

2016 AIR Forum

Sponsored Session Submission Information

Overview

AIR invites you to submit your Sponsored Session to present at our upcoming annual conference, May 31 - June 3, 2016 in New Orleans. You have to be a current Diamond, Platinum, Gold or Silver Sponsor to submit a Sponsored Session.

The annual conference of the Association for Institutional Research, the AIR Forum, has been held consecutively since 1961. Held throughout the United States and Canada, the AIR Forum is the largest annual gathering in the world of institutional research, assessment, and institutional effectiveness higher education professionals. This four-day conference includes more than 400 presentations by colleagues representing all sectors of higher education and an exhibit hall featuring the latest tools and resources to support data use for decision making. The Forum presents a unique opportunity for networking with peers, sharing best practices and learning from practical workshops and plenary sessions led by the field's leading experts. The Forum is the "must attend" event for both seasoned and early-career professionals.

Participants

The AIR Forum attracts a wide range of participants, from entry-level graduate students and research analysts to vice presidents and members of presidential cabinets. The 2015 Forum reached record attendance, with over 2,050 participants. Around one-third of participants are new each year and nearly three-fourths manage IR staff or are IR staff (39% and 33%, respectively)¹. In addition, almost one-third (30%) of attendees are from small offices of 2.0 or less FTE. Finally, half of participants (50%) have had five or fewer years of IR experience.

¹ Participant data from 2015 Forum.

Presentation Formats

Diamond, Platinum, and Gold Sponsors choose to present either a Speaker Session or a Discussion Group Session. **Silver Sponsors** may present a Discussion Group Session.

- **Sponsored Speaker Sessions**, often called *Concurrent Sessions at other conferences* (45 minute session with one to three presenters). Share innovative applications, research practices, and professional work products in IR, assessment, planning, and other data-centered functions

Room Setup and Technology: Speaker Sessions will be set-up in theater style seating with standard audio/visual including: Materials Table, Podium, Microphone, Projector, Screen, and VGA projection cable. Internet access not provided and presenters must bring their own laptop.

- **Sponsored Discussion Group Sessions** (45 minutes session with one or two leaders) highly interactive small group (3-12 people) discussions that focus on a current topic or issue in the field. The session leader (presenter) briefly presents opening remarks to define the session and set the context. Three to five questions submitted with the session proposal provide the structure for the discussion that follows. The session leader's role also includes encouraging participants to share their perspectives and provides a summary and closure to the discussion. Discussions may be led by an individual or two co-leaders.

Room Setup and Technology: Discussion Groups will be scheduled in individual meeting rooms with seating to accommodate up to 40 participants. A flip chart and markers are available upon request. No A/V, projector, or internet access is provided or available.

Forum Topic Areas

Forum Topic areas are used by attendees and AIR staff to organize presentations by topic. The six topic areas include:

- **IR Studies for Campus Decision-Support**. This topic area includes case presentations of IR studies conducted for institutional decision support at a campus, district, or system office. Presentations may focus on methodology, data sources, analytics, or results that inform decision making or inspire similar efforts.
- **Data Analysis and Research Methods for IR**. Presentations in this area are scholarly, theoretical, and/or focused on broad understandings of higher education issues or research/analytical methods. Emphasis should be on tools, methods, data sources, or national policy issues rather than individual campus decisions.
- **Assessment: Accountability, Institutional Effectiveness, and Accreditation**. Topics include case studies, methods, theories of assessment of student learning, accreditation, and program review, as well as other assessment or institutional effectiveness topics.
- **IR Technologies**. This topic includes technologies used in conducting IR studies. The emphasis is on technology and may include a demonstration. Examples include data storage, manipulation, and analysis; dissemination of results (e.g., dashboards, scorecards, fact books); automation of reporting; and other technologies that support IR, institutional effectiveness, and assessment. Note: in 2015 this topic area had the highest average attendance per session and lowest number of sessions. More sessions are needed in this area.
- **Reporting and Transparency**. The focus of this area is on reporting to external entities. Case studies may include designs that improve efficiencies or practices for producing and tracking mandated reports. Also included are consortia and other data-sharing initiatives.
- **IR Operations**. This area focuses on the organization and management of IR offices and functions. Topics include tracking requests, organizing/archiving past studies, reporting to various stakeholders, staffing, resources, relationships with other operational areas (e.g., IT), and legal standards (e.g., FERPA). Studies about the field of IR and ethical issues are also included. Note: in 2015 this topic area had the 2nd highest average attendance per session and lowest number of sessions. More sessions are needed in this area.

Session Submission System

The Forum proposal submission system is an online application process that allows applicants to begin, save work, and return at a later time to finish. It is recommended that proposals be created in word processing software (e.g., Microsoft Word) first, and then pasted into the online system to prevent losing your work due to possible internet connection or power failures.

The proposal includes three items (some proposal elements vary slightly based on presentation format):

- ***Title** (Limit 75 characters): This should serve as a succinct description of your presentation.
- **Presenter/co-presenter contact information:**
 - Contact information (including name and email address of co-presenters, if applicable).
 - Co-presenters receive an automated email when a proposal is submitted. Each co-presenter must confirm their intent to present by Friday, March 25, 2016 to be included in the program book.
 - ADA accessibility needs of presenters.
- ***Program Book Abstract** (Limit 1000 characters, ~100 words, plain text only): The session abstract will be used by attendees in selecting a session to attend.
Concisely state:
 - The issue to be addressed
 - Its importance to the field
 - The objectives of the session

**These items will appear in the Forum program book and/or on the MyForum App*

Sponsored Session Submissions will be accepted February 24 - 11, 2016

To begin your submission visit: <http://forum.airweb.org/2016/proposals/>