academy

Creating Interactive Fact Books with SAS Visual Analytics

Q Columbia

DATA Analysis &

In recent years, Carnegie Mellon University has moved from publishing a paper or PDF based Fact Book to publishing web-based interactive reports using SAS Visual Analytics. We will share what their experience has been moving to a new platform, and how the new platform has allowed them to share information at a more granular level. The session will also share how the new reporting format has been received by campus partners outside the IR office, and how feedback provided from partners has led to improvements in the way information is shared and reported across campus.

♥ Speaker



Matt Hoolsema Research Designer and Analyst, Carnegie Mellon University

Collection and Analysis of Alumni Earnings

♀ Enterprise

DATA Analysis & Res

This session explores current and future methods to track alumni employment and earnings outcomes. We will explore how the presenters' university used state-held administrative records to measure more than ten years of alumni outcomes, and how university administrators are using these data to drive decision-making processes. This session will walk participants through the process of acquiring the data sharing agreement, the legal contexts, the methodology used, and the outcomes of the data match.

Sector: Higher Education

Skill Level: Beginner, Intermediate

Session is beneficial for newcomers.

Speakers



Shannon Lee Penn State



Karen Vance Assistant Vice Provost for Institutional Research, Penn State

Validating MSCHE AIU Data Using the IPEDS Data Center

♥ Courageous

AAAIE - Asmt, Accrd, Accnt & IE

This fully interactive session is intended to assist Middle States member institutions in navigating the new AIU data that was rolled out in 2018. Participants will become more familiar with the information in the AIU, gain a familiarity with the AIU Data Dictionary including how to connect its elements with the IPEDS Data Center, and begin to create a file that will compare these two data sources. This file can then serve as documentation that you have reviewed the AIU for inconsistencies above and beyond the eyeball test.

Individuals at any MSCHE institution who is tasked with submitting their AIU can benefit from the various topics covered in this session, with additional benefit for participants who are responsible for multiple IPEDS institutions in their AIU. For the greatest benefit, participants will need to have a computer with Internet access and Microsoft Excel (basic proficiency will be assumed). The ability to access the MSCHE Portal to export your AIU data will also be helpful to participants, but sample data will be provided to those who are unable to do so.

♥ Speaker



Marc LoGrasso Senior Analyst, Bryant & Stratton College

MGMT

Higher Education institutions are continuing to search for innovative ways to utilize time resourcefully. It is more commonplace for employees to be asked to 'do more with less'. The accreditation self-study process can heighten the need to manage time effectively. Many colleges and universities have tools available within their current infrastructure that can help support workgroup members. This presentation will demonstrate how two universities utilized existing resources to find innovative ways to engage workgroup members digitally in the self-study process while also enhancing communication of organizational performance metrics. The presentation will leave attendees with an idea of how to incorporate time saving tools into their toolbox while widening their communication reach. Participants will be able to identify tools that are currently within their IT Software packages that can be leveraged to both bring teams of people together digitally and also visualize data for decision making.

All sectors, all skill levels, all levels of practitioners. Session is beneficial for newcomers.

Speakers



Stephen Sheridan, Jr. Director for Accountability, Accreditation and Assessment Services, Villanova University



Stefanie Schwalm Associate Provost of Accreditation and Assessment, West Chester University

Who's Steering the Ship? Department-Driven Inquiry Portsmouth

AAAIE - Asmt, Accrd, Accnt & IE

In this session, we will share our university's program-based student learning assessment process, called the Educational Effectiveness Plan (EEP). EEP provides an ongoing structure for departments to conduct systematic inquiry into the effectiveness of their efforts to support student success. The EEP firmly places the design and focus of department-based assessment in departments' hands, encouraging them to focus on evidence-based inquiry and use both department-developed and university-provided results to answer their most pressing questions about how to improve student learning and success.

EEP provides a streamlined and sustainable process for departmental reflection and reporting. Inquiry results are integrated with, and inform, the full range of departmental planning and reporting requirements, including: annual planning and budgeting, cyclical program review, strategic and unit planning, and disciplinary and NEASC Accreditation.

Participants in this session will:

- 1) Learn about our University's academic department-based student learning assessment process that focuses on department-driven inquiry into the effectiveness of their efforts to support student success.
- 2) Identify methods for collecting, analyzing and responding to departments' proposed inquiries.
- 3) Explore opportunities to apply this assessment-as-inquiry approach to their campus's assessment efforts.

This session is intended for both newcomers and senior assessment practitioners in both twoand four-year colleges and universities. Session is beneficial for newcomers.

Speakers



Martha Stassen Associate Provost, Assessment and Ed Effectiveness, University of Massachusetts, Amherst



Alicia Remaly Associate Director of Assessment, UMass Amherst



Sarah Stetson Research Associate, University of Massachusetts, Amherst

Barriers to Success: High-Enrollment, Low-Pass Courses Newport

AAAIE - Asmt, Accrd, Accnt & IE

The Community College of Rhode Island (CCRI) is working on an ambitious project to 1) identify high-enrollment, low-pass rate (HELP) courses and 2) make changes that can help more students succeed while retaining academic rigor. We invite IR professionals and college administrators to attend our presentation to learn how this analysis is leading to changes across academic departments at CCRI. In this session, attendees will 1) learn about the role of the barrier course analysis as part of the overall CCRI Strategic Plan; 2) understand the methodology CCRI used to identify barrier courses; and 3) learn how CCRI is providing technical assistance to faculty and administrators to help use barrier course data to drive action.



Phil Gordon Interim Director of Institutional Research and Analytics, Community College of Rhode Island



Greg LaPointe Associate Vice President of Impact and Institutional Effectiveness, Community College of Rhode Island

DATA AND DESSERT POSTER PRESENTATION & EXHIBITOR SHOWCASE

9 Grand Ballroom Foyer & Atrium

Enjoy a Taste of Newport featuring famous mini doughboys and coffee milk. This is your opportunity to ask the Poster Presenters questions about their poster and vote for your People's Choice poster by dropping a poker chip in the brightly colored bag. NEW THIS YEAR! The Best Poster Award will be announced at Tuesday's Closing Raffle & Break.

Now is your change to earn tickets for the \$300 Exhibitor Raffle - just ask our generous sponsors a good question or share contact information. And, be sure to give them a hearty thank you as their sponsorship reduces your conference fees!

Cognitive Strategies to Optimize Employment Dashboards

POSTER

Survey-derived employment outcomes datasets are specific and rich but in turn can be challenging to visualize clearly and simply. This challenge is magnified when designing for multiple stakeholders ranging from senior leadership to prospective students' families. We will share three cognitive strategies that were used to design highly-usable graduate employment outcomes dashboards in Tableau. We will briefly describe each cognitive strategy: optimized attention, memory, and thinking, and share screenshots of our dashboards that demonstrate these strategies in action. Participants will learn how to use these cognitive strategies to optimize dashboards to support the decision making of end users. They will also see one approach to presenting employment outcomes (e.g., current and longitudinal employment placements, salaries, top employers, industries) that stakeholders found easy to use and that clearly told the story of the graduated students.

♥ Speakers



Barb Chalfonte UMass-Amherst



Jessica Fydenkevez Data Analyst, Isenberg School of Management, UMass, Amherst



Matthew Hins Isenberg School of Management, UMass, Amherst

Emerging Data on Student Hunger & the Role of IR



Institutions of higher education are recognizing the importance of assessing student hunger on campus. Institutional researchers have the ability to collect sensitive data as part of a larger survey, providing a less invasive way to ask sensitive questions, while also providing data in context. IR staff can use their knowledge of student records to inform the discussion on who experiences hunger and how student hunger can impact the student experience as a whole. This poster uses data from two national surveys to explore the relationship between student hunger and key academic transitions and experiences at two key time points: the end of the first year of college and upon graduation from four-year institutions. This poster is designed for IR professionals at all institution types, from entry level to the most experienced practitioner.

Speaker



Ellen Stolzenberg, Ph.D. Assistant Director for Research, Higher Education Research Institute at UCLA

Ethical Foundations for an Evolving Field: AIR's New Statement

POSTER

As the field of IR evolves, so too must the ethical foundation that undergirds our work. In response to emerging topics, such as the proliferation of analytics, big data, and vendors who offer myriad solutions to our problems, the AIR Board of Directors examined the Association's long-standing Code of Ethics and Professional Practice. It became clear that both ethics and best practices were blended in a single code which, while helpful for professionals in search of a prescriptive document to which they can refer, introduced the possibility that the overarching ethical values and principles get lost in the details. This poster introduces the new AIR Statement of Ethical Principles, adopted by the Board in September, and discusses next steps.

Speakers



Michelle Appel Director, Assessment and Decision Support, University of Maryland



Heather Kelly Director Institutional Research, University of Delaware

Excel Elbow Grease - customize your graphics

POSTER

Want to add more visual design for social media or other IR office publications? This poster shows how to use Excel, a common IR tool, to add that next level of customization to your work. Modify Excel shapes by layering them, modifying their points, and other options. Customize color palettes in Excel, beyond default shades. And export your work into graphic files or import into other files.

Speaker



Claire Goverts Rochester Institute Of Technology

From Creating the Bridge to Riding the Waves of Change: Feedback from the 45th Annual NEAIR Conference

POSTER

How did we do at last year's conference? Take this opportunity to explore findings from the 2018 NEAIR Conference Evaluation and learn how your feedback was the nexus for strategy and sustainability for this year's conference.

Speaker



Marcia Finch Senior Research Analyst, Neumann University

IPEDS Variables Related to Student Retention

POSTER

Using data available on The Integrated Postsecondary Education Data System (IPEDS), we examined what variables are correlated with retention and graduation rates using our institution along with its peer and aspirant schools as a sample. Participants will learn about how selectivity, revenue from tuition and fees, and student services expenses are related to Freshman to Sophomore retention rates, as well as 6-year graduation rates. Participants will also learn how to explore potential confounding variables to our data, and the value of comparing one's institution to similar institutions in order to see how they may operate more efficiently and provide the best experience for students. This poster presentation will be a benefit to both Newcomers and anyone interested in using IPEDS data for benchmarking.

Speakers



Taylor Locke Roger Williams University



Megan Lynch Senior Analyst, Roger Williams University

Measuring Online Student Engagement

POSTER

This poster presentation will 1) highlight comparative data between the two groups in a visual format and 2) provide a mechanism for outlining action steps to meet targets. This visual presentation will note the similarities and differences of the online vs. seated group and learn how KVCC used the data within its committee structure to identify action steps and targets. However, actionable items are likely to have different appeals to different institutions depending on the sophistication and culture of each college. Through the poster presentation, the audience will learn the evaluation process KVCC undertook to better understand its online engagement, allowing the audience to interpret the process and revise as it most closely relates to the culture of their own institution. The poster presentation will allow for this flow of dialogue and learning from the perspective of different institutions.

▼ Speaker



Karen Glew Director Institutional Research, Kennebec Valley Community College

NEAIR's Strategic Plan 2.0

POSTER

The NEAIR Steering Committee adopted the Association's second strategic plan in August 2019. This plan builds upon the first one (2008 - 2018) and offers new directions for organizational development to promote sustainability. We encourage everyone to stop by to learn about the new strategic plan, our short-term and long-term planning processes, and what is on the horizon for 2020. We welcome your insights and feedback!

♥ Speakers



Shannon Lichtinger Associate Director of Institutional Research, University of Maryland, Baltimore County



Annemarie Bartlett Director Institutional Research and Effectiveness, Salve Regina University



Jennifer Dunseath Assistant Vice President, Institutional Research, Roger Williams University

Performance-Based Assessment for Program Improvements

POSTER

Performance-based assessments, such as portfolios, are a way of measuring what students are capable of knowing and doing as opposed to memorizing facts for a standardized test. The assessment reform movement advocates the use of performance-based assessment methods to better connect program curriculum to the learning outcomes of students. The purpose of this longitudinal study is to make improvements to an academic program using student-learning outcomes from a performance assessment. Since 1993, a New Hampshire community college has been collecting data from a graphic design student portfolio evaluation process. Trend analysis and many-facet IRT model software were used to identify program deficiencies. Each year program faculty review student outcomes data to determine improvements for academic program outcomes.

Poster session participants will have the capacity to: 1) integrate knowledge of a performance assessment model for academic program improvement and 2) describe, analyze and apply a student art portfolio evaluation rubric.

Speakers



Jere Turner Director of Institutional Research, Manchester Community College



Hui-Ling Chen Massachusetts College of Art and Design

Survey of the Efficiency & Effectiveness of IR Offices

POSTER

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.

Speakers



Heather Kelly Director Institutional Research, University of Delaware



Jennifer Snyder Institutional Research Analyst, University of Delaware



Hirosuke Honda Director of Assessment, University of Maine at Augusta

The Art and Management Science of Service Outages

POSTER

One of the most painful things is to learn to rely on a purchased service to manage a critical function like course evaluations and have a break in service. This poster will discuss four aspects of seeing a purchased vendor's services disappear due to a break in a negotiated contract:

- 1) Be aware of your policy environment and changes in your university's purchasing procedures. The specific drivers are most applicable to public institutions but everyone operates in a world where IR purchasing decisions are part and parcel of the University's contracting system.
- 2) Misinformation and missing information are not just errors in statistical data sets. Workflow and system management needs to be adaptable as information changes. Easy words to write, more difficult in stretching limited resources to accomplish goals.
- 3) When one set of vendor-supplied tools disappear, take an inventory of the available substitutes.
- 4) Murphy's Law meets project management: Your schedule will likely fail if there are hard deadlines (like a vendor flipping off a switch) but is no cushion to recover for some things going wrong and taking extra time.



Laura Benson Marotta University at Albany - SUNY

Two-year college completion among VT class of 2012

POSTER

Presenters will share findings from their longitudinal study of college completion among Vermont high school graduates. This work involved using data collected from a 2012 state-wide survey of high school seniors to identify factors associated with students' college enrollment and completion. Results showed that postsecondary outcomes differed by a variety of factors, including institution type, demographics, academic preparation, and parental attitudes. This work provides a follow-up to our 2018 NEAIR poster by focusing on students who enrolled at two-year institutions as opposed to four-year institutions. The presenters will discuss some specific findings of interest and the unique challenges faced by students at two-year colleges. Attendees will learn how this research is being used to inform policy in Vermont and how they can adapt these methods for their own use. Session is beneficial for newcomers.

♥ Speakers



Anna Prescott Senior Evaluation and Research Analyst, Vermont Student Assistance Corporation



Robert Walsh Research Analyst, Vermont Student Assistance Corp



Gareth Cleveland GEARUP Data Coordinator and Evaluation Assistant, Vermont Student Assistance Corp

Working With IPEDS Data Using Power BI

POSTER

This poster presentation is for all institutional researchers who compute or use IPEDS data. The audience will learn a new way of calculating their IPEDS reports by using Power BI, a free Microsoft software, that, once set up, will automatically calculate future submissions and can be easily adjusted for changes to the reporting. The audience will also see how the data can simultaneously be added to a dynamic dashboard that can be shared with other members of their institution for decision-making.

Speakers



Grace Libby Senior Data Analyst, Goodwin College



Anastasiya Korshykava Research Analyst, Goodwin College

CONCURRENT SESSIONS

Sessions marked "People's Choice" have been developed in response to the results of last year's survey question regarding professional challenges our members are facing.

Easy Excel Data Clean-up Report

♀ Freedom

TECH APP

Participants will learn how to create an easy data clean up report using Microsoft Excel to streamline the census data capture process and improve reporting accuracy. Specifically, they will learn to:

- 1) flag missing values along with any discrepancies such as mismatched programs and student types using simple excel formulas
- 2) drill down to the student record level data in order to view a list of the students being impacted, and resolve the discrepancies and
- 3) create a simple summary dashboard of the missing/ incomplete data to easily communicate that information to relevant offices.

Participants will be able to view a sample of the report, ask questions and engage in discussions about improving data integrity.

Participants of any level or institution type will benefit. Session is beneficial for newcomers.

♥ Speaker



Megan Lynch Senior Analyst, Roger Williams University

Evergreen Data and Reporting with Tableau Weatherly

AAAIE - Asmt, Accrd, Accnt & IE

PowerTalk (3:10-3:25): Participants in this session will see how investing time in compiling evergreen datasets around particular topics can make long-term reporting requests less cumbersome. Using Tableau, we will utilize a raw data file that pools data from many different sources. Participants will gain insight on how to empower campus leaders to engage in evidence-based decision-making through the use of Tableau. Session is beneficial for newcomers.

▼ Speaker



Catherine Gagne Director of Assessment, Providence College

The Basics of Regular Expressions in Tableau

♀ Weatherly

TECH APP

PowerTalk (3:25-3:40): In a rapidly-changing data environment, IR professionals often adopt new

technologies and data tools. With the increased use of Tableau in IR offices and Tableau's everchanging capabilities, IR staff need to continually build their Tableau knowledge and data wrangling 'toolkits.' Regular expressions within Tableau are a powerful tool for working with complex text data, such as mailing addresses, email addresses, or citizenship information. Participants will gain a basic understanding of regular expressions, how they can be used in Tableau, and how these expressions can support the work of IR professionals. Session is beneficial for newcomers.

♥ Speakers



Inger Bergom Data/Research Analyst, Tufts University Office of Institutional Research



Christina Butler Assistant Director, Tufts University

Beyond Compliance: Turning Your Data into Action

♀ Columbia

TECH APP

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.

Speaker



Lesley Nelson Senior Director, Campus Relations, Campus Labs

Pyramid Analytics: A Reporting Alternative

♀ Enterprise

TECH APP

Participants will receive an introduction into the Pyramid Analytics reporting tool and how it can be utilized to develop data dashboards. They will explore the visualization design elements available with Pyramid Analytics and how these tools compare to other data visualization tools like Tableau, Power BI or SAS VA. Participants will learn some strategies for creating dashboards that are usable to a variety of audiences with unique data needs.

We will share some of the lessons that we learned having recently developed and deployed a data dashboard. Many in IR are familiar with the ala carte mode of producing data for internal and external audiences. IR practitioners, both new and experienced will benefit from a review of what a tool like Pyramid Analytics can do to centralize institutional reporting using data dashboards and interactive reports. We will address some of the speed bumps that we ran into during this process and discuss how we overcame them.

Session is beneficial for newcomers.

https://www.pyramidanalytics.com/

Speakers



Charles Hessler Pace



Peter Cronin Manager, Analytics and Reporting, Pace University

At-Risk Students: Predict, Intervene, and Assess

♀ Courageous

DATA Analysis &

Universities are under increasing pressure to improve and maximize the retention rates of first-time, full-time undergraduate students. Colleges across the nation are accustomed to investing in student enrollment, yet increasing student retention rates yields a higher financial benefit. That is, it is more cost effective to keep students who are already enrolled than to invest in recruitment efforts to grow enrollment numbers. Interestingly, some institutions have even started to incorporate increased rates into their 3- and 5-year strategic plans with serious budget implications at stake. Predicting undergraduate students' first-semester GPA is a common method for the purposes of identifying at-risk students so that intervention methods can be proactively implemented prior to student failure. This session will address common statistical methods for predicting first-semester academic performance in addition to discussing effective practices that can help 'move the needle' as they relate to student persistence and success. Participants in this session will learn statistical procedures for successful identification of academically at-risk students and methods for assisting at-risk students during the critical first semester.

This program is intended for those working in Academic Affairs at the University- or College-level (Provost, Dean, Director, Academic Advisor) with beginner/intermediate knowledge of statistics. Session is beneficial for newcomers.

♥ Speakers



Brad Litchfield Director of Institutional Research, Rider University



Joe Ducette Chairperson, Temple University

TECH APP

A public university in Texas used the new VSA to examine student success metrics in their strategic plan and compared themselves against a statewide peer group. An HBCU in Maryland used the VSA to report on graduation rates to their state legislature. These two case studies demonstrate how institutions have used the new VSA to support strategic planning and institutional accountability. The VSA provides access to a robust data set allowing institutions to create custom peer groups for benchmarking and trend analysis with nine years of data such as

enrollment, retention/graduation rates, net price, debt, and R&D expenditures. This session demonstrates how examining multiple metrics on equity and student success across institutions can lead to insight and promote accountability. Supported by the Association of Public and Landgrant Universities (APLU) and the American Association of State Colleges and Universities (AASCU), the new VSA has data on over 4,200 institutions aggregated from 4 national data sources (IPEDS, the College Scorecard, NSF, and the Student Achievement Measure). Session is beneficial for newcomers.

Speaker



Denise Nadasen Director of Research and Data Policy, Association of Public and Land-grant Universities (APLU)

Building the IR Student Pipeline

♀ Portsmouth

COLLAB Acr Dept

This session will show how building the pipeline to the Institutional Research profession can start that the undergraduate level. Session attendees will walk away with a real world example of undergraduate students contributing to university institutional research, utilizing skills they have learned in the classroom. Session is beneficial for newcomers.

Speakers



Natalie Cartwright Director, Institutional Research, Kutztown University of Pennsylvania



Julianna Wagner Student, Kutztown University of Pennsylvania



Thea Mantle Student, Kutztown University of Pennsylvania

Perception and Deception in Survey Research

♀ Newport

DATA Analysis & Res

Institutional research relies heavily on surveys in which respondents are asked about their attitudes and intentions, compared to measurements of actual behavior or correlations with student outcomes. Almost 100 years of social science research has found that there is a weak relationship between attitudes and behaviors (e.g. LaPierre (1934), Fishbein & Ajzen (1975)). Within our own institution, we have seen several examples of possible 'deception' resulting from faulty 'perception' in surveys. Are we mis-perceiving and over-relying on the data gathered from surveys and how it relates to behavior? How should this data be used for decision-making? What are the implications of this discrepancy and how can we build a multi-method approach to mitigate the impact of these differences?

In this session, applicable to all IR practitioners who use surveys for their work, participants will: Learn how to identify the implications of paradoxical discrepancies between expressed attitudes and actions among survey respondents;

Develop strategies for executing a multi-method approach to survey data collection. Session is beneficial for newcomers.

▼ Speakers



Sharon Kramer Dean, Institutional Research and Assessment, Berklee College of Music



Alexis Jasek Accreditation and Research Assistant, Berklee College of Music

CONCURRENT SESSIONS

Student Demographic Projections Revisited

♥ Freedom

DATA Analysis &

Participants will understand the current demographic trends in students enrollment and will review how predictions made 10 years ago have changed

Participants will be challenged to think about way to use this information to help inform the discussion at their own institutions.

This session will be useful for IR professionals at all levels. In 2008, I did research on Demographic Projections and did numerous presentations around the northeast and also authored an article in the New England Board of Higher Education Magazine and also the Providence Journal.

I have updated the research and looking at whether or not those dire predictions happened, and also presenting new projections for student enrollment.

Speaker Speaker



Becky Brodigan Director Institutional Research and Assessment, Colby College

Get More Done: Scrum Project Management ♦ Weatherly

MGMT

Supervisors of Institutional Research offices with three or more staff members will benefit from learning how principles of project management can help drive teams to accomplish their goals. As IR offices are asked to produce more, Scrum project management techniques can help you efficiently tackle complex projects with multiple timelines. Participants in this session will learn the basics of Scrum project management and explore contextualized examples from institutional research.



Megan Stadler Dir. of Grants, Planning, Research, and Institutional Effectiveness, Jefferson Community College

Adventures in Analytics: Implementation to Roll-Out

Columbia

DATA Analysis &

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. Last year at NEAIR, we shared the start of our experience in advancing our 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 update on where we are a year later, including an overview of how we launched an institution-wide analytics platform in just one year and rolled it out to our campus community. We will highlight the crucial relationship between IR and IT and how planning a successful implementation sets an institution up for long-term success, as well as best practices and challenges. Finally, we'll share some of our dashboards and where we're going next

Speaker



Krisztina Filep Director of Operational Analytics, University of Massachusetts, Amherst

Practicing Equity: Basic Needs X Student Success

♥ Enterprise

DATA Analysis & Res

Many college students nationwide face food and housing insecurity, and our college practices equity by dedicating an office to the provision of these basic needs. This study was conducted as an evaluation of the effectiveness of providing social services on measures of student success. In addition to highlighting basic needs security, participants will also learn data collection techniques and the process of evaluating a co-curricular office in a community college. Session is beneficial for newcomers.

Speakers



Amy Boudreau Research Associate, Bunker Hill Community College



Marilyn Roth Senior Research Associate, Bunker Hill Community College

Success Rate of Undergraduate Students

♀ Courageous

DATA Analysis &

This session is about extending undergraduate retention research that many IR Offices routinely do for their institutions to two different directions.

First of all, for first-time full-time students, in addition to study their retention and graduation, we looked into the enrollment and graduation data tracked by National Student Clearing House. We tracked those who left our institution and studied if they were able to ultimately obtain a baccalaureate degree, switch to a community college and get an associate degree, or drop out of higher education completely.

Secondly, in addition to first-time full-time students, our research included transfer students and non-traditional undergraduate students in order to broaden the lens of retention research to show that it's key for institutions to consider the needs of transfer students and older college students when looking for ways to increase retention and completion.

The presenter will walk through the steps taken to collect, integrate, and clean the data from various sources, and prepare it to be easily visualized in Tableau. The session will be easy to follow for beginners and provide new ideas to add to the routine retention research for experienced IR professionals. Session is beneficial for newcomers.

♥ Speaker



Lan Gao Director of Institutional Research, Simmons University

Automating Secure, User-Specific Views in Tableau

♀ Intrepid

TECH APP

In this presentation, we will demonstrate how NYU Steinhardt uses calculated fields to create personalized dashboard views. We will teach participants how to write Tableau calculated fields to accomplish two things. Upon completion, participants will be able to ensure that viewers of their dashboards see the data most relevant to their business use (row level security). Additionally, participants will learn how to ensure student confidentiality by implementing low N response rate filters. Once you set up these processes, updating them is straightforward and efficient. Accessible data allows faculty and program staff to engage with data, and make data-informed decisions and program improvements. Innovating the way stakeholders interact with data fosters university-wide data cultures. This presentation is intended for Tableau users with intermediate level of experience.

♥ Speakers



Emily Medina Institutional Research Analyst, New York University



Amanda Adams Assistant Director of Assessment & Data Analytics, New York University

Measuring the Teaching Effectiveness using SETs ₱ Portsmouth

DATA Analysis &

Student Evaluations of Teaching (SETs) are controversial as measures of teaching effectiveness, because they can affect the reappointment of instructors under the questionable assumption that students are good judges of teaching effectiveness. Critics argue that SETs measure student satisfaction rather than teaching effectiveness. Weinberg et al (2009) developed a method that isolates the impact of student learning on SET ratings. They used student performance in subsequent economics courses that can be attributed to prerequisite courses as a measure of learning, and correlated it with the SET ratings to test the hypothesis of teaching effectiveness. Our paper takes a broader view using this method by gathering data on SETs, student grades and characteristics, and instructor characteristics across multiple subjects. Our preliminary results find no positive effects of student learning on their SET scores; we find some negative effects between student learning and their SET scores; and we find some positive effects between student grades and SET scores. These results are similar to those by Weinberg et al (2009) and suggest caution in the use of SETs for high-stakes instructor evaluations.

Intended Audience: 1) Institutional researchers who are interested in the validity of SET; 2) Institutional researchers who use linear regression frequently.

♥ Speakers



Lloyd Blanchard Associate Vice President, Budget Management and Institutional Research, University of Connecticut



Yizhi Zhu Graduate Student Employee, University of Connecticut

Rhode Island IR (RI-IR) Group Meeting

9 Ballroom

Special Interest Group

This session is a meeting of the Rhode Island Institutional Research (RI-IR) Group. The primary purpose of the session is to welcome any new members and to prepare for the biannual fall meeting that will be held at Rhode Island College.

♥ Speaker



Christopher Hourigan Director of Institutional Research & Planning, Rhode Island College

CONCURRENT SESSIONS

A full list of Special Interest Groups will be posted mid-October.

IPEDS Update

♀ Freedom

Special Interest Group

The National Center for Education Statistics will present an update on changes for the 2019-20 through 2021-22 Integrated Postsecondary Education Data System (IPEDS) data collections and

the research and development behind the changes. NCES will also present some new resources available to data providers and users.

Speaker



Tara Lawley Postsecondary Branch Chief, Administrative Data Division, National Center for Education Statistics

Analytics can save higher education. Really.

♀ Portsmouth

Special Interest Group

Analytics is currently a hot topic in higher education. This discussion will begin by reviewing the recently released joint statement from AIR, EDUCAUSE, and NACUBO (https://changewithanalytics.com), with a focus on its practical implications for higher education institutions. Furthermore, we anticipate the discussion will touch upon the following questions: 1) Why does your institution need an analytics program? 2) How do you best communicate the need for analytics to administrators and IT staff? 3) How do you know if your institution is ready for analytics?

♥ Speakers



Melissa Barnett MIT



Alex Wagner Director Institutional Research and Planning, Lesley University

Higher Ed Data Governance Community Forum Weatherly

Special Interest Group

Data governance professionals at Rochester Institute of Technology and University of Rochester are forming a community of people in higher education who are interested in various data governance issues. We are hoping to focus on constructive communication, developing skills, and creating a collection of resources to assist peers with building, maturing and solving data governance challenges in higher education ecosystems.

Status update of RIT and UofR initiative.

We will discuss: What role(s) do you see a community like this playing in the world of IR?

What digital data governance resources would be helpful if made available?

What data governance successes could you share with a practitioner community?

What data governance challenges would you like to hear discussed?

Speaker



Beth Prince-Bradbury Associate Director of Institutional Research, Data & Analytics, Rochester Institute of Technology

Higher Education Data Sharing Consortium

Q Columbia

Special Interest Group

The Higher Education Data Sharing Consortium (HEDS) welcomes those interested in HEDS to attend an informal gathering to meet with HEDS colleagues and talk about upcoming opportunities, including surveys, data exchanges, our annual conference, and the new Student Success Collaborative. 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. HEDS fulfills its mission by facilitating collaboration, leading efforts that help others make sense of and use data to inform and advance liberal arts learning, and offering professional development and networking opportunities.

♥ Speaker



Adrea Hernandez Director of Survey and Institutional Research, HEDS Consortium

Institution Level Instructional Cost Metrics

♀ Enterprise

Special Interest Group

This session will discuss new reporting options and benchmarks using the Delaware Cost Study data that are available to the members of the Higher Education Consortia. We will discuss a new institution-level benchmark that measures unit instructional costs for an institution and our plans to integrate this new metric with measures available from IPEDS reporting. We will also discuss new measures of four instructional cost drivers that are computed as a percent difference from the cost to deliver instruction in English CIP 23.0101. By using specific benchmarks that are differentiated by Carnegie group and institutional governance type (public or private) you can identify the most significant factors that contribute to the overall cost per student credit hour for instruction.Past, prospective and current participants in the Delaware Cost Study are welcome to attend.

♥ Speaker



Tom Eleuterio Manager, Higher Education Consortia, University of Delaware

IR and Catholic Higher Education

♀ Ballroom

Special Interest Group

Join colleagues with an interest in Catholic Higher Education to discuss topics of interest to IR professionals at Catholic Colleges and Universities as well as those who have a general interest in the subject. We will provide updates on the Catholic Higher Education Research Cooperative (CHERC), the Catholic Identity Mission Assessment (CIMA) project, and the activities of the

Association of Catholic Colleges and Universities (ACCU). We will also seek input from attendees on potential future directions for CHERC, including the possibility of additional collaborative research efforts as well as professional development activities. All individuals, institutions, insights, and ideas are welcome.

♥ Speaker



Jim Trainer Associate Vice President, Villanova University

IR Offices at Community Colleges

◊ Newport

Special Interest Group

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.

▼ Speaker



John Ingram Planning and Research Associate, Community College of Allegheny County

Mid-Career Professional Development and NEAIR

♀ Courageous

Special Interest Group

Are you 'mid-career' and looking for IR professional development opportunities, networking, or skill development? We would like to hear from you! In this session, we are seeking members' input on the mid-career professional development needs of our membership. The feedback and discussion points will then be used by the Membership Committee (Mid-Career) to use as a foundation for developing a plan to further develop this area. Specifically, the SIG will discuss: (a) common pathways for an IR professional, (b) challenges faced along that path, (c) what is the definition of mid-career, (d) ideas for how NEAIR can foster support for professionals who are no longer newcomers, and (e) potential for 'mid-career' networking/mentorship opportunities. Session is beneficial for mid-career professionals.

₹ Speaker



Deb Allen Assistant Provost of Institutional Research and Assessment, University of Maine

The AIR Board Wants to Hear from You

♀ Ballroom

Special Interest Group

This session provides an opportunity for NEAIR attendees to meet with members of the AIR Board of Directors. Over the past year, AIR has adopted a new Statement of Ethical Principles, a

new vision statement, and a new mission statement. Discuss these topics, opportunities for AIR involvement, or other issues of interest. The session will be conversational and flexible to attendees' interests.

₹ Speaker



Michelle Appel Director, Assessment and Decision Support, University of Maryland

Workday Users Group

♀ Intrepid

Special Interest Group

Workday users! Let's get together and learn from each other on what we should be doing to get the most out of this product.



Raj Malhotra AVP of Institutional Research and Strategic Decision Support, Worcester Polytechnic Institution

NEAIR CONNECTS

♀ Atrium

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.

Tue, Nov 05, 2019

BREAKFAST

♀ Atrium

INFORMATION DESK

9 Grand Ballroom Foyer

Questions or lost something? This is your go to spot.

EXHIBITOR HALL SHOWCASE

Q Grand Ballroom Foyer

Visit our awesome exhibitors and discover how they can be a resource for you!

PLENARY SESSION: Evolution Revolution: The Changing Marketplace for Higher Education

9 Grand Ballroom

Join author Jon McGee for a discussion about four key drivers of change in higher education that

will revolutionize our industry and promise to keep our professional field evolving in new ways. Learn how institutional research and effectiveness professionals are uniquely poised to address these challenges--locally and nationally--to work aside senior leaders in developing institutional strategies to promote sustainability at our home institutions and, broadly, across the industry.

♥ Speakers



Jon McGee Head of School, Saint John's Preparatory



Shannon Lichtinger Associate Director of Institutional Research, University of Maryland, Baltimore County

CONCURRENT SESSIONS

A Conversation with Jon McGee

9 Grand Ballroom

AAAIE - Asmt, Accrd, Accnt & IE

Engage in a follow up conversation with Jon McGee from 10:00-10:30am.

Using NSSE to Predict Student Success

♀ Freedom

DATA Analysis & Res

PLEASE NOTE: This is an extended session.

NSSE data can be overwhelming for any institutional researcher. This workshop goes beyond just understanding the variables, dimensions, and traditional uses for NSSE data. It shows how to merge NSSE data with locally available unit record data that provide measures of student success, such as retention, credit accumulation, and grade point average. Using statistical software, such as Excel or SPSS, participants will learn how responses to NSSE questions can predict student success. Participants will learn how to leverage NSSE open-ended comments through a practical exercise and conduct qualitative coding to develop themes concerning student attrition. While participants are not expected to be experts in NSSE data, predictive analytics, or qualitative coding, some awareness of one or more of these topics will allow participants to get the most out of this workshop. As such, it is recommended for the intermediate level institutional researcher.

♥ Speaker



Doug Ducharme Associate Director of Assessment, University of Massachusetts Boston

Creating Academic Departmental Profiles • Weatherly

AAAIE - Asmt, Accrd, Accnt & IE

PowerTalk (10:00-10:15): This power talk will showcase departmental profiles created for all academic departments at Colby College. Audience members will learn about the genesis of the profiles, how they are maintained and refreshed, and their widespread use at Colby. These profiles serve as the basis for departmental external reviews, and also present historical individual departmental results from senior surveys.

This session would be of interest to IR professionals at all levels, and especially those who are interested in creating closer working relationships with academic departments. Session is beneficial for newcomers.

Speakers



Becky Brodigan Director Institutional Research and Assessment, Colby College



Melissa Hartz Associate Director of IR, Colby College

Square Pegs in Round Holes: Finding Usable Classrooms • Weatherly

COLLAB Acr Dept

PowerTalk (10:15-10:30): This Power Talk will illustrate three ways of summarizing classroom space utilization. It will demonstrate the practical limitations caused by treating space as a continuous variable. Not a statistical analysis, this session will use visualization to point the way to a better means of approaching the challenge of optimizing space and thereby meeting financial and environmental goals.

Participants will learn about two traditional ways to summarize classroom space utilization and view a tool used to visualize it in a different way. Session is beneficial for newcomers.

♥ Speaker



Jon Havey Research Analyst, SUNY University at Buffalo

Maximize Usage of Student Tracker Data ♦ Columbia

TECH APP

Come meet our experts to gain insight into new ways to track postsecondary enrollment and completion outcome data. Learn about some of the newest features including analysis-ready reports, customized school-specific completion, transfer and mobility reports and data visualizations. Whether you are new to this service or utilize the base and Premium versions today we welcome your participation. Moderator: Sue Ledwell

♥ Speakers



Sue Ledwell Regional Director, National Student Clearinghouse



Jill Indugula Product Manager, National Student Clearinghouse



Jennifer Dai Research Analyst, The New School

Expanding the Conversation: IR beyond the Institution

♀ Enterprise

COLLAB Acr Dept

The role of Institutional Research is not well known outside of academia, and often not even well known on our own campuses. By expanding the scope our research, we can learn about the climate of the broader communities that our students and alumni are part of while increasing the visibility of the IR office and showcasing its expertise. This session will use a recent campus IR project as a case study.

The paper Women in the U.S. Music Industry: Obstacles and Opportunities was a partnership between IR, an associate professor, a campus institute, and an external professional organization that resulted in a report examining the socioeconomic landscape of women working in the music industry across the U.S. The report continues to generate press coverage from local, national, and international media, and it has become part of the campus conversation about gender, diversity, equity, and inclusion.

- -Participants will learn about ways to collaborate with non-traditional partners to develop new research
- -Participants will learn about approaches to expanding their current areas of research into the wider student and alumni community
- -Participants will learn strategies for using collaboration to increase the visibility of their IR office, on campus and externally.

Session is beneficial for newcomers and mid career professionals.

₹ Speaker



Becky Prior Associate Director, Institutional Research, Berklee College of Music

DIY Your Next Economic Impact Study

♀ Courageous

DATA Analysis & Res

Economic impact studies are usually conducted for Institutions of Higher Education (IHEs) using established, yet expensive and time-consuming Input-Output Models. This presentation provides an alternate DIY method that IR staff can use to estimate the economic impact of their IHE's. This method also has the added benefit of specifying a given geographic locale for economic impact (e.g. region, state, county or city/town). In this presentation, participants will understand the purpose and use of economic impact studies for IHE's, how to easily source the appropriate institutional and economic context data needed for the authors' economic impact model (provided in Excel format), and learn how to use the model to estimate their IHE's total economic impact and number of full-time jobs created within a specified geographic area.

♥ Speakers



Sam Michalowski FDU



Rudra Guha Biswas Fairleigh Dickinson University

Development and Use of a Predictive Retention Model

♀ Intrepid

DATA Analysis & Res

Increasingly, many institutions of higher education are facing challenges related to student enrollment and retention. To inform student success efforts and narrow achievement gaps, institutions are seeking advanced data-informed strategies that can more accurately pinpoint characteristics or experiences that facilitate student retention. Predictive modeling using binary logistic regression is one method to identify significant predictors of retention and can be used to develop a student-by-student predictive retention model that provides each student's predicted probability of retaining. In this session, participants will explore the importance of predictive modeling for student success and recognize why predictive modeling is a preferred method for identifying at-risk students, understand how one institution developed a student-by-student predictive retention model, and discover ways to utilize the outcomes of predictive retention models to inform student success efforts. This presentation is appropriate for audience members from all sectors, skill levels, and practitioner levels.

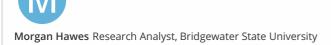
▼ Speakers



Kate McLaren Director Institutional Research, Bridgewater State University



Rebecca Mushet Associate Director of Institutional Research, Bridgewater State University



Almost Too Easy: A New Way to Wrangle IPEDS Data Protsmouth

TECH APP

Benchmarking your institution against peers and tracking metrics over time are common uses for IPEDS data, but those data downloads are not ideally formatted for analysis - wrangling the data often takes more time than visualizing it. This session will present the results of a multi-institution initiative to create a user-friendly tool for compiling and subsetting longitudinal IPEDS data files for custom sets of institutions. Participants will learn how to use our free app to quickly and easily generate clean csv files ready for analysis. Session is beneficial for newcomers.

Speakers



Kathy Foley Associate Director for Analytics, Smith College



Kate Aloisio Assistant Director of Institutional Research, Smith College

CONCURRENT SESSIONS

From Qual to Quant: Assessing Integrative Thinking • Weatherly

AAAIE - Asmt, Accrd, Accnt & IE

PowerTalk (10:40-10:55): Through the example of an integrative learning assessment project tied to the introduction of a integrative experience general education requirement, this session will address two particularly challenging aspects of student learning assessment:

- 1) Designing methods for analyzing complex qualitative evidence and displaying it in a synthesized, more quantitative, manner so it can inform campus-wide curricular and programmatic improvements;
- 2) Documenting students' integrative (or connected) learning.

We conducted sophomore, junior, and senior focus groups and asked students to map the connections they could identify across their gen ed, major, co-curricular, personal and professional development experiences at the University. Participants will review our mapping technique and the method used to translate students' qualitative responses into analyzable evidence. For an IR audience, the particular strength of this project is in the methods used to analyze and report out on complex qualitative evidence in a manner informative to a variety of campus audiences. Session is beneficial for newcomers.

♥ Speaker



Using Planning & Assessment to Build Community ♥ Weatherly

COLLAB Acr Dept

PowerTalk (10:55-11:10): University planning and assessment are essential areas in an institution's success. These components encourage accountability and continuous improvement for all programs and units at a school. In Fall 2017, Lincoln University, in Pennsylvania, assembled a Strategic Planning Council to conduct an inclusive University-wide holistic assessment of the outcomes from the current strategic plan, the institution's strengths and weaknesses, and stakeholders' perspectives on the future of the University. This process was conducted while the school was introducing a new institution-wide assessment program and conducting a self-study to prepare for reaffirmation of accreditation.

This session will describe how Lincoln University underwent an institutional assessment transformation, developed a new strategic plan, and prepared for a self-study visit simultaneously, and the role of Institutional Effectiveness, Research, and Planning to help build community throughout the University.

▼ Speaker



Tiffany Lee Assistant Provost, Lincoln University

Assessment of a STEM Living-Learning Community

Weatherly

AAAIE - Asmt, Accrd, Accnt & IE

PowerTalk (11:10-11:25): Living-learning communities present a unique opportunity for Residential Life to partner with academic departments to provide students with deeper intellectual and social engagement around their interest areas. How do we provide evidence that these collaborations are producing their intended outcomes? This presentation describes a case study for BIOME House, a community of first-year university students who intend to major in Biology. The session will discuss how we are using historical data for living-learning community assessment and the development of surveys to gauge the long-term impact of these communities. Session is beneficial for newcomers.

♥ Speakers



Anna Raup-Kounovsky Pennsylvania State University



John Norris Pennsylvania State University

Understanding Equifax Grad Outcomes ♥ Columbia

Equifax maintains the largest repository of current and historical payroll data in the United

States. This allows us to provide an accurate, real-time measure of graduate outcomes as compared to other data collection methods. Unlike surveys, social media "scraping" and partially available state-based data, the Equifax Graduate Outcome solution uses actual payroll data from employers and represents "best efforts" in data collection and analysis. Considering the depth of data provided and longitudinal nature of the information, our solution is more cost effective and more accurate than other data collection methods. Equifax is the only company that maintains both income and debt information and can deliver them together to accurately determine graduate insights.(Equifax can provide sole source letter to support).



J Alan Shemelya Vice President, Sales, Equifax

Managing Conflict On Cross-Functional Teams

♀ Enterprise

MGMT

Our work in IR is becoming increasingly cross-functional and team-based - everything from software implementation to preparation of successful accreditation reports requires a collaborative effort from across our institutions. This workshop will give participants of all levels, team building strategies they can leverage on any cross-functional team.

Speakers



Raj Malhotra AVP of Institutional Research and Strategic Decision Support, Worcester Polytechnic Institution



Kymber Taylor USciences

Designing Reports for Effective Engagement: Viz a Viz **Q** Courageous

TECH APP

Inspired by Stephanie Evergreen's 2018 AIR conference keynote, our work team decided to step up its visual design game. Throughout the 2018-19 academic year, we harnessed both 'everyday' software (Excel and Word) and 'specialized' software (Tableau) to develop a variety of new, visually oriented report formats to communicate survey results. In this session participants will learn about Word- and Excel-based techniques for producing visually-oriented reports; a technique for visualizing coded, open-ended responses to survey questions; a Tableau technique for creating disaggregated (e.g. by college, by department) reports that can be saved as PDFs; and a communication strategy for report-sharing with groups of stakeholders. The intended audience for this session is all professionals tasked with communicating survey results. This session is relevant and important to NEAIR members because we demonstrate how we put into practice compelling ideas and strategies advanced in a recent AIR keynote address -- with the aim of facilitating and supporting data-informed decision making. Session is beneficial for newcomers.



Alicia Remaly Associate Director of Assessment, UMass Amherst



Liz Williams UMass Amherst

Analyzing Teaching Costs by Carnegie & Control Groups Politrepid Output O

DATA Analysis &

Data from two decades of the National Study of Instructional Costs and Productivity, the Delaware Cost Study, show that the dollar per student credit hour expended to provide instruction has declined or remained relatively flat in many academic disciplines. However, average tuition at public institutions has increased annually while state funding for public four-year institutions has decreased in this period. The impact of these trends varies across a range of institutional types and academic disciplines. Our research describes how departments have been able to rein in costs. We examine efficiency in resource utilization to address the following questions: Why does a program have instructional costs which are too high compared with similar programs? Does a program have an appropriate number of faculty in a configuration to promote efficiency? Are faculty members' teaching loads sufficient for expected demand? Participants will be able to differentiate four significant factors that contribute to the variability in cost per student credit hour across academic disciplines. Participants will be able to distinguish between cost factors that have remained relatively constant over time and those that have been more dynamic when engaging in strategic planning and budgeting. Session is beneficial for newcomers.

▼Speaker



Tom Eleuterio Manager, Higher Education Consortia, University of Delaware

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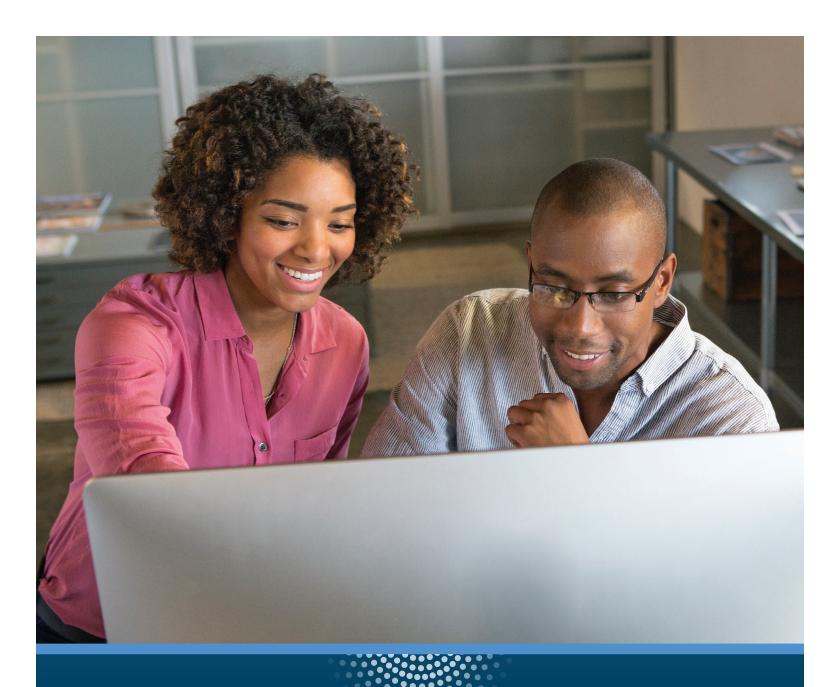
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