# **CONFERENCE PROGRAM**



**Clear Hindsight & Insights for the Future** 

NEAIR 47th Annual Conference

# Virtual Conference NOVEMBER 15<sup>th</sup> - 17<sup>th</sup>, 2020

### **PRESIDENT**

JENNIFER DUNSEATH

Managing Director & Event Planner BETH SIMPSON

### PROGRAM COMMITTEE

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**Publications**ANGELINA MEDEIROS

Workshops Kristen Procopio

### **LOCAL ARRANGEMENTS**

Local Arrangements Chair CONNIE PIERSON

Associate Local Arrangements Chair ROSS CONOVER

### November 2021

### Dear Colleagues and Friends:

As we have learned over the past several months, some good things can come from unexpected circumstances. While much seems negative in our current world, we've seen many positives, and one of those is our "Your IR Guiding Light" Professional Development Series. Another positive has been our July Professional Development Month, "Tools to See Your Way Through the Unforeseeable" technical workshops. But that's not all...

Your 2020 Conference Team presents NEAIR's first-ever virtual conference. The program is loaded with valuable content that's designed to give you "2020 Vision: Clear Hindsight and Insights for the Future". We hope you get everything out of this conference that you would get out of an in-person event including having some fun (other than hugs or clinking beverage glasses together—those will have to wait until we meet again in Portland, ME).

Please take advantage of our NEAIR Gives Back, which is an opportunity for you to give back to the Baltimore Community or your own community. Additionally, we hope you will visit our virtual Exhibit Hall as our generous sponsors, who have helped underwrite the cost of the conference, will showcase their products and services.

I think you will agree that for this to be a successful conference and for you to get the most out of it, you'll need to take a little time to figure out how things work in this new format. Along those lines, I'm encouraging you to take a little time to watch the how to use Whova tutorials that we will be sending your way so you can learn how to create a personalized agenda, post questions to the discussion board, visit our sponsors and meet up with friends.

Best wishes and enjoy!

Jen Dunseath
2020 NEAIR President

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

2019         Shannon Tinney Lichtinger         Newport, RI         Riding the Waves of Change: IR as the Nexus for Strategy and Sustainability           2018         Annemarie Burtlett         Pitsburgh, 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         Hallimore, MID         Tell-Tale Data: IR at the Heart of Institutional Success           2011         Bruce Szelest & Mark         Philadelphia, PA         Life, Liberty and the Pursuit of IR           2013         Cutherine 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 Fifective Change           2009         Mich Nesler         Bullimore, MD         Hurbor in the Storm: Institutional Research in the Age of Accountability           2007         Martha Gruy         New Brusswick, NJ         New Ideas, New Energy, New Brunswick           2007         Martha Gruy         New Brusswick, NJ         New Joer,	Year	President	Location	Conference Theme
Ann Marie Senior   Jersey City, NJ   IR Leadership: Refining Our Roles, Maximizing Our Impact	2019	Shannon Tinney Lichtinger	Newport, RI	Riding the Waves of Change: IR as the Nexus for Strategy and Sustainability
Bruce Szelest & Mark   Burlington, VT   Institutional Research: When the Only Constant is Change	2018	Annemarie Bartlett	Pittsburgh, PA	Creating the Bridge to Data-Informed Decision Making
Burue Szelest & Mark Palladnino   Philadelphia, PA   Life, Liberty and the Pursuit of IR	2017	Ann Marie Senior	Jersey City, NJ	IR Leadership: Refining Our Roles, Maximizing Our Impact
Palladino   Burlington, VI   Institutional Research: When the Only Constant is Change	2016	Mark Palladino	Baltimore, MD	Tell-Tale Data: IR at the Heart of Institutional Success
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Institutions and Their Environments	1989	Ronald Doernbach	Pittsburgh, PA	Bringing Technology to the Issues
1987 John Dunn, Jr. Rochester, NY Assessment: Fad or Fact of Life?	1988	Paige Ireland	Providence, RI	
	1987	John Dunn, Jr.	Rochester, NY	Assessment: Fad or Fact of Life?

# 2020 NEAIR 47th Annual Conference Event Schedule

Sun, Nov 15, 2020

### 4:30pm

### **Mentor Mentee Connect**

**4**:30pm - 5:00pm, Nov 15

Click on Remo on the lefthand menu to join this session. This session is designed to meet your mentor or mentee virtually.

### **♥** Speakers



Lan Gao Director of Institutional Research, Simmons University



Morgan Hawes Assistant Director, Bridgewater State University

### 5:00pm

### Navigating NEAIR: A Newcomer's Toolkit (in Remo)

**②** 5:00pm - 6:30pm, Nov 15

Click on Remo on the lefthand menu to join this session. New to NEAIR? Meet fellow new members and get insider tips from NEAIR leadership on how to make the most of your membership. Also learn about professional development opportunities available through NEAIR, applying for conference and research grants, volunteer positions, and how to connect with a community of IR professionals from throughout the northeast region. New members will also have the opportunity to win some great raffle prizes. Advanced registration required.

### Speakers



Adam Ostrowski Business Intelligence Analyst, Boston University



Ron Uroda Vice President for Research, AICUP



Jordan Knicely Research Analyst, University at Albany, SUNY

### 7:00pm

### Sunday Night Fun, Hon! (in Remo)

@ 7:00pm - 9:00pm, Nov 15



Click on Remo on the left hand menu to join this session. Even though we can't gather in Baltimore, let's start out our 2020 conference with some fun, hon! Come experience a virtual ballroom and chat with your friends at the table. Move around the room to a different table to meet up with more friends. Listen to some tips on how to make the most of your conference experience, learn about NEAIR Gives Back and other fun conference highlights including contests and prizes. Mixologist Elliot Blake will join us, so come learn how to make a margarita, a zero alcohol drink, and a special NEAIR drink - to be named by the audience! The most liked drink name will win a prize!

### Speakers



**Connie Pierson** Associate Vice Provost, Institutional Research, Analysis, & Decision Support, University of Maryland, Baltimore County



Ross Conover Director of Institutional Research and Assessment, Hood College



Elliot Blake Podcast Host & Cocktail Book Author, Daydrinking with Gary & Elliot Podcast



Mark Palladino Director of Institutional Research & Planning, Thomas Jefferson University



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

### Mon, Nov 16, 2020

### 8:30am

### **IPEDS Update**

② 8:30am - 9:15am, Nov 16



The National Center for Education Statistics will present an update on 2020-21 approved changes to the Integrated Postsecondary Education Data System (IPEDS), including changes that were previewed during the 2019-20 data collection and guidance for reporting related to the coronavirus pandemic.



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



Shama Akhtar Director of Institutional Effectiveness, Goucher College

### Newcomer 411

② 8:30am - 9:15am, Nov 16



Welcome Newcomers! Come to this session to meet othe newcomers to the field of IR, hear some 411 information from two veteran IR professionals, and share most pressing professional challenge.

### **♥** Speakers



Laura Massell Director of Institutional Research and Planning, Community College of Vermont



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

### Eastern New York IR

② 8:30am - 9:15am, Nov 16



Facilitated by J.R. Bjerklie. This session 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

### **New England Land Grant Institutions**

② 8:30am - 9:15am, Nov 16



Facilitated by Alex Yin. Please join this SIG to discuss the challenges and opportunities the New England Land Grant Universities face in an environment of declining high school graduates and state support.

### Speaker



Alex Yin Executive Director Institutional Research, University of Vermont

### Rhode Island IR (RI-IR)

② 8:30am - 9:15am, Nov 16



Facilitated by Jen Dunseath. 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



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

### 9:30am

### Opening Keynote: Top Ten Higher Education Stories for 2020

**9**:30am - 10:45am, Nov 16



This year has brought major historic events such as a derailment of normal life due to the pandemic, an extraordinary wave of anti-racism protests, and other world-changing developments, and we will begin our forum by reflecting on the top ten higher education stories that made news in 2020.

### **₹** Speakers



Scott Jaschik CEO and Editor, Inside Higher Ed



Diana Danelian Senior Associate Director, Survey Research and Assessment, Northeastern University



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

### 10:45am

### Take a Break - Your Body Will Thank You!

**1** 10:45am - 11:00am, Nov 16

Break

Grab your NEAIR resistance band (for those who got the swag), click on the pre-recorded session and exercise your body for a few minutes to get refreshed mentally and physically. Be sure to Visit the Exhibitors - click on Exhibitor to go to the Virtual Exhibit Hall - every time you "sign up for deals and coupons" or like an exhibitor, your name is entered for a raffle prize!

### 11:00am

Invited Speaker: A Closer Look at the Challenges and Opportunities Facing Higher Education **2** 11:00am - 11:45am, Nov 16

### Concurrent

Engage in a follow-up conversation with Scott Jaschik

### **♥** Speakers



Scott Jaschik CEO and Editor, Inside Higher Ed



Diana Danelian Senior Associate Director, Survey Research and Assessment, Northeastern University



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

### From Excel to Excellent: Storing Your Historical Data

**1**1:00am - 11:45am, Nov 16

### Concurrent

Do you find yourself struggling with Excel files every time census date rolls around? Does the thought of a reporting request requiring you to find, clean, and house new data make you nauseous? A database housed within the IR office can provide a strong foundation for internal and external reporting, and can serve as a valuable institutional resource. Most importantly, it can take the stress and anxiety out of working with historical data, and free you and your team up for more exciting tasks.

Becky Brodigan and Melissa Hartz will discuss how historical data is housed and used at Colby College, and will speak to how the process continues to evolve to satisfy ever-changing reporting needs. They will outline key relationships around the college that make this possible, and how the database is changing as the office is asked to do more and more with data.

### Speakers



Melissa Hartz Associate Director, Institutional Research, Colby College



Becky Brodigan Colby



Ann Lehman Associate Vice President for Grants and Research/Chief of Staff, St. Bonaventure University

### A Three "Rs" Approach to Data Literacy

2 11:00am - 11:45am, Nov 16

### Concurrent

In this session, we'll take you back to the basics, but not to Reading, wRiting, & aRithmetic! In this session, an institutional data education module is shared that was developed to highlight the critical core of gaining access to data and using it ethically through the three "Rs"; of Responsibility, Resources, and Reflection. The module provides core definitions, policies, and resources for institutional data users, and serves as a foundation for additional data education that is more specialized in nature. The session will provide an overview of the initial identification of this data literacy basics training gap, the development and creation of the module, and the strategies and audiences for delivering the content. In addition to sharing one institution's approach to creating this building block for data literacy, the session will provide opportunities for participants to engage in small group discussions. Session is beneficial for newcomers.

### Speakers



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



Maren Hess Assistant Provost, Institutional Effectiveness, Campbell University

### Resolving Conflicting Survey Results Using Triangulation and Benchmarking

**②** 11:00am - 11:45am, Nov 16

### Concurrent

This session will present a case study that highlights the value of benchmarking and triangulating quantitative and qualitative data from a multitude of sources. Additionally, participants will learn how to collect data from students through impromptu, brief peer-facilitated interviews.

Key takeaways include:

- 1) Participants will strengthen their understanding of how decision-making can be enhanced through benchmarking and triangulating multiple sources of quantitative and qualitative data
- 2) Participants will learn a novel strategy for collecting and utilizing data on their campuses (e.g., conducting impromptu, brief, peer-facilitated interviews with students in public spaces and residence halls)

Audience and sector: entry-level and mid-level, IR professionals, student affairs assessment. Session is beneficial for newcomers.

### Speakers



Gabriel Reif Associate Director of Institutional Research, Mount Holyoke College



Becky Prior (she/her) Associate Director, Institutional Research, Berklee College of Music

### The Best of Both Worlds: How to Integrate SPSS and R

**②** 11:00am - 11:45am, Nov 16

### Concurrent

Participants will learn how to integrate R into SPSS Statistics projects with a focus on using R visualizations. Integration with Python and other programming extensions will be discussed.

### Speakers



Nicole Alioto Owner, Alla Breve Educational Consulting



Dallas Sinnett Data Science Consultant, Alla Breve Educational Consulting



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

### 11:45am

### Take a Break - Your Body Will Thank You!

② 11:45am - 12:00pm, Nov 16

### Break

Grab your NEAIR resistance band (for those who got the swag), click on the pre-recorded session and exercise your body for a few minutes to get refreshed mentally and physically. Be sure to Visit the Exhibitors - click on Exhibitor to go to the Virtual Exhibit Hall - every time you "sign up for deals and coupons" or like an exhibitor, your name is entered for a raffle prize!

### 12:00pm

### Coping During COVID: Strategies for Navigating Change & Uncertainty

**②** 12:00pm - 12:50pm, Nov 16

### Discussions

Life is full of unprecedented challenges today that affect us both individually and collectively in seen and unseen ways. Dealing with the ever-changing reality of COVID and the critical national conversations about racial injustice create a level of uncertainty, fear, and complexity that left untended, can cause suffering and paralysis. In this 50-min experience with UMBC's Director of Health & Counseling, Bruce Herman, and Director of Workplace Learning, OD & Wellness, Jill Wardell, we will collectively discuss these challenges & identify our personal stressors, explore the power of mindset, and practice several coping strategies that can help us navigate our new normal. While pain is unavoidable, suffering is optional. You will walk out of this session with an expanded narrative, a better understanding of yourself, and tools to help you help yourself and others during these challenging times.



Jill Weinknecht Wardell Director, Workplace Learning, OD, and Wellness, University of Maryland Baltimore County



Bruce Herman Director, University Health Service and Counseling Center, University of Maryland Baltimore County



Sarah Enterline Director of Institutional Research, St. Mark's School

# Helping our Institutions Adopt a Data-informed Approach to Racial Equity and Justice 2 12:00pm - 12:45pm, Nov 16

### Discussions

This virtual brown bag lunch discussion will feature some of the broad strategies that campuses have used to help their institutions adopt and sustain a data-informed approach to racial educational equity work.

### ▼ Speaker



Morgan Hawes Assistant Director, Bridgewater State University

### 12:50pm

### Take a Break - Your Body Will Thank You!

② 12:50pm - 1:00pm, Nov 16

### Break

Grab your NEAIR resistance band (for those who got the swag), click on the pre-recorded session and exercise your body for a few minutes to get refreshed mentally and physically. Be sure to Visit the Exhibitors - click on Exhibitor to go to the Virtual Exhibit Hall - every time you "sign up for deals and coupons" or like an exhibitor, your name is entered for a raffle prize!

### 1:00pm

# Invited Speakers: Leading for Change: Data Collection and Dissemination Strategies Focused on Racial Educational Equity

**1:00pm - 1:45pm, Nov 16** 

### Concurrent

White America is being asked to commit to the work of dismantling systemic racism. Higher education has a unique role to play in this work. A key aspect of our efforts should emphasize data-informed efforts to achieve equity in student outcomes for Black and Brown students. Please join us for this panel of campus leaders who will share a range of emerging data practices being used to help their institutions identify racial educational equity gaps and inform efforts to eliminate them. Session is beneficial for newcomers.

### **♥** Speakers



Yves Salomon-Fernandez President, Greenfield Community College



Sabrina Gentlewarrior Vice President of Student Success and Diversity, Bridgewater State University



Arlene Rodriguez Vice President of Academic and Student Affairs, Cape Cod Community College



Lee Brossoit Assistant Povost, Salem State University



Kelly Saretsky Dean of Strategic Planning and Institutional Research, Northern Essex Community College Full-time



Leo Hwang Dean of Humanities and Interim Dean of Engineering, Math, and Science, Greenfield Community College



Megan Lynch Senior Analyst, Roger Williams University



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

### A Data Dashboard to Support Rankings Reporting

**1:00pm - 1:45pm, Nov 16** 

### Concurrent

Although college and university rankings are widely used as an indication of an institution's quality and value, institutional leaders rarely have time to delve into understanding what the ranking scores really mean. A ranking agency's scoring system is often a black box to institutional decision makers, who may have little knowledge of how data points are defined and weighed in an overall score. Often, institutional researchers prepare data submitted to rankings agencies, so it is imperative that IR staff have detailed information at their fingertips about rankings metric definitions, weights, and historical institutional data used in rankings scores.

This session features an interactive data tool for supporting administrators and analysts by consolidating key rankings information and data into a single dashboard. The tool serves two main purposes: 1) to provide a centralized, effective way to assist administrators with making informed decisions related to rankings, and 2) to help staff responsible for data management and reporting to efficiently field questions from various stakeholders about rankings. Participants will learn how the dashboard was built, including data sources and design decisions, and will be invited to discuss the potential challenges and benefits to developing a similar rankings data tool at their own institutions.



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



Barb Chalfonte UMass-Amherst

### Collaborative Strategic Planning for Student Retention

**1:00pm - 1:45pm, Nov 16** 

### Concurrent

This presentation will outline one campus' approach to a campus-wide student retention strategic planning process led by the Office of Institutional Planning. The session will focus on how the initiative involved faculty and staff from all departments and disciplines in an effort to increase awareness of student retention issues, best practices from other institutions, and the understanding of retention data. The presentation will focus on an easy-to-follow timeline with examples and recommendations to develop working groups and encourage participation in the development of on-campus retention strategies. Participants will learn how to design a student retention effort at their own campus and how to launch an engaging activity around student retention characteristics for their own campus community. This session is appropriate for any individuals interested in student retention and strategic planning. Session is beneficial for newcomers.

### **♥** Speakers



Kristy Hove Director of Planning and Analysis, Pennsylvania State University-Penn State Lehigh Valley



Anne Marie Brady Director of Institutional Research, St. Mary's College of Maryland

### Equitable Outcomes via Postsecondary Data Partnership

**②** 1:00pm - 1:45pm, Nov 16

### Concurrent

The Postsecondary Data Partnership (PDP) is a nationwide effort to help colleges and universities gain a fuller picture of student progress, meet various reporting requirements, and identify how best to support all students. The PDP is dedicated to the idea that easier access to better data helps institutions develop actionable insights and make informed decisions for improving student success and equitable outcomes. Session is beneficial for newcomers.

### **♥** Speakers



Ken McVearry Senior Specialist, Postsecondary Data Partnership, National Student Clearinghouse



Laurie Heacock Senior Advisor, Data and Analytics, Achieving the Dream



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

### 1:45pm

### Take a Break - Your Body Will Thank You!

**1:45pm - 2:00pm, Nov 16** 

### Break

Grab your NEAIR resistance band (for those who got the swag), click on the pre-recorded session and exercise your body for a few minutes to get refreshed mentally and physically. Be sure to Visit the Exhibitors - click on Exhibitor to go to the Virtual Exhibit Hall - every time you "sign up for deals and coupons" or like an exhibitor, your name is entered for a raffle prize!

### 2:00pm

### Invited Speakers: A Focus on Accreditation

2:00pm - 2:45pm, Nov 16

### Concurrent

As changes in the delivery of education happen, how the quality of educational programs is validated changes as well. This panel will examine the current approaches to accreditation, discuss the progress that has been made on accreditation reform, and consider how IR offices can assist their institutions as they press forward with accreditation efforts.

### Speakers



Judith Eaton President Emeritus, Council for Higher Education Accreditation (CHEA)



Pat O'Brien Senior Vice President of the Commission, New England Commission of Higher Education (NECHE)



Becky Brodigan Colby



Betsy Carroll Director of Institutional Research and Effectiveness, The Culinary Institute of America

### Increase Survey Responses with Pre and Post Incentives

2:00pm - 2:45pm, Nov 16

### Concurrent

This session will explore how different types of incentives affect survey response rates among college students, with a primary focus on comparing and contrasting pre- and post-incentives. Participants will gain knowledge of published research in this area, and learn about a recent experiment that systematically tested the effects of pre- and post-incentives on survey response rates. In this study, potential respondents were given a pre-incentive, a post-incentive, both a pre- and a post-incentive, or no incentive. The response

rate was highest among students who received both a pre- and a post-incentive, lowest among students who received no incentive, and in between for students who received either a pre-incentive or a post-incentive. Discussion will revolve around why these differences were found, the pros and cons of pre- and post-incentives, and best practices for providing survey incentives to college students. This session welcomes IR professionals of all levels.

### **♥** Speakers



Amy Gardiner Senior Institutional Planning Analyst, Syracuse University Office of Institutional Research



Seth Ovadia Associate Director of Institutional Research, Syracuse University



Marcia Finch (she/her) Senior Research Analyst, Neumann University

### **Incorporating GIS into Data Reporting**

② 2:00pm - 2:45pm, Nov 16

### Concurrent

This session will describe the collaboration between Institutional Research, the Department of Economics, and the GIS Hub to incorporate GIS data into the decision-making reporting of the campus. The session will include a demonstration of visualizations created. Participants in this session will be able to describe the ways GIS information can be incorporated into Institutional Research/Institutional Effectiveness reporting. Additionally, participants in this session will be able to identify sources of GIS data and tools to use GIS data. Session is beneficial for newcomers.

### Speakers



Cheryl Rollins Director of Institutional Research, Morgan State University



Linda Loubert Associate Professor, Morgan State University



Bryan Fuller Reference and Government Documents Librarian, Morgan State University



Jamal Rollins GIS Technician Volunteer, Morgan State University



Jess Fydenkevez Director of Organizational Analytics and Assessment, Isenberg School of Management, UMass,

### Moving From Statistics to Optimization Methods in IR

2:00pm - 2:45pm, Nov 16

### Concurrent

Data analysis in Institutional Research has moved from descriptive statistics, to forecasting and predictive modeling, and now Higher Ed institutions are facing challenging situations that require a move towards optimization models in order to achieve competing objectives with limited resources. Optimization methods, also known as Operations Research (in Engineering) or System Analysis (in Public Policy) are used to solve multi-objective problems, where some objectives are to be maximized (i.e. enrollment, revenue) while other objectives are to be minimized (i.e. financial aid budget, transfer-outs), subject to a set of constraints (i.e. facilities size, faculty resources). The solutions allow for distinction of feasible solutions, optimal solutions, and sub-optimal solutions, while also showing the 'shadow costs' or trade-offs when choosing one option over another. Participants will learn key concepts used in one type of optimization models (Linear Multiple Objective Programming). Participants will leave with a better understanding of the different research questions that are answered by descriptive statistics, predictive models, and optimization models, and how they can be presented to decision-makers, not as prescriptive but as a trade-off collaborative process. Session is beneficial for newcomers.

### Speakers



Nancy Becerra-Cordoba Dir. Institutional Research, Planning and Strategy, Trinity College



Laura Velasco Communications & Reporting Manager, University of Pennsylvania

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

② 2:00pm - 2:45pm, Nov 16

### Concurrent

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

### **♥** Speakers



Molly Stine Program Manager, Academic Insights, U.S. News



Mark Palladino Director of Institutional Research & Planning, Thomas Jefferson University

### Social Lounge & Exhibit Hall (in Remo)

② 2:45pm - 3:15pm, Nov 16

### Networking

Using interactive software that will enable you to network with your friends and exhibitors, click on Remo on the lefthand menu bar and pop into the NEAIR Social Lounge & Exhibit Hall. Join an exhibitor table or meet up with your colleagues for a lively table discussion. Just a reminder - every time you do all three things at an exhibit booth in Whova 1) leave a comment, 2) click the heart to like, and 3) click the "sign up for deals and offers" button, your name is entered in our \$300 Exhibitor Sponsor Raffle and in the respective exhibitor giveaway

### 3:15pm

# Academia Has Need of You: A Presidential Clarion Call for IR Leadership's Centrality to the Academy

② 3:15pm - 4:15pm, Nov 16

### Plenary

Within the current higher education context, institutional researchers are essential workers. Listen as Dr. Kenya Ayers-Palmore offers an imperative for the necessity of finding your professional voice to bring life to our challenged institutions. Listen and be challenged and inspired for the year ahead.

### **♥** Speakers



Kenya Ayers-Palmore Executive Director, Esperanza Communications



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



Diana Danelian Senior Associate Director, Survey Research and Assessment, Northeastern University



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

### 5:30pm

### Themed Trivia Night & Happy Hour (in Remo)

**②** 5:30pm - 7:00pm, Nov 16



Join us in Remo (click Remo in lefthand menu) for a fun night of trivia with Ross and Connie, and and a Happy Hour with Tiffany Parker and Mark Palladino.

### Speakers



Ross Conover Director of Institutional Research and Assessment, Hood College



**Connie Pierson** Associate Vice Provost, Institutional Research, Analysis, & Decision Support, University of Maryland, Baltimore County



Mark Palladino Director of Institutional Research & Planning, Thomas Jefferson University



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

### Tue, Nov 17, 2020

### 8:30am

### **U.S. News Update**

**②** 8:30am - 9:15am, Nov 17

### U.S. News Update

Discussing the latest and upcoming developments regarding U.S. News & World Report's education rankings, following September's 2020 Best Colleges release.

### **♥** Speakers



**Bob Morse** Chief Data Strategist, U.S. News & World Report



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

### **CANCELLED - Ohio Association for Institutional Research and Planning**

② 8:30am - 9:15am, Nov 17



Faciltated by Joe Argiro. 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



Joe Argiro Analyst, Institutional Research and Effectiveness, Central Ohio Technical College

### IR and Catholic Higher Education

② 8:30am - 9:15am, Nov 17



Faciltated by Jim Trainer. 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**

② 8:30am - 9:15am, Nov 17



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

### 9:45am

The Role of Data in Navigating Tremendous Challenges Confronting U.S. Higher Education: A Report from the Front.

**②** 9:45am - 10:45am, Nov 17

### Plenary

As is true across the country, the 14 universities of Pennsylvania's State System of Higher Education are navigating the challenges associated with the COVID-19 pandemic including the many and potentially very profound uncertainties that it introduces with respect of their future.

They are also three years in to a fundamental redesign of the system to which they belong – a review which was in response to the array of challenges that exist across all of public higher education but are particularly acute in Pennsylvania. The redesign focuses on two goals:

- · stabilizing the system financially and
- transforming the system so that its universities continue to offer high quality, affordable, career relevant

educational pathways to all Pennsylvanians, including in areas where there is growing student demand (non-degree and stackable credentials that satisfy reskilling and upskilling needs of adult students and their employers, fully online undergraduate degree and degree completion programs, etc)

This work is informed at every level through intensive utilization of a rich data resource that the system has built from:

- data from university student unit records, course registration systems, and HR/payroll provide detailed insight into scope, cost, and student outcomes resulting from all university operations
- data from the Bureau of Labor Statistics and from partners such as Burning Glass provide insights into workforce need statewide and regionally across Pennsylvania
- Pennsylvania Labor and Industry unemployment insurance data enables assessment of graduates' return on investment in their university education
- data from IPEDS, National Student Clearing House, NC SARA, the PA Department of Education, and the US Census Bureau provides intelligence about current and projected future student demand for higher education, how students move through the education landscape, and the impacts of market competition.

After a brief introduction to the scope and rationale of the System's overall redesign and pandemic response, the talk will look in detail at how data are used as a strategic asset to drive, inform, and evaluate outcomes of the work

### Speakers



Daniel Greenstein Chancellor, Pennsylvania's State System of Higher Education



**Jen Dunseath** Assistant Vice President, Institutional Research, Roger Williams University



Diana Danelian Senior Associate Director, Survey Research and Assessment, Northeastern University



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

### 10:45am

### Take a Break - Your Body Will Thank You!

② 10:45am - 11:00am, Nov 17

### Break

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### 11:00am

### Invited Speakers: IR Research Solutions During COVID-19

② 11:00am - 11:45am, Nov 17

### Concurrent

COVID-19 is reshaping the landscape of higher education and challenges institutions to reset their strategic

and operational priorities. As leaders in evidence-based decision-making, IR offices are on the front lines shaping how their institutions respond to these challenges. This panel will bring together a group of institutional researchers who experienced firsthand and provided relevant research and data analyses to support their universities in addressing situations caused by the pandemic.

### **♥** Speakers



Dana Bagwell Director, Institutional Research, Assessment, & Analytics, Gannon University



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



Heather A. Kelly Director of Institutional Research, University of Delaware



**Krisztina Filep** Director of Operational Analytics, University Analytics and Institutional Research, University of Massachusetts Amherst



Diana Danelian Senior Associate Director, Survey Research and Assessment, Northeastern University

### Innovating the Self-Study Process Through a Pandemic

**1**1:00am - 11:45am, Nov 17

### Concurrent

A crisis can come in many different forms and at times when you least expect it. As much as institutions plan during the Self-Study Institute and Self-Study Design process, events can occur to upend a strategy. This presentation will focus on how the COVID-19 pandemic forced two institutions to make adjustments to their self-study plans to keep the process not only moving forward but also to become more dynamic and analytical. Viewpoints from both public and private institutions will help make this presentation engaging to a broad audience. Best practices will be shared surrounding communication, leadership, and planning; as well as other lessons learned through navigating a crisis.

### **♥** Speakers



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



**Stephen A. Sheridan, Jr. (He/Him)** Director for Accountability, Accreditation and Assessment Services, Villanova University



Tammy Silva Director, University of Massachusetts Dartmouth

### **Alternative Measures for Student Success**

**②** 11:00am - 11:45am, Nov 17

### Concurrent

In an ongoing collaborative effort between IR and Admissions, we are identifying non-cognitive factors that are predictive of student success beyond standardized test scores and high school GPA. Participants will learn what factors were measured and analyzed as well as which factors were predictors of first-year retention and cumulative GPA, and four-year graduation rates. We will share how we have honed our model over several iterations along with the interactive dashboards we have developed to help inform decision making. Session is beneficial for newcomers.

### **♥** Speakers



Mackenzie Ramsay Graduate Assistant in the Institutional Research Lab, Roger Williams University



Megan Lynch Senior Analyst, Roger Williams University



Amy Tiberio Vice President For Enrollment Management, Roger Williams University



Patreena Parsons Director of Institutional Research, Johns Hopkins Whiting School of Engineering

### Categorizing and Securing Institutional Data

**1**1:00am - 11:45am, Nov 17

### Concurrent

If you have ever asked yourself questions such as these - If I'm out sick and my performance reviews are due today, can I send them in by email? Should I lock up copies of this draft accreditation report every night before I go home? Do I have to shred each draft when I'm done with It? Can I download a spreadsheet of students in my department onto my laptop? I'm requesting FMLA, how do I share medical information with HRM - then please join us for the presentation to learn about data classification and a helpful tool to provide answers to these and other questions that arise in your handling of university data and records. Session is beneficial for newcomers.

### **♥** Speakers



Val Nestor Sr. Director, Data Administration, Northeastern University



John Bielaus Assistant Director of Data Administration, Northeastern University



Daniel Riehs Associate Director of Information Systems, Boston College

### **Building A Data Science Capacity**

**②** 11:00am - 11:45am, Nov 17

### Concurrent

Many institutions are looking to expand their data science and strategic decision support capabilities to facilitate key initiatives, such as growing enrollment, promoting student success, and planning for financial sustainability. This presentation will focus on practical tips and lessons learned for building data science programs at higher education institutions. By reviewing all aspects of the data science process, including software and tools, personnel and skill sets, and (perhaps most importantly) communication and institutional culture, attendees will better understand how to embark on this journey. We will show examples of successful data science projects, and discuss the institutional decision-making that these facilitated. Our goal is to provide audience members with practical steps that they can take to improve the level of data-informed decision making on their campus

### Speakers



Craig Rudick Director of Product Strategy and Data Scientist, HelioCampus



Joel Bloom (he/him) Director of Assessment, Hunter College, CUNY

### 11:45am

### Take a Break - Your Body Will Thank You!

① 11:45am - 12:00pm, Nov 17

### Break

Grab your NEAIR resistance band (for those who got the swag), click on the pre-recorded session and exercise your body for a few minutes to get refreshed mentally and physically. Be sure to Visit the Exhibitors - click on Exhibitor to go to the Virtual Exhibit Hall - every time you "sign up for deals and coupons" or like an exhibitor, your name is entered for a raffle prize!

### 12:00pm

### **New IR Professional Onboarding**

**②** 12:00pm - 12:50pm, Nov 17

### Discussions

The onboarding of a new IR professional who is also new to the field requires an extensive amount of training, teaching, and coverage of IR-related topics. Many of these topics new IR professionals may have little to no experience with. The purpose of this session is to provide an overview of the first six months in an Institutional Research office from two distinct perspectives, the new IR analyst who was just hired, and the director of IR who hired and trained the analyst. Utilizing the AIR Duties and Functions of Institutional Research as a guide, we will go through and provide specific examples of the various trainings, projects, and

professional development opportunities that the analyst underwent during her first six months. This session will be beneficial to both new IR professionals as well as director-level professionals by providing two detailed viewpoints of the onboarding and training process in an IR office.

### Speakers



Raldy Laguilles Director of Institutional Research, Springfield College



Victoria Long Institutional Research Analyst, Springfield College

### COVID-19 Inspired Research (in Remo)

**12:00pm - 12:50pm, Nov 17** 

### Discussions

Join this discussion facilitated by Kristen Procopio to learn what type of analyses were done by your IR colleagues to support their institutions to successfully operate during the COVID-19 pandemic and share your experiences.

### **♥** Speaker



Kristen Procopio (she/her) Associate Director of Institutional Research & Planning, Rhode Island College

### Stuck in the Middle

**②** 12:00pm - 12:50pm, Nov 17

### Discussions

Looking for ways to advance in the field of IR? Join Debra Allen to discuss the challenges mid-career professionals face and how to shift focus from job to career and profession, how effectively work on enhancing our influence and communicate our promotion expectations.

### **₹** Speaker



Debra Allen Assistant Provost for Institutional Research and Assessment, The University of Maine

### 12:50pm

### Take a Break - Your Body Will Thank You!

**1**2:50pm - 1:00pm, Nov 17

### Break

Grab your NEAIR resistance band (for those who got the swag), click on the pre-recorded session and exercise your body for a few minutes to get refreshed mentally and physically. Be sure to Visit the Exhibitors - click on Exhibitor to go to the Virtual Exhibit Hall - every time you "sign up for deals and

### 1:00pm

Invited Speakers: Analytics and Data-informed Decision Making in Higher Education @ 1:00pm - 1:45pm, Nov 17

### Concurrent

Institutional researchers have an important role to play in analytics and data-informed decision making in higher education. Analytics helps leaders better understand their institution's operations and competitive positions so that they can serve students well and carry out their institutional mission effectively and efficiently. This session will discuss key facets of data analytics including recent developments in technology, challenges that can be met through analytics, the value and role of predictive and prescriptive analytics, and human factors to be considered in the use of analytics. Presenters will begin with opening remarks, and will share select case studies. The Joint Statement on Data Analytics by AIR, NACUBO, and Educause will also be addressed, focusing on its implications for the IR field.

### Speakers



Karen Webber Associate Professor, The University of Georgia



Henry Zheng Associate Vice President for Strategic Analytics, The Ohio State University



Braden Hosch Associate Vice President for Institutional Research, Planning, and Effectiveness, Stony Brook University



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



Mitch Nesler Vice Provost for Strategy and Planning, State University of New York

### Strategic Planning Improvement as a Result of COVID-19

① 1:00pm - 1:45pm, Nov 17

### Concurrent

The presenters will discuss how the U.S. Military Academy (USMA) has been addressing some of the following challenges, in the midst of the COVID-19 crisis:

- 1. Meeting the need to validate the impact and relevance of traditional learning experiences and events designed to meet specific outcomes;
- 2. Assessing the future impact of COVID-19-related decisions on mission, goals, and outcomes;
- 3. Mitigating the impacts resulting from those decisions;
- 4. Maintaining effective communication in the aforementioned areas with the institution's community.

The intended audience should be any or all personnel in higher academia associated with administration, assessment, or trend analysis.

### **♥** Speakers



Vincent Lan Operations Research Analyst, U.S. Military Academy



Robert McLoughlin Associate Director Institutional Effectiveness, U.S. Military Academy



Kellie Delmonico Statistical Assistant, U.S. Military Academy



Joe Stankovich Director Institutional Reseach, Skidmore College

### Campus & Community: Using the US Census in IE

**1:00pm - 1:45pm, Nov 17** 

### Concurrent

Location, location, location. We often think about the needs of our students, but do we think about the needs of the communities from which they come? We found the top 10 zip codes of our enrolled students, and we dove deep into American Community Survey data. The majority of our students come from communities with extreme gaps in equity, education, and achievement. Do our graduates reflect the communities we serve? How can we redesign our institutional systems in order to move the needle on the economic mobility of the communities we serve? Great for decision makers, IR professionals, and open access institutions. Learn how we compared our community and campus profiles to inform our work in redesigning institutional systems to close equity gaps. Session is beneficial for newcomers.

### Speakers



Amanda Colligan Director of Institutional Research & Assessment, Quincy College Full-time



Amy Boudreau-George Assistant Director of Institutional Research, Bunker Hill Community College



Marilyn Roth Assistant Dean of Institutional Research & Assessment, Bunker Hill Community College Full-time



Cheryl Littman Dean of Institutional Effectiveness, Queens College

### Concurrent

Join the Higher Education Consortia for an update on the 2019 cycle and an introduction to the 2020 cycle of the National Study of Instructional Costs and Productivity (The Cost Study). The Cost Study at the University of Delaware is a national longitudinal study that focuses on the academic program-level analysis of faculty instructional workloads and costs. The study provides an improved understanding of cost differences by academic program as well as the variations in fundamental cost trends and cost drivers.

We will provide an overview of some recent research from the study, present new features such benchmarks for online instruction, and review best practices for visualizations and sharing results within an institution. Recent research projects include:

- Impact of Faculty Research on Instructional Costs Across Carnegie Types
- Online Instruction and Cost Variations by Academic Discipline, 2015 2019
- Instructional, Research and Public Service Expenditure Comparisons for HBCU and non-HBCU Academic Departments From 2009 2019

We conclude by discussing the role of The Cost Study in decision-making during today's uncertain times, including the importance of establishing a pre-COVID baseline for instructional cost and online student credit hours by participating in the 2020 cycle (which measures Fall 2019 student credit hour data).

### **♥** Speakers



Jennifer Snyder Manager, Higher Education Consortia



Marcia Preston Institutional Research Analyst, Higher Education Consortia



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

### 1:45pm

### Take a Break - Your Body Will Thank You!

**1:45pm - 2:00pm, Nov 17** 



Grab your NEAIR resistance band (for those who got the swag), click on the pre-recorded session and exercise your body for a few minutes to get refreshed mentally and physically. Be sure to Visit the Exhibitors - click on Exhibitor to go to the Virtual Exhibit Hall - every time you "sign up for deals and coupons" or like an exhibitor, your name is entered for a raffle prize!

### 2:00pm

### Invited Speakers: IR and IT Visions of Shared Governance

2:00pm - 2:45pm, Nov 17

### Concurrent

This panel is about coordinating IT and IR functions to meet the increased demand for data and how such shared governance is essential to the success of any institution. The panelists will share their experiences of collaborating with their IR or IT colleagues and reveal some strategies on finding optimal ways to meet their institution's data needs.

### Speakers



Jack Seuss Vice President of Information Technology and CIO, University of Maryland, Baltimore County



Robin Beads Assoc Dir, Institutional Research & Assessment, American University



Elizabeth Campbell Director of Institutional Research, Boston University



**Connie Pierson** Associate Vice Provost, Institutional Research, Analysis, & Decision Support, University of Maryland, Baltimore County



Kristen Procopio (she/her) Associate Director of Institutional Research & Planning, Rhode Island College

### **Leading Your Outcomes Assessment Task Force**

2:00pm - 2:45pm, Nov 17

### Concurrent

Educational effectiveness is a critical institutional goal for any college or university. Institutions demonstrate their effectiveness on institution-wide goals, guided by their missions, for planning and improvement, to inform the public, and to address accreditation standards. Typically, an institutional outcomes assessment task force or committee plays a central role in this effort. The purpose of this session is to describe and provide examples of how three individuals in Academic Affairs are leading a newly revamped outcomes assessment task force at their institution. Our goal is to provide evidence of how IR can lead an institutional group similar to this one by proactively involving other campus stakeholders, and ultimately enhancing data literacy on-campus for the purpose of institutional improvement. Session is beneficial for newcomers.

### Speakers



Raldy Laguilles Director of Institutional Research, Springfield College



Mary Ann Coughlin Sr. Associate Vice President for Academic Affairs, Springfield College



Victoria Long Institutional Research Analyst, Springfield College



Marlene Clapp Director Institutional Effectiveness, Massachusetts Maritime Academy

### Strategic analytics - Support Informed Decision-Making

2:00pm - 2:45pm, Nov 17

### Concurrent

The presenters will share their experience of developing strategic analytics efforts to expand traditional institutional research functions to support a wide range of strategic and operational decision-making processes on campus. Strategic analytics involves the use of data, statistical analysis, and explanatory and predictive models to gain insights and act on complex, long-term, and generally enterprise-wide issues that have strategic consequences. Participants in this session will learn how technical, issues and contextual intelligence can be integrated and developed in today's big data world. Participants will be invited to share their own examples of reaching beyond their traditional data reporting roles to get involved in campus decision-making in a more direct and proactive fashion. While newcomers will benefit from this session, this presentation is targeted at mid- to high-level IR practitioners.

### Speakers



Henry Zheng Associate Vice President for Strategic Analytics, The Ohio State University



Yenny Anderson Vice Provost for Institutional Research, Lehigh University



Tom McGuinness Director of Institutional Research, Analysis, and Planning, Bates College

### **Insights Through Predictive Analytics**

2:00pm - 2:45pm, Nov 17

### Concurrent

If you gave additional scholarship money to a prospective student, how might that impact the probability of her matriculating? Are there students who are academically or otherwise at risk who could be identified and benefit from intervention efforts? Can an institution accurately forecast net tuition revenue for the coming year at any given point in the recruitment cycle? What might the financial impact be if a sport or academic program was discontinued? Facing these and other similar questions, a regional Midwestern private university leveraged predictive analytics to support data-informed decision making and better steward its resources.

This presentation will share the journey from concept to data preparation, model building, validation, deployment and results. Applying predictive analytics has enabled the enrollment management team to dramatically transform its business and recruiting processes and contributed significantly to the fourth largest entering freshman classes in the 174-year history of the institution. Recognizing the potential benefit, the university entered a joint venture to facilitate the secure technology transfer and expertise to other institutions. Session is beneficial for newcomers.

### **♥** Speakers



Edwin Welch Director of Institutional Research, Taylor University



Linda Heineman Director Institutional Research and Analytics, Middlesex Community College

# Discover Evisions Higher Ed Data Foundation (A Foundation for Institutional Research and Operational Reporting)

2:00pm - 2:45pm, Nov 17

### Concurrent

Join Evisions as we introduce DORIS, our new data foundation designed specifically for higher education. DORIS provides a consistent data set for reporting without the need for SQL and dedicated technical experts. When you report from DORIS, your time-to-report and time-to-insight are faster and more consistent from year-to-year. To learn how DORIS will benefit your institution, we'll show how DORIS, along with Evisions IRIS, is an easier way to report data specific to IPEDS surveys.

### Speakers



Mike Dosey Enterprise Account Executive, Evisions



Don Ashley Sr. Product Manager, Evisions



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

### 2:45pm

### Social Lounge & Exhibit Hall (Remo)

② 2:45pm - 3:15pm, Nov 17

### Networking

Using interactive software that will enable you to network with your friends and exhibitors, click on Remo on the lefthand menu bar and pop into the NEAIR Social Lounge & Exhibit Hall. Join an exhibitor table or meet up with your colleagues for a lively table discussion. Just a reminder - every time you do all three things at an exhibit booth in Whova 1) leave a comment, 2) click the heart to like, and 3) click the "sign up for deals and offers" button, your name is entered in our \$300 Exhibitor Sponsor Raffle and in the respective exhibitor giveaway

### 3:15pm

### NEAIR Town Hall & Closing Raffle (Remo)

② 3:15pm - 4:30pm, Nov 17

### Plenary

After a brief summary of what we've done over the past year, NEAIR President Jen Dunseath will talk about

our lessons learned and provide some thoughts about what we can look forward to as an association! The 2021 Portland Team will close us with raffle items from Portland as well as our \$300 Exhibitor Sponsor gift card giveaway. You have to be present to win!

### **♥** Speakers



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



Shama Akhtar Director of Institutional Effectiveness, Goucher College

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## 2020 NEAIR 47th Annual Conference

# **Sponsors**

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### 2020 NEAIR 47th Annual Conference



### **Academic Insights**

U.S. News Academic Insights is the top peer benchmarking and performance assessment tool in Higher Education. Containing unpublished rankings and data, Academic Insights allows college, university and graduate school administrators the ability to create custom peer groups and compare their relative performance to that of others. Data can be visualized using Academic Insights unique data presentations or exported as reports or in raw form. Institutional Research professionals can access the Download Center to export large data sets.



### Alla Breve Educational Consulting

One hour of free consulting with any SPSS license purchase or renewal.

Alla Breve Educational Consulting helps you cut time organizing and analyzing data. Whether survey research or program evaluation, descriptive or predictive analytics, SPSS training or mentoring, we are here to help you be more efficient and effective with your data. Our team has over 50 years of analytics experience, and we look forward to partnering with you on your IR projects.



### **Evisions**

Enter to win a\$100 Amazon Gift Card! The raffle will be held by the end of the day on Thursday the 19th, 2020

Evisions develops innovative, easy-to-use software solutions that help higher education administration professionals work more efficiently. Focused exclusively on the needs of colleges and universities, Evisions solutions simplify workflows, eliminate manual and redundant processes, and increase productivity. Evisions solutions include Argos, CADMUS, IRIS, IntelleCheck and FormFusion; and every solution is backed by Evisions superior support services and a commitment to customer success. Learn more and join our conversations at Twitter, LinkedIn, and Facebook.



### **HelioCampus**

HelioCampus accelerates the path to financial sustainability by enabling institutional transformation and helping institutions deliver on their mission. With data from every corner of campus, HelioCampus provides strategic decision support and insights for institutions to drive student success and grow revenue, maximize returns of academic programs and optimize administrative spend through an enterprise analytics platform and ongoing services.

Originated within the University System of Maryland and the University of North Carolina at Chapel Hill, HelioCampus offers a unique perspective on using data to facilitate meaningful conversations that spur action, leading to greater institutional health and performance.



### **Higher Education Consortia**

ENTER TO WIN \$200 Off Your Next Registration for The National Study of Instructional Costs and Productivity (The Cost Study)! • Eligibility is open to all representatives of 4-year, non-profit Colleges and Universities. • Raffle entries must be received by 4:30pm on November 17, 2020. • Two, \$200 Off prizes will be awarded. Raffle entrants are eligible for only one \$200 Off prize. • Raffle entrants do not need to be a current participant of The Cost Study. • \$200 Off prize must be redeemed by January 31, 2023. • HEC Raffle Rules available in the Whova App under Handouts.

The Higher Education Consortia at the University of Delaware is composed of a diverse group of four-year, public and private, non-profit colleges and universities that contribute data to the National Study of Instructional Costs and Productivity (The Cost Study). The Cost Study is a national longitudinal study that focuses on the academic program-level analysis of faculty instructional workloads and costs and provides an improved understanding of cost differences by academic program as well as cost trends and cost drivers.



### **National Student Clearinghouse**

The mission of the National Student Clearinghouse is to serve the education community and all learners with access to trusted data, related services, and insights.

As a new service of the Clearinghouse, The Postsecondary Data Partnership (PDP) is a nationwide effort to help colleges and universities gain a fuller picture of student progress and outcomes, meet various reporting requirements, and identify where to focus their resources. The partnership is dedicated to the idea that easier access to better data helps you, the higher education professional, develop actionable insights and make informed decisions to support student success.



### **Xitracs**

Xitracs will be giving away TRANYA Bluetooth Wireless Earbuds! We will notify the lucky booth visitor-winner after the conference.

Xitracs lets you manage strategic planning, goal alignment, program assessment, learning outcomes assessment, credentials management and accreditation reporting to regional and program agencies. We can host a Xitracs system for you and have you up and running securely, quickly and easily. Xitracs is probably the most cost-effective solution you can buy!



NEAIR 2<sup>ND</sup> VIRTUAL ANNUAL CONFERENCE November 15-17, 2021