# **2023 CONFERENCE PROGRAM**

Stream 50



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# WWW.NEAIR.ORG

# NEAIR 50th Annual Conference (2023) Event Schedule

## Sun, Nov 05, 2023

12:30 PM

A Step-by-Step Guide to Non-Academic Unit Assessment 2 12:30 PM - 3:30 PM, Nov 5

**Q** Guilford

Pre-conference work...

This workshop will provide an overview of the non-academic (administrative/operational) unit Assessment process, why do these units need to conduct assessment, what are the characteristics of the effective administrative unit level assessment.

📢 Speaker



Nasrin Fatima

Associate Provost for Assessment and Analytics Binghamton University

**Pre-Conference Workshop: Regression Analysis Applied to Institutional Research** © 12:30 PM - 3:30 PM, Nov 5

• Homeland

Pre-conference work...

Many Institutional Research projects, such as measuring pay discrimination between male and female faculty, the relation between grades and test scores, and enrollment prediction are well-suited to regression. This workshop will serve as an introduction to the application of regression analysis to examine issues in institutional research, with a particular focus on enrollment management. Formulas will be shown and described when necessary. We will review statistical software results from Stata and how to interpret results.Laptop computer and some statistical software is required.

Speaker



### **Rob Toutkousian**

Associate Director of the McBee Institute and Professor of Higher Education University of Georgia (retired)

#### Infographics in Tableau: From Data to Design

12:30 PM - 3:30 PM, Nov 5
Federal Hill

Pre-conference work...

This workshop is suitable for users who are already familiar with Tableau and would like to advance their knowledge in understanding how to create and use Tableau data sources, seamlessly use multiple data sources in the same workbook, and build more interactive dashboards

#### 📢 Speaker



Sujoy Das Vice Provost Drexel University

## Set for Success: Pathways to New IR Practioners Workshop

☑ 12:30 PM - 3:30 PM, Nov 5♥ Fells Point

Pre-conference work...

Are you new to the field of institutional research or effectivenss? If so, this half-day, discussion-based workshop is for you! This session will bring new IR practitioners into the ongoing discussion of the core elements of our professional field including: the evolving role of institutional research; IR knowledge and skills; professional values and ethics; and finding your way within the institutional context and multiple constituencies. We will discuss the many expectations you're facing, the tools at your disposal (especially from NEAIR), and the troubles and concerns you may be experiencing as a new IR practitioner.

#### **€** Speakers



Shama Akhtar Director of Institutional Effectiveness Goucher College



Ross Conover Senior Research Analyst Montgomery College

## 3:45 PM

## Navigating NEAIR: A Newcomer's Toolkit

② 3:45 PM - 4:15 PM, Nov 5 ♥ Homeland

#### **€** Speakers



Kristine Bundschuh Senior Institutional Research Analyst University of New Hampshire



Megan Yosko Institutional Research and Effectiveness Analyst Delaware Valley University



Christina Butler Director of Institutional Research Tufts University

## 4:15 PM

## Mentor Mentee Connect ② 4:15 PM - 4:45 PM, Nov 5

• Federal Hill

#### 📢 Speaker



Daniel Sisco Assistant Director Loyola University Maryland

4:30 PM

● 4:30 PM - 5:30 PM, Nov 5
● Atrium

NEAIR Welcome Rec...

#### 📢 Speaker



Alex Yin

North Carolina A & T

5:30 PM

## **Panel of Past Presidents** ② 5:30 PM - 6:45 PM, Nov 5 **Q** Ballroom Keynote Speakers Alex Yin North Carolina A & T Dawn Terkla Associate Provost for Institutional Research, Assessment & Evaluation Tufts University **Gayle Fink** Assistant Vice President for Institutional Effectiveness Bowie State University Sharma Akhtar Pat Terenzini Distinguished Professor, Emeritus Pennsylvania State University

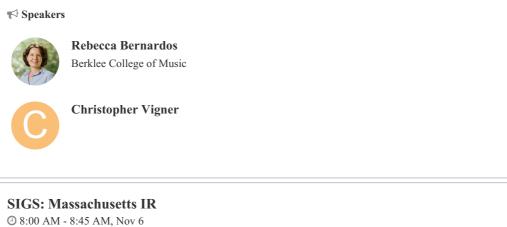
7:00 PM

#### Dinner

7:00 PM - 9:00 PM, Nov 5
 Ballroom
 50th Anniversary D...

## Mon, Nov 06, 2023

7:00 AM	Breakfast ② 7:00 AM - 8:45 AM, Nov 6 ③ Ballroom Breakfast Bu
8:00 AM	<ul> <li>SIG: IR at Special Focus Institutions</li> <li>3:00 AM - 8:45 AM, Nov 6</li> <li>Maryland E</li> <li>Special Interest Gr</li> <li>Meet up with institutional research, planning, and assessment practitioners from special focus institutions (schools of art/design/music, law, health/medicine, engineering, etc.) to discuss shared experiences and challenges related to specialized accreditation, assessment, reporting/analysis, and the role of IR in specialized institutions. Open to anyone at a specialized institution, regardless of Carnegie Classification.</li> </ul>



Baltimore B

Meet with IR/IE 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 (she/her)

Executive Director of Institutional Research & Assessment Mount Wachusett Community College

## SIG: Maryland IR

8:00 AM - 8:45 AM, Nov 6
Maryland A

The Maryland Association for Institutional Research is the professional organization for Institutional Researchers in the state and surrounding areas (including members from DC, DE, MD, PA, VA, and WV). This SIG will bring current, former, and prospective members together to network, meet-and-greet Board members, discuss upcoming MdAIR conferences and events, and the MdAIR Board will provide updates as well as a guided listening session for attendees. Come out to meet your peers and organization leaders!

#### 📢 Speaker



Ross Conover Senior Research Analyst Montgomery College

## **SIG:** Newcomers to IR

🕘 8:00 AM - 8:45 AM, Nov 6

Maryland B

This SIG provides an opportunity for newcomers to develop a support team of other newcomers to help navigate the transition into institutional research and make meaningful contributions to their institutions. Anyone new to the field of IR is welcome to attend!

Speakers



## Kristine Bundschuh

Senior Institutional Research Analyst University of New Hampshire



#### Megan Yosko

Institutional Research and Effectiveness Analyst Delaware Valley University

## SIG: IR Professionals of Color Networking Group

② 8:00 AM - 8:45 AM, Nov 6
 ♥ Baltimore A

Please join us for this informal networking opportunity designed for IR professionals of color. This session is a wonderful opportunity to meet, share experiences and challenges, and build lasting professional relationships.

**€** Speakers



Director of Institutional Research Cecil College



## Denise Nadasen

Assistant Vice President, Institutional Data Analy Association of Public and Land-grant Universities (APLU)

## 9:00 AM

## **IR/IT** Partnership in Data Strategy and Implementation

9:00 AM - 9:45 AM, Nov 6
 Baltimore A

IR and Assessment Competencies, Leadership, Managing Change a...

Our presentation is aimed at sharing our experience of developing and implementing an organizational data strategy at an R1 university. We connect our presentation to AIR, NACUBO, and EDUCAUSE'S joint statement of data analytics and hope to draw attention to guiding principles that are important to data analytics efforts on university campuses.

The audience will have ample opportunities to seek clarification from our presentation, provide their own perspectives to improve our process, and provide examples where their experience may be helpful to us and others in attendance. We welcome an open and constructive exchange with the audience to co-learn the data analytics transformation process.

While we expect the topics to focus on mid-career and advanced IR practitioners, the case study will be developed with a clear narrative and tangible examples that attendees at all levels will find it easy to understand and can participate in discussions from their own perspectives.

## Speakers



#### Melissa Baker

Director, Institutional Research and Analysis Carnegie Mellon University



## Henry Zheng

Vice Provost Institutional Effectiveness Planning Carnegie Mellon University

## **Understanding the Impact of DEIB at Your Institution**

9:00 AM - 9:45 AM, Nov 6
 Paltimore B

Diversity, Equity, Inclusion, and So..

Some institutions have stated that they made a commitment to diversity, equity, inclusion, and belonging (DEIB), but without the proper frameworks and resources along with systemic and nonsystemic barriers, DEIB work remains challenging. This session provides a step-by-step guide to understanding the importance of diversity, equity, inclusion, and belonging, and how its impact can be measured over time from a theoretical and practical perspective. Participants will learn about: key terminology and concepts; important areas of analysis; relevant data sources; current best practices; and helpful resources. Concrete examples of newly-launched analytical projects at an established institution will be presented in detail.

#### Speakers

## **Tim Harrigan** Associate Directo

Associate Director of Research and Assessment Harvard University



Data Research Analyst MIT Sloan School of Management

## The Cheesecake, an institutional collaboration story

9:00 AM - 9:45 AM, Nov 6
9 Maryland B

**Kb Burt** 

Data Governance and Data ...

This session explores the dovetailing of data analytics and "soft skills" that takes place during an inter-office research collaboration and shares strategies for producing a meaningful deliverable while positioning the IR office as an approachable, collaborative campus partner.

At the University of Maryland, College Park (UMD), the IR office has an extensive history of collaborative partnerships with other offices. These partner offices have varying levels of data literacy and bring a variety of research questions that range in complexity. In this session, we use a collaboration with UMD's Writing Center to discuss the process of working with another office and decisions made along the way that informed our final product and strengthened the working relationship between our two offices.

Participants will be encouraged to share previous experiences with each other and engage in light discussion of how the techniques and processes shared might be applicable to their own contexts.

#### 📢 Speakers



Abby Do

Associate Data Scientist University of Maryland, College Park



Brice Struthers

Manager, Reporting & Special Projects University of Maryland, College Park

#### Let's Talk About Assessment Warehouses

9:00 AM - 9:45 AM, Nov 6
Maryland E

Assessment, Accountability, Accredita...

Are silos limiting institutional leaders' ability for data-driven decision-making for institutional effectiveness, strategic planning, accreditation, or accountability? Have you ever considered combining student data from surveys (e.g., NSSE, HERI), outcomes (e.g., retention, General Education assessment scores), demographics (e.g., first generation, major, race/ethnicity), etc.? If so, then you might be considering an 'assessment warehouse.' No matter the software or where you are in your conceptualization, development, implementation, or use of an assessment warehouse - please join this discussion group to learn more. Specifically, we will discuss the following: 1) What does an assessment warehouse mean and what is your experience with how one is developed or implemented?; 2) How has this tool been used to identify what is working well or what could be improved?; 3) What experiences or lessons learned can you share that would be helpful to know during planning, development, or implementation of an assessment warehouse?

#### 📢 Speakers

#### Sarah Winger



Research and Assessment Analyst Loyola University Maryland



**James Redwine** Research and Assessment Analyst Loyola University Maryland

## Zoom Out and In: Understand and Communicate Rankings

9:00 AM - 9:45 AM, Nov 6 **Q** Maryland F

Data, Analytics, and Decision..

This presentation provides a theoretical framework to understand the concept of ranking and some practical examples to communicate and make use of ranking on campus. It starts by discussing the bigger picture of this concept: the nature of ranking and how it interacts with mass media and influences everyone, from users of the ranking and the entities being ranked. Then it explains the unintended results of ranking and unnoticed details of ranking when attention is fixed on one number. Then the presenter zooms in and shares how his/her institution uses ranking tries to balance between different priorities. To conclude, the presenter shows dashboards in Power BI on three rankings: U.S. News Best Colleges, Times Higher Education World University Rankings, and QS World University Rankings, as an example of a more holistic and comprehensive exploration to communicate ranking results across campus. Questions and comments are welcome at the end.

#### Speakers



Sr. Institutional Research Analyst Boston University



Liz Campbell Director of Institutional Research Boston University

#### **University Data on Social Impacts**

**Chen Shen** 

9:00 AM - 9:45 AM, Nov 6 **V** Fells Point

Data, Analytics, and Decision..

We will discuss the increased focus by funders, trustees, ACE/Carnegie, and accrediting bodies on the social impacts of research and scholarly activity. How are impacts defined? Are there categories? Priorities? Will there be measurable and agreed-upon standards? What data are needed for reporting, and how will we gather it? These questions and their answers are still emerging and depend largely on university input.

#### Speakers



**Phil Platt** Strategic Engagement Manager



## **George Walker**

Senior Advisor Academic Analytics



**Mindy Anastasia** Senior Director of Institutional Research Northeastern University

## Leveraging Data and Analytics for Student Success

④ 9:00 AM - 9:45 AM, Nov 6
 ♥ Guilford

Data, Analytics, and Decision...

Colleges and universities recognize the importance of utilizing diverse data sources to optimize the delivery of services and interventions to support student access and success. Higher education leaders are becoming more committed to leveraging data and analytics as a strategic priority. This presentation will shed light on how Cecil College, in collaboration with operational leaders, laid the groundwork for becoming a fully data-informed institution through their partnership with Datatelligent. Key initiatives, such as the implementation of Snowflake, a cloud-based database, and the expansion of Tableau, a data visualization application, will be discussed, showcasing the practical steps taken to empower data-informed decision-making in this transformative journey.

#### Speakers



Karen Egypt Director of Institutional Research Cecil College



Ann Hartman Director of Customer Solutions Datatelligent



**Tricia Selby** 

Sr. Research & Data Visuaization Analyst Cecil College

## **Comparing and Constrasting NECHE and Middle States**

9:00 AM - 9:45 AM, Nov 6Homeland

Assessment, Accountability, Accredita...

Now that institutions may seek accreditation outside of their geographic region, some schools are applying to, and being accepted by, other institutional (formerly regional) accrediting organizations. This session will compare and contrast two different accrediting bodies from the perspective of the institution. Speakers from one New England Commission of Higher Education (NECHE) and one Middle States Commission on Higher Education school will offer a view into what it is like to be accredited by their respective accrediting bodies. The speakers will cover topics such as the respective standards for accreditation and the general approach to accreditation-related activities. At the end of the day, the main purpose of accreditation is to ensure quality of the institution and yet different accrediting organizations take different approaches. Come learn more about those different approaches.

Speakers



Lester Ko Springfield College

Becky Brodigan

10:15 AM

How I learned to stop worrying and trust live data ② 10:15 AM - 11:00 AM, Nov 6 **Q** Baltimore A

Data, Analytics, and Decision...

The discipline of institutional research places high value on replicable findings based on high-quality, curated data sets, yet preparation of such research often takes so much time as to place availability of answers outside of the window for decision-making. By contrast, business intelligence as a discipline provides answers in close to real-time but signals are often noisy if not at times misleading. This presentation discusses the tension between high quality but time-intensive approaches of institutional research and real-time but potentially noisy approaches using business intelligence and ways to leverage value from both. The session focuses on how a leading research university has organized IR and BI functions to work to reinforce each other rather than compete. Examples of how real-time and curated dashboards will be shared; participants will engage in discussion of how these principles can inform practice at their institutions.

**€** Speaker



Braden Hosch Vice President for Educational and Institutional Effectiveness Stony Brook University

## IR Role in Supporting DEI Strategic Planning

10:15 AM - 11:00 AM, Nov 6
 Baltimore B

Diversity, Equity, Inclusion, and So...

Institutions are increasingly incorporating diversity, equity, and inclusion (DEI) as a core institutional value or element of strategic planning. DEI strategic plans often create a framework and outline goals to help institutions create an inclusive and equitable environment through systematic structural change. IR can play a crucial role in this process by providing data-informed insights and analytics to help understand current challenges, establish goals, monitor progress, and assess the effectiveness of DEI plans, programs, and initiatives. Our presentation will discuss strategies and practices to integrate IR & DEI professionals to support an institutional DEI strategic plan and a multi-tiered approach to developing metrics and baselines to track progress.

#### **€** Speakers



Fatema Ahad Program Assessment Analyst Massachusetts Institute of Technology



Jonathan Schwarz

Director, Institutional Research Massachusetts Institute of Technology

## Student Compositional Diversity and College Retention and Graduation Rates

② 10:15 AM - 11:00 AM, Nov 6

Maryland A

Description: in this study, the author used IPEDS data to examine the relationships between four measures of student diversity and institutional retention and graduation rates. The analysis relied on panel data / fixed effects regression analysis. He found that there were no, or sometimes negative, associations between student diversity and retention and graduation rates at 4-year institutions.

📢 Speaker



**Rob Toutkousian** 

Associate Director of the McBee Institute and Professor of Higher Education University of Georgia (retired)

Data Governance 2.0

10:15 AM - 11:00 AM, Nov 6
Maryland B

Data Governance and Data ... ]

Data Governance efforts include the collection and/or creation of myriad data policies, procedures, standards, and documentation. Ensuring these policies and practices are discoverable and adhered to requires an additional effort beyond the extensive efforts to architect the policies and procedures in the first place. Join your colleagues to discuss data governance at various stages of development and gather ideas to take your own institution's data governance efforts to the next level.

## 📢 Speaker

**Rachel Groenhout** 

Director of Data & Change Management Colby College

### The Great Pretender: The Impact of Imposter Syndrome

② 10:15 AM - 11:00 AM, Nov 6
 ♥ Maryland E

#### IR and Assessment Competencies, Leadership, Managing Change a...

Imposter Syndrome (IS) is a common phenomenon experienced by the majority of professionals at least once in their career (The Human Capital Hub, n.d.). Studies indicate an elevated occurrence of IS in higher education because of the intellectual competitiveness within the academic setting (Parkman, 2016). Within our field, many traits associated with successful IR/IE professionals directly align with the characteristics of IS, such as perfectionism and the ability to balance many roles at once (Pham, 2023).

In this session, a panel of seasoned IR professionals will define IS, outline the various types, discuss their own experiences with this phenomenon and identify the differences between IS and workplace issues such as microaggressions and gaslighting. Individuals should leave this session with some strategies for how to overcome IS and advance in your IR career.

#### 📢 Speakers



Liz Campbell Director of Institutional Research Boston University



Shama Akhtar Director of Institutional Effectiveness Goucher College



Kristen Procopio Associate Director IR & Planning Rhode Island College

#### Measuring Faculty Output to Advance Mission and Goals

② 10:15 AM - 11:00 AM, Nov 6 ♥ Maryland F

Data, Analytics, and Decision...

Faculty are our most important resource. Faculty performance drives university performance. Finding ways to describe and quantify faculty performance is important. But a focus on using data to assess progress and to advance the institutional mission and strategic plan is critical. This session will demonstrate the importance of establishing an organized, systematic, and sustainable faculty performance measures and how integrating faculty activity data into university planning can advance the institution towards its mission and goals. Audience will learn how a R1 University has made it a priority to collect and to understand its faculty's accomplishments which are critical to its institutional mission, goals, and strategic priorities.

#### 📢 Speaker



Nasrin Fatima Associate Provost for Assessment and Analytics Binghamton University

#### Demo of U.S. News & World Report Academic Insights!

10:15 AM - 11:00 AM, Nov 6
 Fells Point

U.S. News & World Report's 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 metric groups and compare their relative performance to that of others. Data can be viewed using Academic Insights' unique data visualizations or exported as reports. Institutional Research professionals can access the Download Center to export large data sets. This session will show Higher Education and IR professionals how to use Academic Insights for benchmarking and institutional data reporting.

### Assess, Adapt, Excel: Data-Driven Program Evolution

② 10:15 AM - 11:00 AM, Nov 6
 ♥ Guilford

Assessment, Accountability, Accredita...

This presentation will showcase how a community college successfully institutionalized the Comprehensive Local Needs Assessment (CLNA) to drive academic program development, review, and divestment. By incorporating both quantitative and qualitative data, the college has been able to make informed decisions that ensure program relevance and sustainability.

The presentation will delve into the utilization of qualitative data obtained from industry advisory boards, internal stakeholders, and external partners. These insights enable the college to align program offerings with evolving industry demands, ensuring students are equipped with the skills needed for success in the workforce.

In addition, the college leverages quantitative data gathered through environmental scans and a newly developed annual program scorecard. These tools provide a holistic view of program health by assessing various metrics and target indicators.

Furthermore, the presentation will highlight the establishment of an Equity Advisory Committee and the role this committee will play in the process.

#### Speakers



Alexa Beshara-Blauth Executive Director, IPEC Ocean County College



James Marshall Associate Director of Assessment Ocean County College



Susan O'Connor Executive Director of Curriculum and Program Devel Ocean County College

## The Xs and Os: Athletes, Assessment & Academic Success

10:15 AM - 11:00 AM, Nov 6
 Homeland

Assessment, Accountability, Accredita...

Many IR offices help collect and report data related to student-athletes and athletic programs for accountability, compliance purposes and for athletics governing bodies. While these mandated reports serve important accountability functions, they offer less opportunity for internal assessment and improvement. This session explores how IR professionals can expand their institution's use of student-athlete data beyond the mandated reporting requirements and into the realm of internal assessment for program improvement and student support.

#### Speakers

A constitution

Danielle Glazer

Manager of Assessment University of Maryland, College Park

## **Pam Phillips**

Associate Director University of Maryland



## Brady Rourke

Director, Gossett Student-Athlete Center University of Maryland, College Park

## 11:15 AM

## Data Lake or Data Warehouse? Concepts & considerations

② 11:15 AM - 12:00 PM, Nov 6 ♥ Baltimore A

Data, Analytics, and Decision...

Having a central depository of integrated data sources, with data ready for analytics, research and reporting is the dream of every institutional researcher. When having the choice to build a new data lake or data warehouse, which one to choose? In this session we will discuss key concepts and differences between data lakes and data warehouse. Attendees will understand different data architecture options for data lakes and data warehouses, including Kimball, Inmon, and Lindstedt (Data Vault) models. We will reflect on data considerations to keep in mind when selecting a data lake or a data warehouse, and what data architecture to use. Tools for automatization of data warehousing like RED, 3D, and Data Vault Express will be also discussed.

#### 📢 Speaker



Nancy Becerra-Cordoba

**Equity-Minded Policies and Procedures for IR** 

② 11:15 AM - 12:00 PM, Nov 6 ♥ Baltimore B

Diversity, Equity, Inclusion, and So...

CSCU

This session will begin with a brief sharing out of several equity-minded data practices for IR. Discussion will then move to focus on reflective questions that will provide session participants the opportunity to consider their existing policies and practices and what, if anything, may need to change within their units to help advance equity and student success."

#### Speakers



Marlene Clapp SUCCESS IR Analyst Massachusetts Association of Community Colleges



Catherine Gildae Assistant Dean for Institutional Effectiveness MassBay Community College

Fireside Chat with New-to-IR Professionals ② 11:15 AM - 12:00 PM, Nov 6 • Maryland A

IR and Assessment Competencies, Leadership, Managing Change a...

Join this fireside chat to hear the inspiring stories of early-career and new-to-IR professionals as they describe how they got started in IR, discuss the elements of the field that drew them to their positions, share the attributes of their current work environment and culture that they value, provide advice for others new to the field, and reveal their hopes for the future of IR/IE. These fireside chat topics are relevant to all attendees, regardless of the number of years in the field. Attendees new to the field can walk away with practical advice for navigating their first few years in their positions. Attendees with more years of experience can return to their campuses with relevant insights that they can apply to efforts to recruit, support, and retain team members who are new to the profession.

#### 📢 Speakers



## Karen Vance

Instructor, Higher Education Program | Former Associate Vice Provost, Institutional Research Penn State University



**Corey Ferrick** Manager, Decision Support Systems University of Maryland



## Samantha Greenwood

Research Analyst State University of New York University at Buffalo



#### Diana Lomelin

Carnegie Mellon University Data Scientist

### **Data Democratization Efforts for Program Review**

② 11:15 AM - 12:00 PM, Nov 6 ♥ Maryland B

Data Governance and Data ...

This session will share how one IR/IE office is incorporating Tableau dashboards into the academic program review process. The presentation will focus on the switch made from cumbersome, confusing, excel data packages with multiple tabs to interactive, equity-focused Tableau dashboards which provide academic department chairs with clean and accessible data for their self-study. The presenters will also discuss progress and lessons learned from the data democratization process. Attendees are invited to share some of their own experiences and challenges in providing program review related data at their institutions.

#### 📢 Speakers



## Veena Dhankher

Executive Director of Institutional Effectiveness Holyoke Community College

## Michelle Riberdy

Associate Director Holyoke Community College

#### Visualizing Data from the National Student Clearinghouse

② 11:15 AM - 12:00 PM, Nov 6 ♥ Maryland E

Data, Analytics, and Decision...

A vast majority of institutions submit their enrollment data to the National Student Clearinghouse. These data are a rich source of information for institutions and are under-utilized on many campuses. Four institutions will share how they are using and presenting NSC data to campus stakeholders around accepted/not attending students, prior institution attended, transfer outs and post-graduation enrollment. Visualizations will be presented using a variety of tools. Examples have been collected from a variety of other institutions.

#### Speakers

#### Krisztina Filep



Director of Operational Analytics University of Massachusetts Amherst



Laura Walker Senior IR Data Analyst University System of Maryland

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Amelia McCarthy Institutional Research Analyst

Maria College



Anne Marie Brady Assistant Vice President of Institutional Research and Planning St. Mary's College of Maryland

## **US News**

☑ 11:15 AM - 12:00 PM, Nov 6
 ♀ Maryland F

#### **€** Speaker



Bob Morse US News & World Report

#### **Simple Strategies for Fabulous Focus Groups**

11:15 AM - 12:00 PM, Nov 6
Fells Point

At Alla Breve, we like a good focus group, but we LOVE a fabulous one! Focus groups, different from forums or discussions, are group interviews where you use a protocol aligned to your constructs of interest and gather feedback from participants in a dynamic, interactive way. It is purposeful, it allows you to dig into a topic, and it can generate insights that improve your decision-making. Focus groups are particularly useful for the "exploring" and "refining" stages of your research. They help gain information before (explore) pursuing a campaign, program, method, or plan, and during or after (refine) releasing or executing that campaign, program, method, or plan. Join us for an engaging session where we review and practice strategies to make your focus groups simply fabulous!

#### Speakers



Nicole Alioto Alla Breve Consulting



**Cody Wehlan** Alla Breve Consulting

Ask the CIP Wizard: CIP 2020 and Beyond O 11:15 AM - 12:00 PM, Nov 6 Homeland

Data Governance and Data ...

The National Center for Education Statistics (NCES) released the latest version of the Classification of Instructional Programs (CIP), CIP 2020, on July 10, 2019, for use starting with the 2020-2021 IPEDS Completions survey component. NCES also released an updated version of the CIP-SOC Crosswalk. Over 450 new CIP Codes were added in 2020. This discussion session will highlight the major changes in CIP 2020, discuss key areas of current CIP development, answer attendee questions on academic program classification, and describe ways to contribute to future versions of the CIP. 📢 Speaker Allan Medwick President Ursidae Analytics, LLC **Improving First-Year Retention with a Retention Matrix** I1:15 AM - 12:00 PM, Nov 6 **Q** Guilford With an unusually low first-time, full-time one-year return rate for the fall 2021 cohort of students returning to fall 2022, a project was undertaken to identify demographic factors that contribute to a student's likelihood of staying enrolled beyond the first year. By using readily available tools like Microsoft Excel to analyze five years of historic retention data, a retention matrix was created. This matrix helps predict the retention of future cohorts and also serves as a tool to help front facing student offices proactively engage students who are more likely to leave. 📢 Speakers **Kelly Duarte** Director Institutional Research University of New England **Ed Doyle** Senior Data Analyst University of New England Lunch: Poster Lightning Talks, Business Meeting, and Climate Survey Results 2 12:00 PM - 1:45 PM, Nov 6 Ballroom Lunch **Beyond Harvard & UNC: Affirmative Action and IR** 1:45 PM - 2:30 PM, Nov 6 Baltimore A Diversity, Equity, Inclusion, and So... The 2023 Supreme Court decision about affirmative action at Harvard University and the University of North Carolina is likely to have a far-reaching effect on higher education. Though this decision will directly impact the work of our colleagues in admissions, it will almost certainly influence our work in institutional research, as well. This session shares historical context about key legal decisions about affirmative action in higher education and provides an overview of the Harvard and UNC decisions. The session also considers the practical implications for institutional researchers. How can we support admissions? How might it influence enrollment planning? Will we need to revise our approaches to collecting, analyzing, and reporting data on race and ethnicity? Speaker **Tom McGuinness** Director Institutional Research, Analysis, and Planning Bates College

12:00 PM

1:45 PM

#### Assessing and Addressing Survey Non-Response

② 1:45 PM - 2:30 PM, Nov 6 ♥ Baltimore B

## Diversity, Equity, Inclusion, and So..

We present results of a spring 2023 survey of directors of institutional research at national liberal arts colleges and universities about assessing and addressing non-response in undergraduate surveys. Student surveys are often used to inform institutional decision-making; therefore, researchers must pay attention to who responds and who does not to avoid non-response bias, especially of underrepresented groups. We wanted to learn whether there are differences in response rates between certain subgroups of students who respond to a survey or who do not, such as males or females, minority or non-minority. We identify best practices that have resulted in higher overall response rates in the most common undergraduate surveys, such as NSSE, COFHE, HEDS, NSL, or HERI surveys. Finally, we describe the application many of these best practices to a senior survey to produce a significant improvement in response rate.

#### Speakers



Sanjeewa Karunaratne Asst. Director of Institutional Research Connecticut College



## John Nugent

Director of Institutional Research and Planning Connecticut College

#### **Ancient Philosophy for Modern Work**

1:45 PM - 2:30 PM, Nov 6
Maryland A

IR and Assessment Competencies, Leadership, Managing Change a...

Institutional research work is characterized by high volume, unrealistic requests, short deadlines, scarce resources, and other factors that easily and often create negative experiences. Of course, this is not unique to our field, and people have been working to navigate this struggle since the beginning of time. We can't eliminate the stressors, but we'll offer perspectives from two pathways to mitigate the effects, and advice from experience on how to apply these to the modern IR workplace.

#### 📢 Speakers



## Libby Barlow

Associate Provost for Institutional Research Dartmouth College



#### Melissa Hartz

Senior Associate Director of Institutional Research and Assessment Colby College

## **Aligning Public-Facing IR Tools with Reported Data**

1:45 PM - 2:30 PM, Nov 6
 Maryland B

Data Governance and Data ....

As higher education embraces data and analytics in the decision-making process, the presence of contradictory data serves as 'white noise' that can derail productive conversations. To that end, IR tools that align with officially reported data can help serve as a bedrock for discussions happening on campus while providing an opportunity to increase collaboration and data literacy. The review of legacy tools provides the motivation to implement continuous quality improvement while educating both external and internal audiences to the value of using official data because it is clearly defined and comparable to data available from other institutions. Using the review of a legacy fact book to illustrate how projects can balloon into burdens on the office when the scope is not well defined. This presentation shares one office's transition from static PDFs to an interactive Tableau Fact Book that aligns with IPEDS reported data.

#### **€** Speakers

Michael Light Associate Director Miami (OH) University

Padma Patil Associate Vice President or Institutional Research Miami (OH) University



Chay Reigle

Research Analyst Miami (OH) University

## Digging Deeper: Executive Coaching & IR Advancement

☑ 1:45 PM - 2:30 PM, Nov 6
 ♥ Maryland E

#### IR and Assessment Competencies, Leadership, Managing Change a...

The field of Institutional Research has evolved greatly over the last decade. IR professionals need to be skilled office managers, well-versed data educators, and proficient cross-institutional collaborators. Additionally, the increased use of technology and changing landscape of Emotional Intelligence skills adds to the complexity of our work. Thus, IR professionals must continue to prioritize professional and personal growth. One option to continue growth is through the use of Executive Coaching. Executive Coaching, a professional development resource employed by many institutions and businesses, can take a variety of forms. From one-on-one sessions to group workshops, Executive Coaching helps prepare individuals to transition into leadership positions and/or to hone their skills once there. In this panel session, three IR professionals will discuss their unique experiences working with an Executive Coach(es). Each will provide an in-depth look into lessons learned and discuss how they have used those lessons to successfully advance their careers.

#### **€** Speakers



Christina Butler Director of Institutional Research Tufts University



Michelle Appel Assistant Vice President University of Maryland



Erin Ebersole Associate Vice President College of Southern Maryland

## **Qualitative Analysis: Computational Methods**

② 1:45 PM - 2:30 PM, Nov 6 ♥ Maryland F

Data, Analytics, and Decision...

As IR offices find themselves collecting more and more qualitative data through surveys and evaluations, they are looking for new ways to evaluate and analyze open text responses. This session will cover the use of VADER (Valence Aware Dictionary and sEntiment Reasoner), topic modelling techniques, random-forest classifiers, and the Relative Insight platform to assess large qualitative datasets quickly while maintaining confidentiality. We will explain the use of the sentiment analyzer VADER and topic modeling tools in analyzing subject evaluation data sets in an effort to investigate DEI concerns from Institute faculty. The objective of the session is to introduce new mixed methods tools and machine learning techniques for analyzing and interpret qualitative data that would otherwise be too time consuming or expensive to analyze using conventional qualitative assessment techniques.

#### 📢 Speakers



**Drew Bell** Qualitative Analyst

## Jonathan Schwarz

Director, Institutional Research Massachusetts Institute of Technology

## Unlocking Excellence: Power of Analytics at University of Delaware

1:45 PM - 2:30 PM, Nov 6
 Fells Point

The University of Delaware partnered with HelioCampus in 2019 to build a central data analytic platform, enabling them to evaluate and expand upon their ability to be a premier information provider to the campus community. Four years into the partnership their robust platform includes HR, enrollment, student financial aid data and more, allowing them to visualize and share information such as IPEDS and enrollment management figures while behind the scenes supporting strategic planning and operational decision making.

Join Richard Reeves and Heather Kelly for a session where they will share more information on how they are using the platform to provide decision support, increase transparency, eliminate unnecessary barriers, promote consistency, and foster collaboration across the campus. Come to learn best practices on how to build a data culture & community, and use data to inform institutional effectiveness along the way.

#### **€** Speakers



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



## Heather Kelly

University of Delaware Director of Institutional Research

## Landscape Scans to Inform Transfer Student Studies

1:45 PM - 2:30 PM, Nov 6Guilford

#### Assessment, Accountability, Accredita...

Strategically tracking legislation is essential to organizational intelligence. Following community college credit transferability legislation motivated this public, four-year university to prioritize expanding its data warehouse with a collection of external education tables (enrollment, course, and degree) to strategically devise ways to support research and policy analysis around community college student access and success in higher education. This session explores essential resources and best practices for tracking higher education legislation; ways to use that intelligence for prioritizing strategic data preparation/collection in an IR&E shop; networking with institutional, non-governmental, state, and federal colleagues to cultivate information to expedite research efforts; and how a university scaled-up its data infrastructure and analysis to implement a systematized approach to a pre-and post-evaluation of credit transfer/applicability as state reporting requirements were being negotiated in light of the Transfer with Success Act.





Shannon Lichtinger Director of Institutional Research UMBC



Rob Williams Assistant Director of Decision Support

## **IPEDS Update**

④ 1:45 PM - 2:30 PM, Nov 6
 ♥ Homeland

UMBC

The National Center for Education Statistics NCES will provide a general update on the Integrated Postsecondary Education Data System (IPEDS) annual survey. The following information will be presented: changes to the upcoming 2023-24 collection, a brief overview of Research and Development and potential future changes, and tools for using IPEDS data.



## 2:30 PM

**Data and Desserts** 

2:30 PM - 3:15 PM, Nov 6
 Atrium

Data and Dessers Poster Session and...

## Data - Are we getting this?

② 2:30 PM - 3:15 PM, Nov 6 ♥ Atrium

Assessment, Accountability, Accredita...

This discussion will provide attendees with an in-depth and well-rounded conversation pertaining to all areas of data collection and reporting in various offices. This discussion aims to reduce the siloing of professional practices among institutional research (IR) offices and offices that manage data collection and reporting. It is the goal of the presenters to create a repository of KPIs, reports, and methods that can establish a best practice in IR offices on data needs and uses.

This conversation is a timely response to trends within Higher Ed of increasingly standardized CRM, SIS, and LMS systems. The participants will discuss how IR offices are leveraging these systems to manage data and answer innovative stakeholder requests. As these new requests come in, and offices face increasing turnover, there is a need for IR colleagues to discuss what, when, and how, we can best prepare ourselves to meet these challenges.

📢 Speaker



Megan Yosko

Institutional Research and Effectiveness Analyst Delaware Valley University

Improve the Data Culture with a Community of Practice ② 2:30 PM - 3:15 PM, Nov 6 Q Atrium

Data Governance and Data ...

There are many aspects of building an effective data culture on campus, beginning with quality data, adequate tools, and training. However, the most important aspect of the data culture is the community. Based on experiences with 15 institutions through the Powered by Publics initiative and the Strategic Data Partnership offered by Harvard University, this session outlines the effort to change the culture at a small higher education organization. The authors will present their work in bringing together a community of practitioners to diagnose the data culture challenges, creating strategies for getting buy-in from senior leadership, identifying common goals to improve the data culture, and developing a strategy for meeting those goals. The audience will walk away with the roadmap designed for changing the data culture at any organization or institution.

#### N Speakers



#### **Denise Nadasen**

Assistant Vice President, Institutional Data Analy Association of Public and Land-grant Universities (APLU)



## Allegra Damari

Data Analyst, Data & Policy Analysis Association of Public and Land-grant Universities (APLU)

#### Model for Predicting Student Body Size

② 2:30 PM - 3:15 PM, Nov 6 ♥ Atrium

Data, Analytics, and Decision..

This model will enable analysts to project total student body sizes, and help determine the number of new students to admit every year.

#### r Speaker



Vince Lan Senior Analyst U.S. Military Academy

## **NEAIR Climate Survey results**

② 2:30 PM - 3:15 PM, Nov 6 ♥ Atrium

Diversity, Equity, Inclusion, and So...

This session examines the results of NEAIR's first climate survey. The history, context, and results of the survey will be shared. This survey establishes a baseline that will inform NEAIR activities related to diversity, equity, inclusion, belonging, and social justice. The committee will also suggest potential next steps.

#### 📢 Speakers

Shama Akhtar Director of Institutional Effectiveness Goucher College



**Jimmy Huynh** Data Analytics Developer and Coordinator of Assess Boston University

Takeaways as an Ambassador at ASHE 2022

2:30 PM - 3:15 PM, Nov 6
 Atrium

Assessment, Accountability, Accredita...

This session will provide attendees with results from three separate studies the speaker presented at the 2022 annual Association for the Study of Higher Education (ASHE) conference, as well as the key takeaways of the researchers experience employing different research methodologies (primary qualitative methods and secondary quantitative methods).

#### 📢 Speaker



Thomas Zimmerman

Research and Data Associate NJ Office of the Secretary of Higher Education

## **Unveiling Study Abroad: Diversity & Participation**

2:30 PM - 3:15 PM, Nov 6

Atrium **Q** 

Diversity, Equity, Inclusion, and So...

Pre-pandemic, study abroad participation steadily increased, peaking at 347,099 U.S. students in 2018-2019 (Institute of International Education, 2020). However, participation remains disproportionately skewed towards specific demographic profiles and academic disciplines. This research uses dynamic visualization and logistic regression to examine the key predictors of study abroad participation at the University of Maine. As a result, we recommend targeted outreach programs to increase participation rates among the underrepresented student populations. To monitor progress, we developed a study abroad dashboard that displays demographic and academic characteristics of both study abroad and non-study abroad students. Furthermore, we propose collecting qualitative data to identify participation barriers unrelated to demographic or academic factors. The implications of this research extend beyond the scope of our institution. By gaining a better understanding of the factors influencing study abroad participation, institutions can foster an equitable and inclusive environment that supports the success and retention of all students.

#### r Speaker



#### Simona Mitevska

Research Analyst - Institutional Research and Assessment University of Maine

3:15 PM

## Generative AI in Higher Ed: ChatGPT's Impact & Strategies for IR/IE

3:15 PM - 4:00 PM, Nov 6
Baltimore A

#### IR and Assessment Competencies, Leadership, Managing Change a...

The rise of generative AI, epitomized by ChatGPT, presents transformative potential and challenges for higher education. This session dives into its profound implications on personalized learning, curriculum innovation, research productivity, and notably, IR/IE functions like data automation, governance, and communication as well as assessment and institutional effectiveness. Attendees will explore the efficiency enhancements ChatGPT offers —from code generation to data visualization—and address concerns on data security, accuracy, and ethical considerations. Join us for a dynamic discussion on adapting to these disruptions in the context of institutional research, assessment, and effectiveness

#### Speakers

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201-

Henry Zheng Vice Provost Institutional Effectiveness Planning Carnegie Mellon University



## Braden Hosch

Vice President for Educational and Institutional Effectiveness Stony Brook University



## Linli Zhou

IR Analyst Lasell University

## Chen Shen

Sr. Institutional Research Analyst Boston University

## **Test-optional Admission Policies and Student Access and Success**

3:15 PM - 4:00 PM, Nov 6
 Baltimore B

Diversity, Equity, Inclusion, and So...

Like many institutions across the nation, UMBC adopted a test-optional policy during the pandemic and it remains in effect. The IRADS office leads the evaluation of test-optional admissions, in collaboration with Enrollment Management, Undergraduate Academic Affairs, and the Deans, to inform the development of new practices, processes and policies to continue advancing student success. IRADS and Undergraduate Admissions will share findings from iterations of assessment, including new efforts to incorporate high school demographic and performance data to inform: (a) assessing our assessment processes, (b) fine-tuning admissions criteria, (b) supporting students' success, and (c) building and sustaining strong partnerships between sending high schools and the university.

#### Speakers



#### Shannon Lichtinger Director of Institutional Resu

Director of Institutional Research UMBC



## Gina King

Director, Undergraduate Admissions and Orientation UMBC



#### Amanda Cardone

Graduate Research and Teaching Assistant UMBC

## High Impact Practices: inequality in access and effect

② 3:15 PM - 4:00 PM, Nov 6 ♥ Maryland A

Assessment, Accountability, Accredita...

Evidence suggests that participation in high-impact practices (HIPs) has beneficial effects on student experience and learning outcomes, but more research is needed to explore how these effects vary across different student groups and to investigate the barriers that might hinder participation. This session combines insights from two studies in two small, private colleges. The first study uses surveys to estimate the interacting effects of three marginalized identities: being first-generation aggravates the negative effect of minority status on perceived academic gains, while age attenuates this effect. The second study is a multi-year analysis that utilizes a survey and focus group to identify barriers to HIPs participation. Collectively, these studies provide insights into disparities in both participation and effects of HIPs. The session will discuss methodological details and policy implications, which are relevant for any higher-ed institution.

#### **₩** Speakers

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	9	

### Michele Moser Deegan

Associate Vice President for Assessment and Accreditation Rutgers University



## Lan Gao

Executive Director of Institutional Research and Assessment Simmons University



Regina Lau

Statistical & Research Analyst Coastal Carolina University

## IR & BI - Collaborators for Data Governance

3:15 PM - 4:00 PM, Nov 6
 Maryland B

Data Governance and Data ...

In this session, we will explore how a mid-sized, private institution in New York utilized a successful collaboration between Institutional Research and Business Intelligence to relaunch its current data governance structure. Participants will gain insights into the key considerations we took into account while constructing our data governance framework, including the establishment of a dedicated committee. Emphasis will be placed on the pivotal roles played by data stewards, data access, data quality and organizational culture. Additionally, we will explore the concurrent reboot of our data warehouse strategy and reporting environment.

#### 📢 Speakers



Nancy DeRiggi

Associate Vice President Pace University; Planning, Assessment & Institutional Research



## Jared Todisco

Senior IR Analyst Pace University

## You Have Dashboards... Now Optimize Their Delivery

③ 3:15 PM - 4:00 PM, Nov 6
 ♥ Maryland E

Data, Analytics, and Decision..

As more institutions move towards analytics, closing the gap between the ability of IR offices to deliver critical decision-making tools and the ability of stakeholders to access, understand and use these tools continues to be a critical priority. Learn how Lehigh University and UMass Amherst approached building a table of contents/landing page to guide users to the content they are looking for and need. The two implementations differ in several ways yet provide a solution that works for each institution.

#### 📢 Speakers



Krisztina Filep Director of Operational Analytics University of Massachusetts Amherst



Jeff Nass Senior Analyst Lehigh University

Listening Session--NEAIR Climate and Survey

# 3:15 PM - 4:00 PM, Nov 6Maryland F

Diversity, Equity, Inclusion, and So...

This listening session, hosted by the DEISJ committee, will provide a safe space for all to provide their feedback, ideas, and expertise on both the NEAIR Climate survey and the organizational climate overall.

Speakers

## Shama Akhtar

Director of Institutional Effectiveness Goucher College



## Jimmy Huynh

Data Analytics Developer and Coordinator of Assess Boston University

## **Roadmap to AI-Powered Analytics**

3:15 PM - 4:00 PM, Nov 6
 Fells Point

Overview on how Tableau integrates transformative AI capabilities that infuse data into your users' workflow, providing reliable and contextual information when and where they need it to bridge the gap between modern business intelligence and next-gen analytics.

#### r Speaker



Allie Micka Solution Engineer Tableau

## Leading Change: From system and unit perspectives

3:15 PM - 4:00 PM, Nov 6
 Guilford

IR and Assessment Competencies, Leadership, Managing Change a...

The higher education landscape is changing. Institutions are changing. Offices of institutional research are changing. Given all this transformation, it is becoming increasingly necessary for IR leaders to strengthen their skills in managing these turbulent times. This session will delve into John Kotter's eight-step change management model and examine practical ways it can be adapted and applied to IR offices. The session will provide: 1) an indepth look at how leadership at a system-level IR office of a private university has applied the model to help guide the team through change; 2) and how this model manifests itself throughout the change process at a school-level IR office of a large public university. Concrete examples will be provided. IR professionals will develop an understanding of the model and learn how to create climate for change, engage and enable the organization, and implement and sustain the changes.

#### Speakers



Chief Engineering Analytics Officer Penn State College of Engineering



**Christina Butler** Director of Institutional Research

Tufts University

Jennifer Wu

Profiles of Non-Retained Students Using LCA ② 3:15 PM - 4:00 PM, Nov 6 • Homeland

#### Data, Analytics, and Decision...

Latent Class Analysis (LCA) is a person-centric statistical grouping model that institutional researchers should consider adding to their retention studies' methodological toolkit. This presentation shares how LCA can be used to develop distinct, latent profiles of non-retained students based on underlying patterns across combinations of demographic, financial, and academic categorical variables. The results of an LCA conducted among five cohorts of first-time, first year, non-retained undergraduate students show how this institution has four different types of students who leave by their second fall. Through uncovering the typical characteristics of students within each profile, institutional researchers can use LCA to shed light on how different retention strategies might be needed to retain different types of students.

#### Speaker



Kristine Bundschuh Senior Institutional Research Analyst University of New Hampshire

4:15 PM

**Keynote Plenary 2** 4:15 PM - 5:30 PM, Nov 6

♥ Ballroom

Keynote Plen...

#### r Speaker



### Dr. Freeman A. Hrabowski, III

President Emeritus University of Maryland, Baltimore County

5:30 PM

Reception and Exhibitors (2) 5:30 PM - 6:30 PM, Nov 6 (2) Atrium

Reception and Exhi...

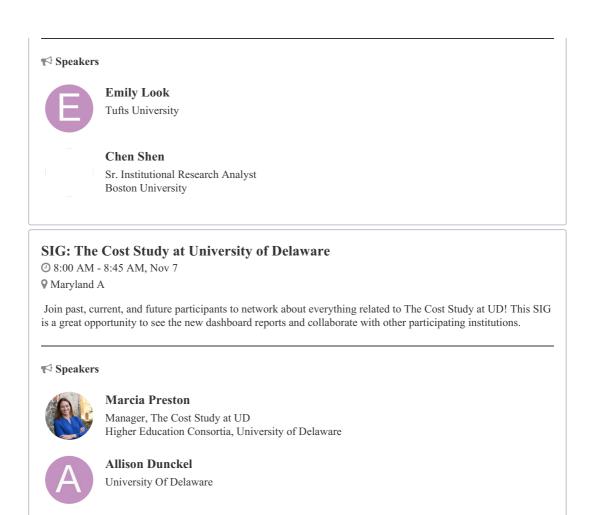
6:30 PM

## **Dinner Groups**

30 PM - 9:00 PM, Nov 6
 Atrium
 Dinner Grou...

## Tue, Nov 07, 2023

7:00 AM	Breakfast Buffet ② 7:00 AM - 8:45 AM, Nov 7 ③ Ballroom Breakfast Bu
8:00 AM	SIG: Boston Area IR ② 8:00 AM - 8:45 AM, Nov 7 P Baltimore B Special Interest Gr
	Description: Boston Area Institutional Research (BAIR) is a long-standing local professional organization serving higher education IR professionals in the Greater Boston metro area and beyond. Its core mission is to serve as a forum for discussion, support, information sharing and problem solving among peers in the field of institutional research; BAIR is a volunteer-based organization and does not charge membership fees.



## SIG: One-person IR

② 8:00 AM - 8:45 AM, Nov 7 ♥ Maryland B

This SIG will provide an opportunity for IR practitioners managing a one-person office to connect with one another and share strategies and ideas on how to tackle these challenges and reduce burnout.

### 📢 Speaker



Suhua Dong Director of Institutional Analysis Gettysburg College

## SIG: Rhode Island IR

8:00 AM - 8:45 AM, Nov 7
 Baltimore A

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 discuss current happenings/challenges on our campuses, as well as plan for the next group meeting.

#### **€** Speaker



Jen Dunseath (she/her(s)) Assistant Vice President, Institutional Research Roger Williams University

#### **Q** Maryland E

A meeting open to anyone from the Eastern New York region to connect and share ideas. We hold additional meetings in person and virtually through the year with rotating volunteer hosts.

#### Speakers



Kerry Nelson

## Kim Speerschneider

Associate Vice President for Institutional Research and Data Governance Maria College

#### 9:00 AM

#### Plenary: Data-Informed Decision Making in the Age of AI

② 9:00 AM - 10:00 AM, Nov 7 ♥ Ballroom

#### Plenary

Authors: In their recent book, Big Data on Campus: Data Analytics and Decision Making in Higher Education Karen Webber and Henry Zheng worked with more than 20 collaborators to introduce key concepts, theories, strategies, and use cases of data analytics in higher education. In this NEAIR presentation, Karen and Henry will review key concepts of data-informed decision-making and data analytics maturity and will offer an assessment of how the latest developments in AI and advanced analytics may contribute to changes in higher education. They will address some pressing questions facing IR/IE professionals:, including 1): How might the developments of Generative AI affect the field of institutional research and effectiveness? 2): Will the guiding principles and best practices of data analytics stay relevant considering the technology disruption? and 3): How can IR/IE professionals add value to the mission and operation of colleges and universities during this time of rapid change?

#### Speakers



#### Henry Zheng

Vice Provost Institutional Effectiveness Planning Carnegie Mellon University



#### Karen Webber Professor Emerita of Higher Education University of Georgia

#### 10:10 AM

#### So Good They Can't Ignore You

② 10:10 AM - 10:40 AM, Nov 7 ♥ Baltimore A

#### IR and Assessment Competencies, Leadership, Managing Change a...

How many institutional research professionals grew up as a kid wanting to work in institutional research? In his book So Good They Can't Ignore You, Cal Newport debunks the idea that following one's passion is the path to a meaningful career. Rather, he demonstrates that success and purpose can be found through the development of skills that will afford us the autonomy and creativity that we desire in our work. This session applies Newport's principles in an institutional research context. What are the rare and valuable skills that we can develop as institutional researchers so that we can be 'so good they can't ignore you'? Having done this, how do we apply these skills and align them with our values in truly meaningful institutional research work?

#### r Speaker

### **Tom McGuinness**

Director Institutional Research, Analysis, and Planning Bates College

## **Trends in Public-Facing Diversity Dashboards**

② 10:10 AM - 10:40 AM, Nov 7 ♥ Baltimore B

Diversity, Equity, Inclusion, and So..

DEI reporting and initiatives on campuses are evolving rapidly and recently have come under fire. IR offices have a critical role in conversations about DEI reporting and in deciding how to present public-facing data that captures compositional diversity. What results from these conversations and decisions? We share findings from an analysis of public-facing data dashboards reporting institutional diversity, such as the composition of students, faculty, and/or staff. These reports are sometimes called 'diversity dashboards,' although they may be referenced under other names. We present a descriptive analysis of the content, design, and definitions used in a set of over 60 public-facing diversity dashboards. We also describe a case study of one university's dashboard, including key decision points, lessons learned, and future plans. The session is intended for NEAIR members who wish to better understand trends in public-facing reporting of institutional diversity data.

#### 📢 Speakers



Senior Research Analyst Harvard University



Emily Look

**Inger Bergom** 





#### Kathleen McGreal

Senior Research Analyst - Office of Institutional Research Tufts University

## **Extract IPEDS Data for Strategic Program Decisions**

② 10:10 AM - 10:40 AM, Nov 7 ♥ Maryland A

Data, Analytics, and Decision...

Academic leaders often need to make data-informed strategic program decisions. Such as: 'Is there a need for more graduates in this program in my region?', 'Should this program be online or residential?', 'How does my current program perform?', 'How do I allocate my resources to my existing programs?', 'What advantage my existing program has which I can use in marketing?'. This presentation will demonstrate how IPEDS data can be used in answering academic program planning questions and how to effectively extract related data from IPEDS data base. Participants will learn how to make meaningful recommendations for decision making. Participants will also be able to build a similar data tool upon returning to their own institution.

#### 📢 Speaker



Sarah Gallimore Assistant Provost for IR & Assessment

York College of PA

## **Evolution of a Custom Data View for Cohort Tracking**

② 10:10 AM - 10:40 AM, Nov 7 ♥ Maryland B

Data, Analytics, and Decision...

Custom data views can be the solution to efficient data sourcing in institutional research. We will introduce a wide data view designed to track the flow of students from admissions, matriculation, persistence to graduation at the University of Delaware. This data source has increased our Institutional Research office's ability to answer quintessential IR questions pertaining to cohort tracking. Its development from disparate data sources that capture student data as they go through the enrollment lifecycle to a consolidated custom view has been an agile process requiring inter-team collaboration. We will share the IR perspective on the evolution of this data source including examples of compliance and ad hoc reports it satisfies, and future enhancements coming down the pipeline. We will show how this continues to be a powerful tool to address complex questions from senior leadership that often span across several students' enrollment stages and vary in levels of granularity.



Wayne Maumbe Statistical Analyst University of Delaware



Allison Walters

Assistant Director of Institutional Research University of Delaware

## Applying an Elevator Pitch to Survey Findings

② 10:10 AM - 10:40 AM, Nov 7
 ♥ Maryland E

Assessment, Accountability, Accredita...

How can you better meet the demands of stakeholders who want immediate survey results? This presentation will highlight three approaches to help IR office's rethink how to scaffold survey results to better support timely decision-making. Examples will feature survey findings in 1. short and simple web reports; 2. slide decks presented to college stakeholders; and 3. institutional reports used to study strengths and challenges for strategic planning.

#### **€** Speakers



Elisa Hertz Asst Dean of Inst. Effectiveness & Strat. Planning CUNY Guttman Community College



## Nyssa Hasan

Senior Institutional Research Data Analyst CUNY Guttman Community College

## Assessment Using a Comparative Judgment Approach

② 10:10 AM - 10:40 AM, Nov 7 ♥ Maryland F

Assessment, Accountability, Accredita...

As assessment and research professionals we aim to implement assessments which provide meaningful evidence of student learning. In this presentation we discuss how a comparative judgment approach can be used in the assessment of student written work to provide information for the interpretation of student learning and, therefore, inform pedagogy. The presenters will provide an overview of what comparative judgments are, and common steps for conducting a project using a comparative judgment approach. They will also share their experiences of implementing this approach with faculty to assess specific learning goals in a department. This will include some discussions of the strengths and barriers to using this approach with faculty, and some recommendations for how to build this approach into larger assessment efforts. This session is designed for attendees of all levels who develop and implement assessment methodologies.

#### 📢 Speaker



Allix Beauchamp Associate Director, Office of Assessment and Research College of the Holy Cross

Analytics for All 2 10:10 AM - 10:40 AM, Nov 7 Fells Point Alteryx is a data analytics platform that offers a range of tools and capabilities to help organizations democratize their access to and transformation of data, therefore accelerating analytic maturity. Empowering staff, faculty, and students with critical data skills to provide data literacy and align educational outcomes with workforce needs through licensing, training and curriculum development provided by SparkED. The Alteryx platform is currently assisting colleges and universities in improving education outcomes with data through process automation, whether in core operations or in the classroom. We are enabling organizations to improve student success by creating a stronger connection between educational programs and the demands of the job market. Our unique combination of creating rapid ROI for the institution and philanthropy for the academic mission is unparalleled in the marketplace today.

Speaker



Kevin Sowers Engineer

### Using Teams Planner to Keep Your IR Office Organized

② 10:10 AM - 10:40 AM, Nov 7
 ♀ Guilford

IR and Assessment Competencies, Leadership, Managing Change a...

It's Due When?!? Reports, surveys, visualizations... IR offices have so much to do, how can we stay on top of everything? Learn how one office has implemented the use of the Planner app in Microsoft Teams to keep their office on-track and organized. The Planner app is a highly flexible productivity tool that is like a hidden gem. The Carroll Community College IR office has been using Teams Planner to track projects, assignments, to-do lists, and timelines for the past three years. Never heard of this tool? Come learn what it is all about. Use it all the time? Please come and share how it works for you.

Speaker



**Katrina Dumont** 

Senior Research Analyst Carroll Community College

## Storytelling with Cost and Productivity Data

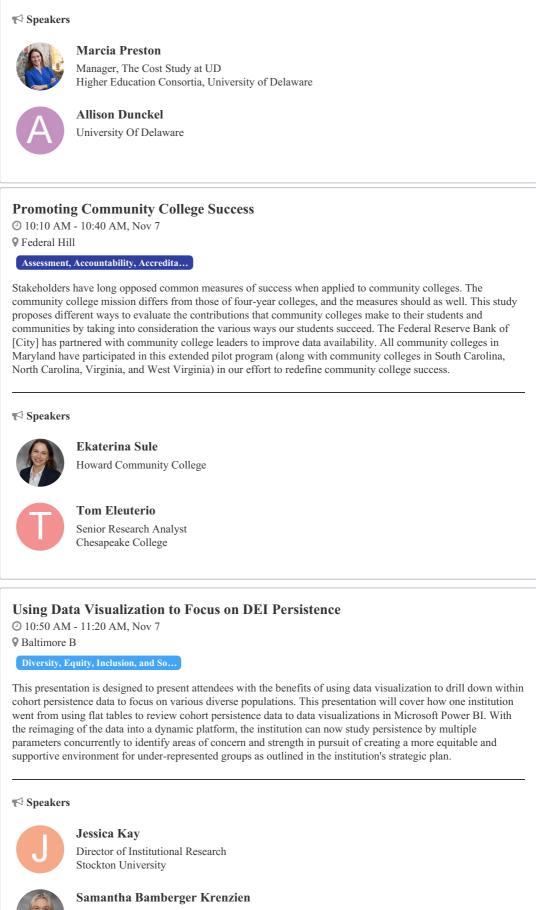
10:10 AM - 10:40 AM, Nov 7Homeland

Data, Analytics, and Decision...

Do your senior leaders know how much it costs to deliver instruction? Are your deans looking for data-informed ways to provide more instructional support to academic programs? Are you tasked with including visualizations and peer data in academic program reviews?

Having access to your institution's data is only the first step in understanding your program-level instructional costs and productivity. The next step is transforming that data into thought-provoking, informative data visualizations.

This session reviews key principles of effective data visualization and storytelling, then presents case studies demonstrating how institutions use Cost Study reports to tell their cost and productivity story. Join us to learn some best practices of data communication and improve your ability to create visualizations that will engage and inform stakeholders! This session will be of interest to everyone regardless of prior participation in The Cost Study.



Institutional Research Analyst Stockton University

10:50 AM

**DataWalks: Campus engagement with research results** ② 10:50 AM - 11:20 AM, Nov 7 **9** Baltimore A

#### Assessment, Accountability, Accredita...

Sharing research findings in a meaningful way that engages the community is often a struggle for IR offices, especially with complex and/or sensitive studies. Data Walks, developed by the Urban Institute, are an interactive method to share results, engage stakeholders in dialogue about them, and develop actions based on the results. Utilizing the example of the HEDS Campus Climate Survey, the presenter will explain necessary steps for success before, during and after the data walks.

📢 Speaker



Susan Mapp

Associate Provost for Institutional Effectiveness and Innovation Elizabethtown College

#### Non-Productive Grade (DFWI) Rates

10:50 AM - 11:20 AM, Nov 7
 Maryland B

Data, Analytics, and Decision...

This presentation will cover how our office utilized the institution's course data to analyze Non-Productive Grade Rates (DFWI Rates) and drive actionable insights to improve student success. We have developed a comprehensive report utilizing a business intelligence visualization tool, encompassing key features such as tracking non-productive grade percentages over time, analyzing demographic and academic information, considering the number of course sections, and ensuring student privacy through small cell suppression. This presentation targets fellow institution's institutional research members that could benefit from learning our approach and are interested in adopting similar methodologies to enhance their understanding of student outcomes and inform strategic actions.

#### 📢 Speaker



Emily Orr Research Associate/Data Analyst University of Rhode Island

#### Survey Analytics with the Tableau R Extension

10:50 AM - 11:20 AM, Nov 7
 Maryland E

Data, Analytics, and Decision...

This session will demonstrate how data gathered from an annual survey of seniors over ten years helped support strategic planning and institutional prioritization. Institutional Research and Effectiveness brought together senior survey data into comprehensive data visualizations that displayed both trends and statistical comparisons with institutional peer groups. Originally, charts and statistical tests were generated with separate tools and the results were manually combined into a single visualization. The need for a more integrated process for generating statistical analysis and data visualization led us to explore the use of the Tableau Analytics Extension for R. Key areas covered by this session included survey data management, statistical analysis, data analysis, data visualization, reporting, and institutional effectiveness.

#### 📢 Speakers



**Polly Prewitt-Freilino** 

Associate Vice President for IR Mount Holyoke College



Mary Fleischli Data Scientist Mount Holyoke College



**Trinh Che** Institutional Research Assistant Mount Holyoke College

## First Destination: a Unified State System Approach

10:50 AM - 11:20 AM, Nov 7
 Maryland F

Data Governance and Data ...

In 2022, the University endeavored for the first time to collect First Destination employment data as a single, unified effort that includes all seven campuses and aligns to NACE standards. The University was recently accredited as a single unit, and its seven campuses are also in the process of implementing other systemwide student success and retention initiatives, so coordinating and collaborating to collect this vital data is an important part of our current strategic plan.

This presentation will share lessons learned from implementing a First Destination campaign at this scale, as well as practical guidance on effectively visualizing and reporting First Destination data for a variety of audiences and purposes.

#### Speaker



Nate Flint Evaluation Specialist University of Maine

## Skills AND Degrees: How Institutions Can Demonstrate Value

② 10:50 AM - 11:20 AM, Nov 7
 ♥ Fells Point

This session provides strategic insights into how higher education can tackle broad goals of "demonstrating value" and "delivering distinguishing talent" with research and examples.

#### Speakers

Laurie Consoli Senior Account Manager, Universities Lightcast



## Andrew Vorwald

Account Executive Lightcast

#### We Heart Efficiency: Intro to Automation for IR Work

② 10:50 AM - 11:20 AM, Nov 7 ♥ Guilford

Data, Analytics, and Decision...

There is a major change happening in the world of software - a phase where sophisticated automation is built in to many software applications without requiring coding skill. This presentation will orient attendees to this change and introduce them to some ways that automation can be used in a typical IR office. Examples will be in Microsoft Power Automate since it is available at the author's organization; but the concepts are relevant more broadly to automation in IR.

Speaker



Betsy Carroll

Director of Institutional Research and Effectivene The Culinary Institute of America

Reaching Out: Touching You, Touching Me! (2) 10:50 AM - 11:20 AM, Nov 7 (9) Homeland

#### Assessment, Accountability, Accredita...

In this session, presenters will review the collection, modeling, and outcomes of touchpoint data from the University at Buffalo's EAB application, Navigate, a student information management system which captures student interactions with advising, The Writing Center, wellness coaching, tutoring, and even the LevelUp Gaming Center. Participants will be introduced to the logistic regression models used to predict student success at UB. Model inputs include student demographic and background characteristics as well as interactions with advising offices on campus, referred to as "touchpoints," which are used to predict the likelihood of either continued enrollment or graduation versus failure to enroll at the university. Presenters will discuss both the process of building the models as well as the results of the modeling.

#### 📢 Speakers



#### Samantha Greenwood

Research Analyst State University of New York University at Buffalo



## Holly Klick Research Analyst SUNY University at Buffalo



## Jessica Julicher

Director of Technology for Student Success University at Buffalo

#### **Three Dashboards Your Provost Will Love**

② 10:50 AM - 11:20 AM, Nov 7 ♥ Maryland A

Data, Analytics, and Decision...

Provost and other academic leaders often need to make budgetary decisions, benchmark faculty salary and gather information about new academic programs. The presenter will demonstrate three simple, but practical dashboards. They will dramatically improve academic leaders' work efficiency. The first dashboard displays budgetary trends and the 'What-if?' analysis. The second dashboard displays CUPA data in easy-to-use format. The last dashboard effectively displays IPEDS data for new academic program market research. This session is valuable for institutional researchers at all level.

#### r Speaker



Assistant Provost for IR & Assessment York College of PA

Sarah Gallimore

## 11:30 AM

Conference Closing 2 11:30 AM - 12:00 PM, Nov 7

Ballroom

Conference Clo...

#### r Speaker



Melissa Hartz

Senior Associate Director of Institutional Research and Assessment Colby College