



2016 AIR Forum Evaluation

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ACKNOWLEDGEMENT

AIR expresses sincere appreciation for all of the individuals who served as reviewers, advisors, and contributors in the past year. The Association's programs and initiatives would not be successful without your time, dedication, and enthusiasm. The following is a list of groups that helped make the Forum successful:

- Affiliated Organizations
- AIR Board of Directors
- Dinner group leaders
- @ First Forum breakfast hosts
- Forum Advisory Group
- Forum Program Committee
- Forum Strategy Committee
- Impact session leaders
- Keynote speakers
- Plenary speakers
- Proposal Reviewers
- Session facilitators
- Session presenters and panelists
- Sponsors
- Workshop presenters

KEY FINDINGS

The Forum is the annual conference for the Association for Institutional Research and is the world's largest gathering of higher education professionals working in institutional research, assessment, planning, and related postsecondary education fields. The conference features presentations by practitioners who represent all sectors of higher education and an exhibit hall that features the latest tools and resources to support data use for decision making.

Throughout the 2016 AIR Forum, data from session evaluations were collected to evaluate the participant experience. That information, coupled with the overall Forum evaluation and evaluations from Forum sponsors, will inform the planning of the conference in future years. (See appendix for data collection methods.)

Some notable findings from the evaluations include:

- 2,009 people attended the 2016 AIR Forum.
- 92% of respondents would recommend the Forum to a colleague.
- 33% of respondents attended Forum for the first time in 2016, and 33% have attended 5 or more times.
- Professional development is the number one reason respondents attend the Forum (90%). Networking is the second reason (66%).
- 74% said they established new connections at the Forum which they plan to maintain.
- 85% agreed that the opening keynote speaker, David Longanecker, provided important information.
- 94% said the Friday keynote speaker, Ben Castleman, delivered important information.
- 87% of respondents who attended workshops said they gained knowledge or skills they can use immediately.
- 66% of respondents attended 6 or more speaker/panel/discussion sessions.
- 94% of respondents found speaker/panel/discussion sessions topics to be current and of interest.
- 95% of respondents who participated in dinner groups rated the gatherings as good networking experiences.
- 93% of respondents visited the Exhibit Hall; of those, 56% talked with sponsors about their products and services.

SECTION 1: OVERALL EXPERIENCE

One of the best performance metrics is the willingness of a participant to recommend an experience to a friend. 92% of respondents would recommend the Forum to colleagues (Chart 1).

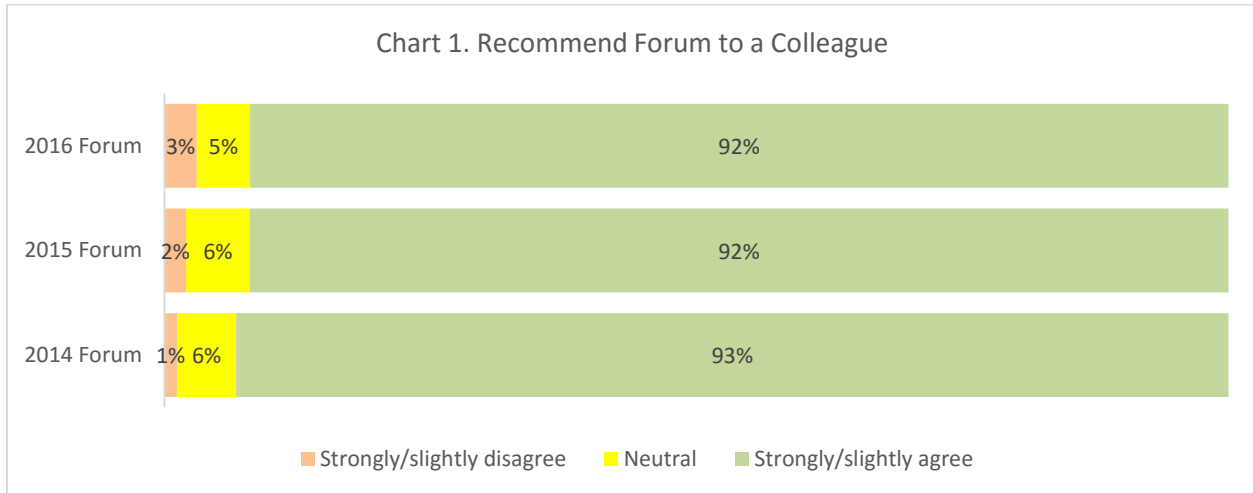


Table 1 features Overall Evaluation metrics for 2016 in comparison to previous Forums, and includes three additional metrics.

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>I would recommend the Forum to a colleague.</i>	3%	5%	92%	2%	6%	92%	1%	6%	93%
<i>I learned something at the Forum that I can quickly apply to my work.</i>	2%	3%	95%	3%	6%	91%	3%	6%	91%
<i>I established one or more connections with people I did not know (or know well) that I plan to maintain.</i>	6%	20%	74%	11%	15%	74%	12%	18%	70%
<i>There was sufficient time devoted to educational sessions.</i>	7%	13%	80%	NA			NA		
<i>There was sufficient time devoted to networking with colleagues.</i>	4%	14%	82%	NA			NA		
<i>I plan to attend the Forum next year (if funding allows).</i>	7%	12%	81%	NA			NA		

*NOTE: "Disagree" is the combination of answer options "Strongly disagree" and "Slightly disagree" and "Agree" is the combination of "Strongly agree" and "Slightly agree".

Comments from Forum Participants

What did you find most valuable about your Forum experience?

As a new director, the entire Forum was very valuable as it allowed me to hear people speaking the IR language and it gave me ample opportunity to learn about things that are very relevant to reorganization of my office.

Discussing ideas and issues with colleagues outside of the presentations. Meeting new/seasoned people in IR who are dealing with the same issues I am.

Great mix of sessions, timing of sessions was great. I learned a lot from the 'lessons learned' sessions. Great mix of networking and sessions. Loved the planned breaks in the exhibit hall.

I liked the discussion sessions a lot. I really enjoyed attending those, I liked that they were the same time as the speaker sessions, and I felt like it was good to have something more interactive than the speaker sessions to mix it up.

It was an amazing experience. I appreciated the opportunity to hear some amazing speakers, and reconnect with colleagues. Great experience!

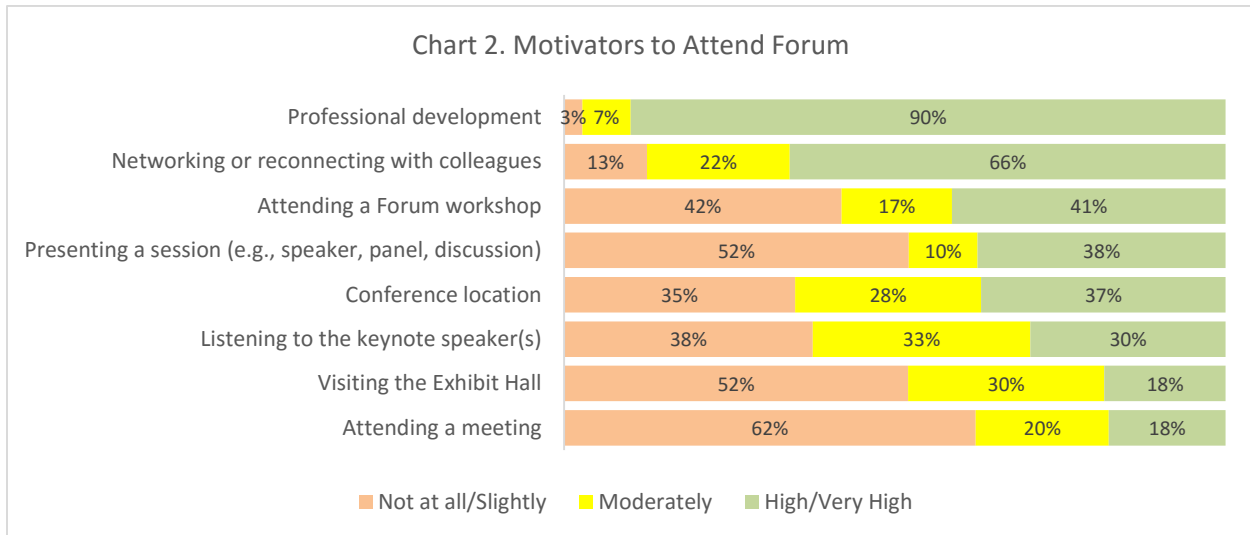
Learning tips and tricks from colleagues, updates on regular activities, networking, opportunity to present and share ideas.

Networking with colleagues and being reminded that we are not alone in our work and in the challenges we face. A chance to reflect and think about our roles and the future of IR through a 'big picture' lens.

When asked what one change would have improved the Forum experience, respondents offered a wide range of responses, including improving the internet speed, more options for food/beverage, and requiring presenters to upload their session materials to MyForum.

SECTION 2: MOTIVATORS TO ATTEND FORUM

We asked attendees what motivated them to attend the Forum. 90% of respondents cited professional development as a strong motivator compared to 83% in 2015, and 66% referenced networking opportunities, compared to 53% in 2015. (Chart 2 and Table 2.)



	2016 Forum			2015 Forum			2014 Forum		
	Not at all/ Slightly	Moderately	High/ Very High	Not at all/ Slightly	Moderately	High/ Very High	Not at all/ Slightly	Moderately	High/ Very High
Table 2. Longitudinal Comparison of Motivators to Attend Forum									
<i>Professional development</i>	3%	7%	90%	6%	11%	83%	4%	10%	86%
<i>Networking or reconnecting with colleagues</i>	12%	22%	66%	19%	26%	53%	24%	25%	52%
<i>Attending a Forum workshop</i>	42%	17%	41%	NA			NA		
<i>Presenting a session (e.g., speaker, panel, discussion)</i>	52%	10%	38%	56%	11%	33%	57%	7%	36%
<i>Conference location</i>	35%	28%	37%	39%	23%	38%	52%	20%	28%
<i>Listening to the keynote speaker(s)</i>	38%	33%	29%	57%	30%	13%	42%	34%	24%
<i>Visiting the Exhibit Hall</i>	52%	30%	18%	50%	28%	22%	47%	28%	25%
<i>Attending a meeting</i>	62%	20%	18%	57%	23%	20%	NA		

We asked attendees to describe other motivators for their decisions to attend Forum. Responses included having the opportunity to ask advice from fellow IR professionals, gaining information at national and international levels, and recruiting staff.

SECTION 3: LOGISTICS

Quality service is an important component of an enjoyable conference experience. More than 90% of respondents were satisfied with the onsite and online registration processes, and 88% were satisfied with service from AIR staff during Forum (Chart 3 and Table 3).

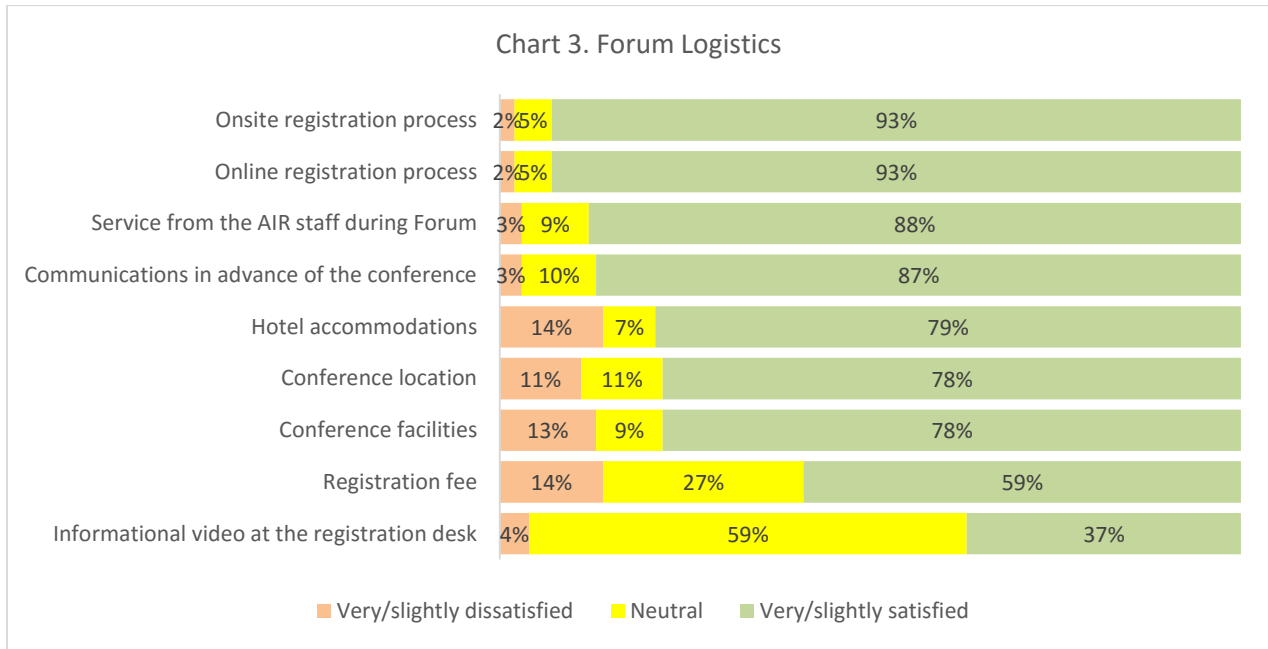
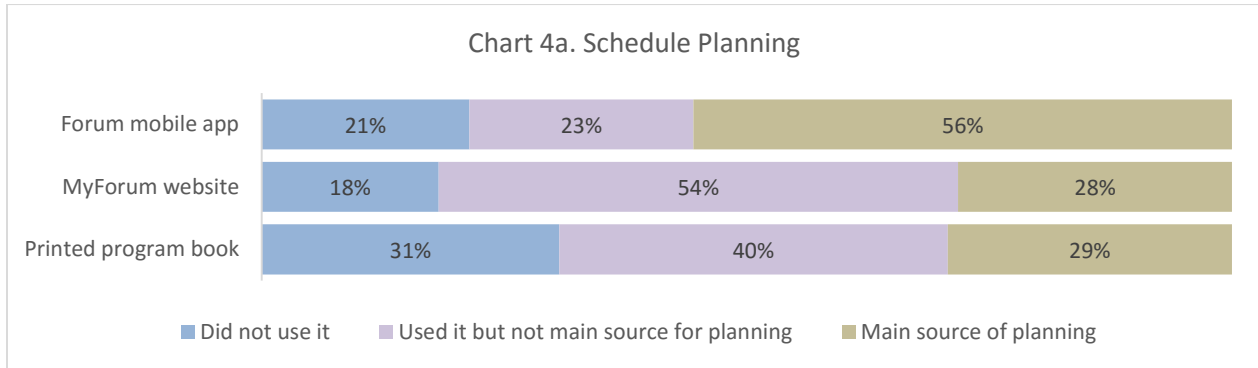


Table 3. Longitudinal Comparison of Forum Logistics	2016 Forum			2015 Forum			2014 Forum		
	Dissatisfied	Neutral	Satisfied	Dissatisfied	Neutral	Satisfied	Dissatisfied	Neutral	Satisfied
Online registration process	2%	5%	93%	2%	5%	93%	2%	4%	94%
Onsite registration process	2%	5%	93%	3%	5%	92%	2%	5%	93%
Service from the AIR staff during Forum	3%	9%	88%	2%	8%	90%	3%	7%	90%
Communications in advance of the conference	3%	10%	87%	4%	10%	86%	5%	9%	86%
Hotel accommodations	14%	7%	79%	3%	4%	93%	9%	5%	86%
Conference facilities	13%	9%	78%	5%	6%	89%	7%	8%	85%
Conference location	11%	11%	78%	4%	9%	87%	15%	13%	72%
Registration fee	14%	27%	59%	9%	44%	47%	11%	27%	62%
Informational video at the registration desk	4%	59%	37%						

*NOTE: "Dissatisfied" is the combination of answer options "Very dissatisfied" and "Slightly dissatisfied" and "Satisfied" is the combination of "Very satisfied" and "Slightly satisfied".

SECTION 4: SCHEDULE PLANNING, MYFORUM, AND FORUM MOBILE APPS

We asked attendees to identify the methods they used to schedule their time at the conference. 79% of respondents used the Forum mobile app and 82% used the MyForum website (Chart 4a).



A notable difference in the 2016 metrics when compared to previous years was the increased use of the Forum mobile app. In 2016, 56% of respondents said the Forum mobile app was their main source of planning, up from 45% in 2015 and 37% in 2014 (Table 4a).

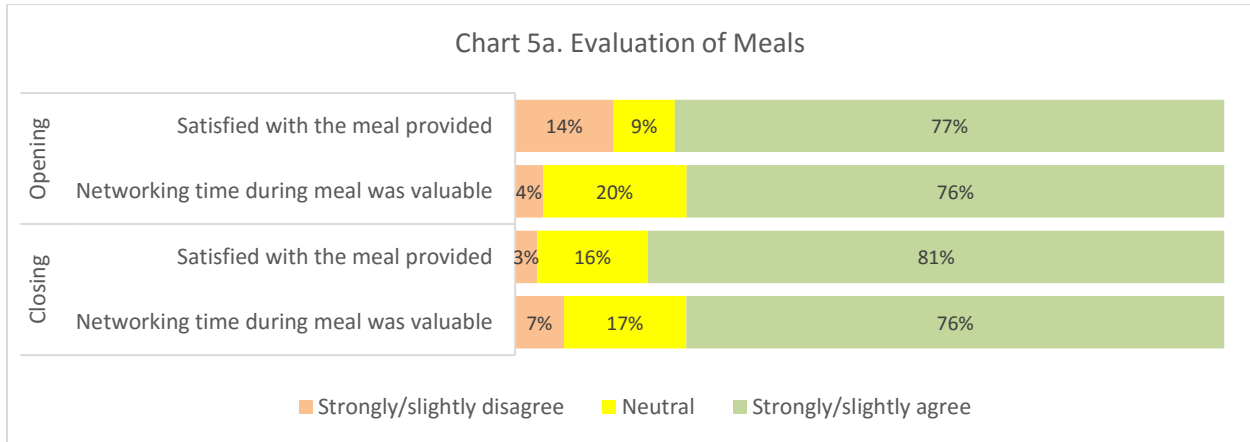
	2016 Forum			2015 Forum			2014 Forum		
	Did not use it	Used it but not main source for planning	Main source of planning	Did not use it	Used it but not main source for planning	Main source of planning	Did not use it	Used it but not main source for planning	Main source of planning
<i>Forum mobile app</i>	21%	23%	56%	32%	23%	45%	36%	28%	37%
<i>MyForum website</i>	18%	54%	28%	17%	41%	42%	10%	43%	47%
<i>Printed program book</i>	31%	40%	29%	32%	41%	28%	26%	45%	29%

AIR relies exclusively on the Forum mobile app for session evaluations. Chart 4b provides a comparison of satisfaction with this process in recent years. Differences in satisfaction rates in 2016 may be a reflection of conversion to a different (unfamiliar) mobile app platform this year.

<i>Chart 4b. Satisfaction using Forum App for Evaluations</i>	<i>Very/slightly dissatisfied</i>	<i>Neutral</i>	<i>Very/slightly satisfied</i>
<i>2016 Forum</i>	7%	9%	84%
<i>2015 Forum</i>	4%	10%	86%
<i>2014 Forum</i>	3%	6%	91%

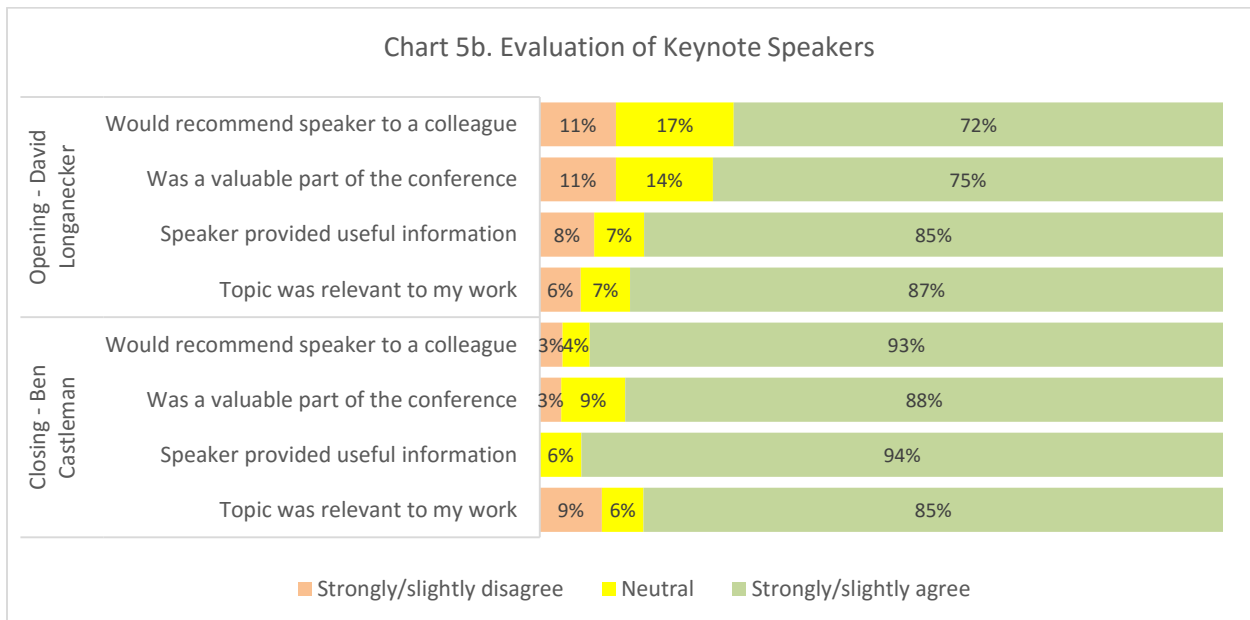
SECTION 5: KEYNOTE SPEAKER EVENTS

In 2016, AIR hosted two keynote speaker events. Chart 5a displays the results of the evaluation of the meals and networking opportunities provided at the keynote events.



The opening keynote speaker, David Longanecker, then-president of the Western Interstate Commission for Higher Education (WICHE), spoke on *Higher Education in the New Normal of the 21st Century – An Era of Evidence Based Change*. The closing keynote speaker, Ben Castleman, Assistant Professor of Education and Public Policy at the University of Virginia, shared *Data-Driven Behavioral Nudges: A Low-Cost Strategy to Improve Postsecondary Education*.

Chart 5b shows the results from the evaluations of the keynote speeches. 75% of respondents agreed that the opening keynote session was a valuable part of the conference, and 88% agreed that the closing keynote session was valuable.



Comments about the Opening Keynote Speech

Fantastic keynote. Very valuable information for those new to IR and longtime in IR. It was a nice frame to start off the conference!

I thought the speaker did a GREAT job of presenting on a topic relevant to all participants in an engaging way. It really set the stage for thinking about the future while going into the sessions.

Very interesting and thought-provoking presentation.

Comments about the Closing Keynote Speech

I want Dr. Castleman to speak to my campus.

Very engaging speaker with valuable information for institutional researchers.

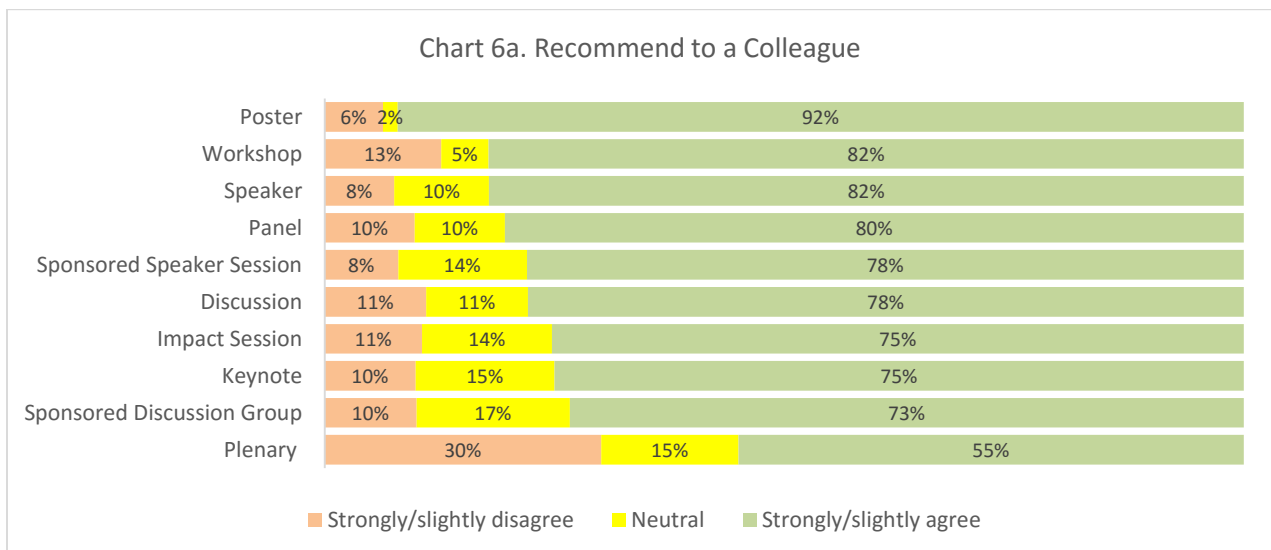
Great closing with real substance, useful info, and an inspiring effort for student outreach.

SECTION 6: EDUCATIONAL SESSIONS

Recommend to a Colleague

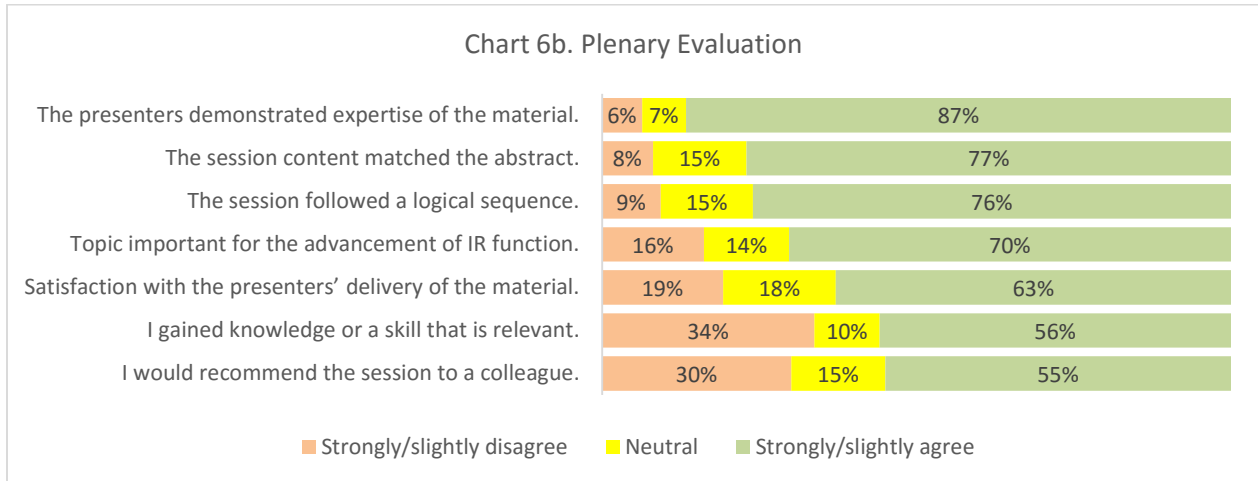
The Forum offers a wide range of educational sessions, and conference participants were encouraged to evaluate the quality of those experiences. Responses to the metric “I would recommend this session to a colleague” (disaggregated by session type) is detailed below. The figures in parentheses represent the total numbers of sessions in each category. (See also: Chart 6a)

- **Poster sessions (60):** 92% of individuals who responded to poster session evaluations would recommend those sessions to colleagues, compared to 91% in 2015.
- **Pre-conference workshops (23):** 82% of 2016 respondents who participated in workshops indicated that they would recommend workshops to colleagues, compared to 80% in 2015.
- **Speaker sessions (184):** 82% of respondents indicated that they would recommend speaker sessions to colleagues, compared to 79% in 2015.
- **Panel sessions (23):** 80% of respondents indicated that they would recommend the sessions to colleagues, compared to 74% in 2015.
- **Discussion groups (45):** 78% of respondents indicated they would recommend discussion groups to colleagues, compared to 73% in 2015.
- **Impact sessions (9):** In 2016, AIR created a new category of invited sessions focused on a wide range of emerging and important topics and issues that impact a wide variety of higher education fields. Topics ranged from community colleges to the College Scorecard. 75% of respondents indicated that they would recommend the sessions to colleagues.
- **Keynote (2):** In 2016, AIR offered two keynote presentations. 75% of respondents indicated they would recommend a keynote session to a colleague.
- **Sponsor sessions (30):** There were 22 speaker sessions and 8 discussion groups conducted by sponsors. 78% of respondents indicated that they would recommend sponsor speaker sessions to colleagues, and 73% indicated that they would recommend sponsor discussion groups to colleagues.
- **Plenary sessions (2):** In 2016, AIR created a new category of invited sessions that featured prominent national speakers. 55% of respondents indicated they would recommend plenary sessions to colleagues.



Plenary Sessions

The 2016 Forum featured two concurrent plenary sessions. At the first plenary, Courtney Brown of the Lumina Foundation, Jennifer Engle of the Bill & Melinda Gates Foundation, and Elise Miller of the Access Group Center for Research and Policy Analysis addressed *Using Data to Change the World*. At the second plenary, Tom Allison, Deputy Policy and Research Director for the Young Invincibles, spoke about *Students, Data and Decisions*. Chart 6b shows the results of session evaluations for these sessions.



Comments from Forum Participants

Great plenary - I really appreciate being able to hear from these three groups. Thank you!

Interesting topic and useful viewpoints to consider.

Great overview of issues in data coordination and data focus.

IR tends to be so focused on providing data to senior administration, but much less concerned about how we give data to students. Thanks for reinforcing this important idea and giving some practical advice to get us thinking.

I liked the design example slides. Those made an impression.

Pre-Conference Workshops

Taking a closer look at the workshop experience, we found that 93% of respondents agreed that the presenters were experts in their topics, and 92% said that the workshop content was relevant to their work (Chart 6c).

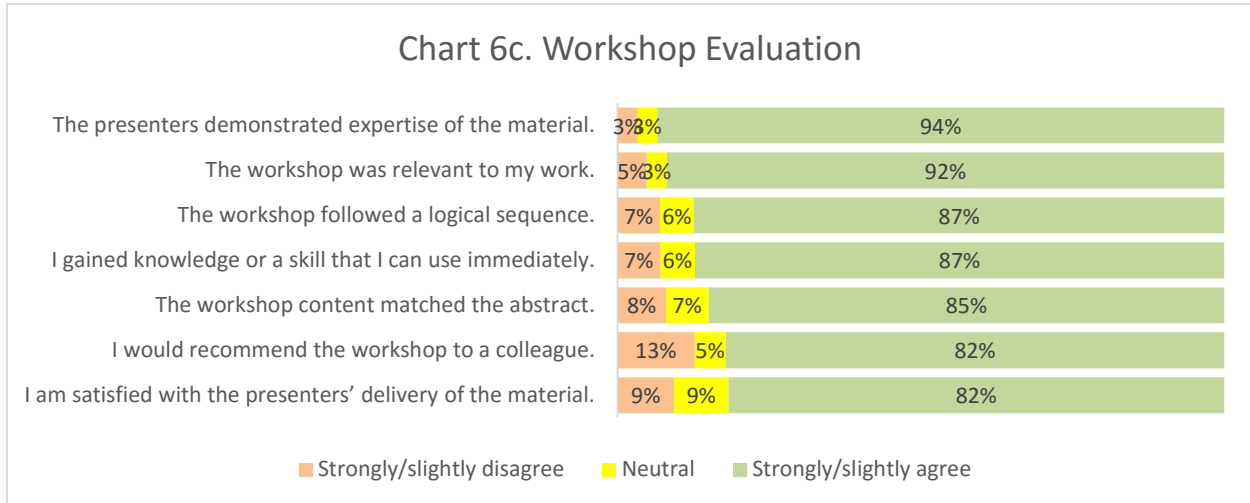


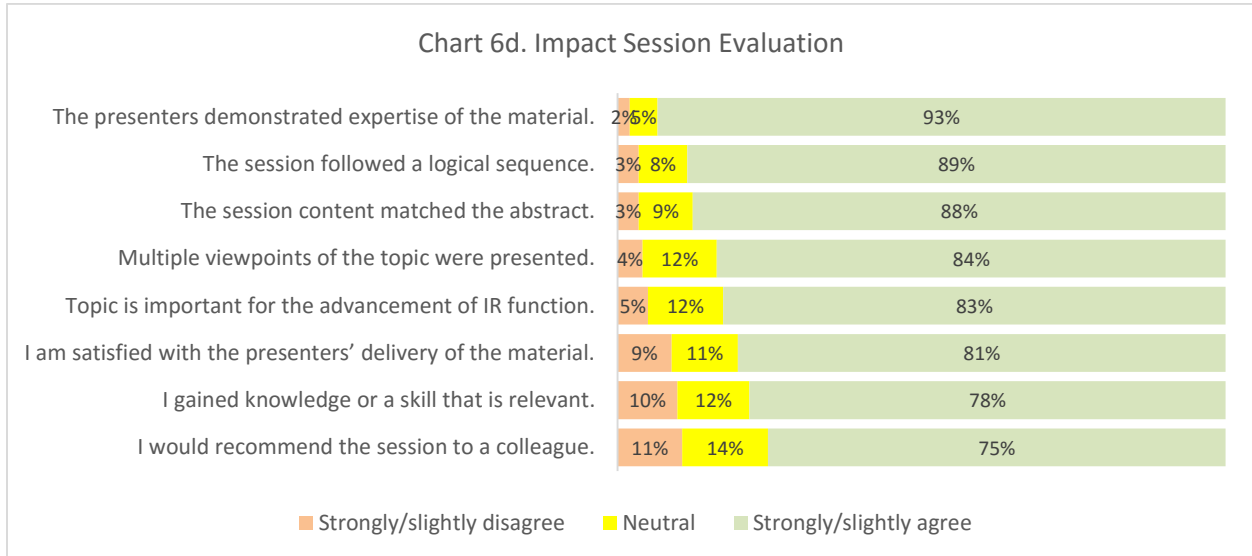
Table 6a compares the metrics above with evaluations from 2014 and 2015.

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>The presenters demonstrated expertise of the material.</i>	3%	3%	93%	1%	4%	95%	NA		
<i>The workshop was relevant to my work.</i>	5%	3%	92%	1%	6%	93%	1%	7%	92%
<i>The workshop followed a logical sequence.</i>	7%	6%	87%	5%	4%	90%	NA		
<i>I gained knowledge or a skill that I can use immediately.</i>	8%	6%	87%	6%	12%	82%	8%	12%	80%
<i>The workshop content matched the abstract.</i>	8%	7%	85%	5%	5%	90%	6%	6%	88%
<i>I am satisfied with the presenters' delivery of the material.</i>	9%	8%	82%	9%	9%	82%	9%	9%	82%
<i>I would recommend the workshop to a colleague.</i>	13%	5%	82%	8%	12%	80%	9%	14%	78%

*NOTE: "Disagree" is the combination of answer options "Strongly disagree" and "Slightly disagree" and "Agree" is the combination of "Strongly agree" and "Slightly agree".

Impact Sessions

The 2016 Forum opened with a new opportunity for participants. Nine Impact Sessions featured invited speakers who discussed emerging and important topics and issues in higher education. Chart 6c shows the results of session evaluations collected for the Impact Sessions.



Comments from Forum Participants

Hearing about other institutions who report to CBO lines was helpful to {identify} the similarities and differences to ours.

The combination of mini-presentations, moderated panel discussion, and audience Q&A is an effective format for conveying information effectively and maintaining audience attentions.

Very good to hear about what to expect when it comes to accreditation.

Appreciate the helpful tips on implementation and training.

I liked how the theme was carried through into other presentations at the conference.

Concurrent Sessions (Speaker, Panel, Discussion Groups, and Poster Sessions)

The heart of Forum is the concurrent sessions (speaker, panel, discussion groups, and poster sessions). The 2016 Forum featured 312 concurrent sessions. Two-thirds of respondents said they attended 6 or more sessions.

Tables 6b, 6c, 6d, and 6e show the results of speaker, panel, discussion group, and poster session evaluations compared to previous years.

Table 6b. Longitudinal Comparison of Speaker Sessions	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>The session content matched the abstract.</i>	3%	5%	92%	2%	5%	93%	3%	6%	91%
<i>The session followed a logical sequence.</i>	2%	4%	94%	1%	6%	93%	NA		
<i>This topic is important for the advancement of my institution's IR function.</i>	3%	8%	89%	NA			NA		
<i>I gained knowledge or a skill that is relevant.</i>	7%	11%	82%	6%	14%	80%	6%	15%	79%
<i>I am satisfied with the presenters' delivery of the material.</i>	8%	6%	86%	6%	10%	84%	6%	12%	82%
<i>The presenters demonstrated expertise of the material.</i>	2%	4%	94%	2%	5%	93%	NA		
<i>I would recommend the session to a colleague.</i>	8%	10%	82%	7%	14%	79%	7%	17%	76%

Table 6c. Longitudinal Comparison of Panel Sessions	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>The session content matched the abstract.</i>	9%	2%	89%	3%	7%	90%	2%	13%	85%
<i>The session followed a logical sequence.</i>	2%	7%	91%	4%	6%	90%	NA		
<i>This topic is important for the advancement of my institution's IR function.</i>	6%	10%	84%	NA			NA		
<i>I gained knowledge or a skill that is relevant.</i>	9%	8%	83%	6%	18%	76%	11%	24%	65%
<i>Multiple viewpoints of the topic were presented.</i>	5%	8%	87%	4%	13%	83%	1%	23%	76%
<i>I am satisfied with the presenters' delivery of the material.</i>	9%	9%	82%	9%	10%	81%	15%	20%	65%
<i>The presenters demonstrated expertise of the material.</i>	3%	2%	95%	1%	6%	93%	NA		
<i>I would recommend the session to a colleague.</i>	10%	10%	80%	9%	17%	74%	18%	30%	52%

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6d. Longitudinal Comparison of Discussion Groups									
<i>The discussion group questions matched those listed in the abstract.</i>	8%	5%	87%	4%	8%	88%	2%	6%	92%
<i>The discussion group was engaging.</i>	8%	6%	86%	8%	10%	82%	6%	15%	79%
<i>This topic is important for the advancement of my institution's IR function.</i>	2%	5%	93%	NA			NA		
<i>I gained information that is relevant.</i>	11%	7%	82%	6%	12%	82%	6%	12%	82%
<i>The discussion leaders demonstrated expertise of the material.</i>	4%	8%	88%	2%	5%	93%	NA		
<i>I would recommend this discussion group to a colleague.</i>	11%	11%	78%	11%	16%	73%	7%	17%	76%

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6e. Longitudinal Comparison of Poster Sessions									
<i>I would recommend this poster session to a colleague.</i>	6%	2%	92%	6%	4%	90%	Evaluations were not collected		

On the Overall Forum Evaluation, 94% of respondents agreed that the concurrent session topics were of interest and addressed current issues. Table 6f compares these results to evaluations of previous Forums.

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6f. Longitudinal Evaluation of Concurrent Sessions									
<i>The session topics were of interest to me.</i>	3%	3%	94%	2%	2%	96%	1%	3%	96%
<i>The sessions I attended addressed current issues.</i>	1%	5%	94%	<1%	3%	97%	1%	4%	95%

Chart 6e displays evaluation of presenters' knowledge, presentation skills, materials, and time for questions/discussions.

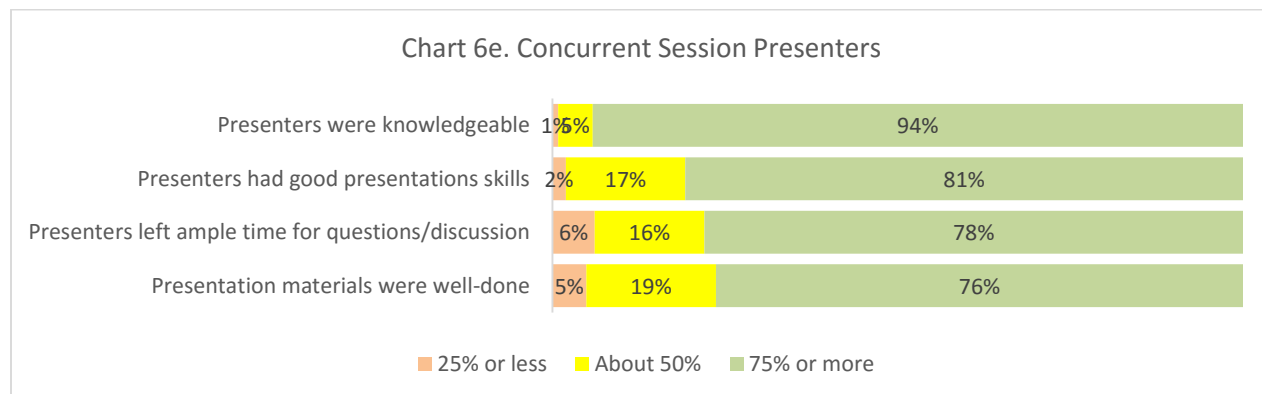


Table 6g displays evaluation of presenters overall and compares results to previous years.

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6g. Longitudinal Evaluation of Presenters									
<i>Presenters were knowledgeable</i>	1%	5%	94%	2%	6%	92%	2%	6%	92%
<i>Presenters had good presentations skills</i>	2%	17%	81%	6%	15%	79%	7%	18%	75%
<i>Presenters left ample time for questions/discussion</i>	6%	16%	78%	8%	22%	70%	8%	15%	77%
<i>Presentation materials were well-done</i>	5%	19%	76%	6%	19%	75%	7%	20%	73%

Comments from Forum Participants

How can we improve concurrent, panel, and discussion group sessions next year?

Ask all speakers to upload their presentations of papers to the Forum mobile app.

Better titles and descriptions in the materials so we are all clear on what is going to be covered in advance.

It would be wonderful if there weren't clustering of topics. I am currently learning R and the sessions covering aspects of data analysis, cleaning, visualization in R all seemed to land on the same times.

Sponsored Sessions (Speaker Sessions and Discussion Groups)

Sponsors are an important component of the AIR Forum. As part of their sponsorship package, silver-level sponsors are provided the opportunity to host a discussion group, and gold, platinum, and diamond sponsors may host a discussion group or present a speaker session. Tables 6h and 6i show the results of session evaluations collected from sponsor speaker sessions and discussion groups. Ratings are comparable to non-sponsored sessions.

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6h. Longitudinal Comparison of Sponsored Speaker Sessions									
<i>The session content matched the abstract.</i>	4%	3%	93%	6%	12%	82%	11%	11%	78%
<i>The session followed a logical sequence.</i>	2%	8%	90%	1%	8%	91%	NA		
<i>This topic is important for the advancement of my institution's IR function.</i>	5%	6%	89%	NA			NA		
<i>I gained knowledge or a skill that is relevant.</i>	9%	14%	77%	9%	16%	75%	14%	17%	69%
<i>I am satisfied with the presenters' delivery of the material.</i>	1%	6%	93%	4%	14%	82%	9%	19%	72%
<i>The presenters demonstrated expertise of the material.</i>	2%	2%	96%	1%	7%	92%	NA		
<i>I would recommend the session to a colleague.</i>	8%	14%	78%	7%	19%	74%	16%	20%	64%

	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6i. Longitudinal Comparison of Sponsored Discussion Groups									
<i>The discussion group questions matched those listed in the abstract.</i>	17%	13%	70%	7%	20%	73%	7%	26%	67%
<i>The discussion group was engaging.</i>	13%	< 1%	87%	13%	17%	70%	7%	14%	79%
<i>This topic is important for the advancement of my institution's IR function.</i>	3%	< 1%	97%	NA			NA		
<i>I gained information that is relevant.</i>	14%	10%	76%	10%	19%	71%	< 1%	11%	89%
<i>The discussion leaders demonstrated expertise of the material.</i>	3%	3%	93%	13%	6%	81%	NA		
<i>I would recommend this discussion group to a colleague.</i>	10%	17%	73%	26%	26%	48%	16%	22%	62%

Comments from Forum Participants

Great content, lots of food for thought! Nice presentation style as well.

Great presentation and thank you for all these insights of funding and starting the consortium.

Excellent and engaging public speaker. One of my favorite sessions of the conference.

SECTION 7: DINNER GROUPS

Dinner groups were offered on Tuesday and Wednesday evenings. 28% of respondents indicated that they participated in one or more dinner groups (up from 19% in 2015), 91% said the experience added value to their Forum experiences, and 90% would recommend the experience to a colleague (Chart 7).

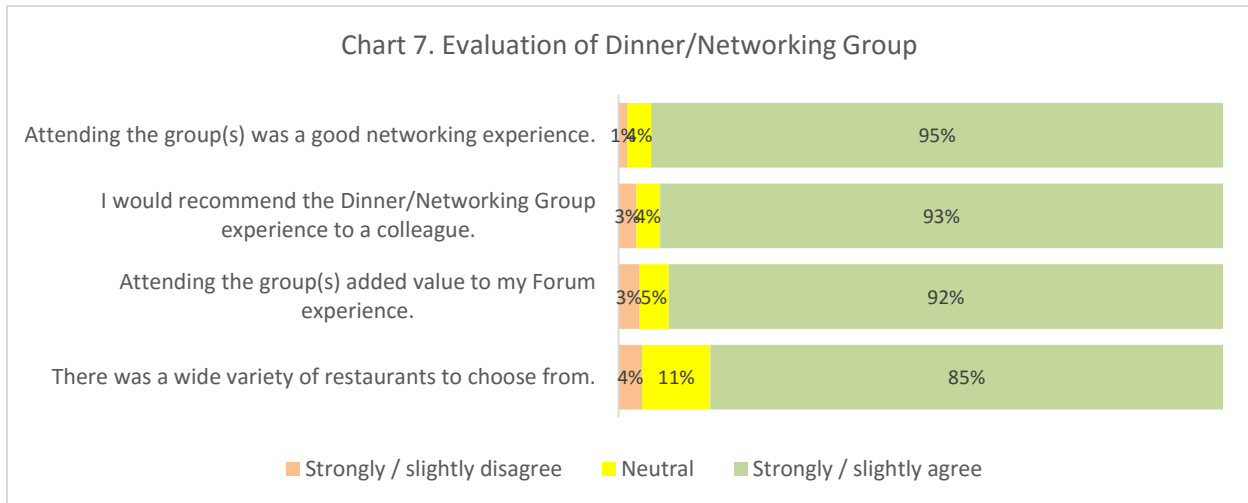


Table 7 compares the 2016 metrics to previous years. The measure of satisfaction that realized the largest increase was “It was a good networking experience.”

<i>Table 7. Longitudinal Comparison of Dinner/Networking Groups</i>	<i>2016 Forum</i>			<i>2015 Forum</i>			<i>2014 Forum</i>		
	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>
<i>Attending the group(s) added value to my Forum experience.</i>	3%	5%	92%	4%	5%	91%	2%	4%	94%
<i>Attending the group(s) was a good networking experience.</i>	1%	4%	95%	3%	7%	90%	1%	1%	98%
<i>I would recommend the Dinner/Networking Group experience to a colleague.</i>	3%	4%	93%	4%	6%	90%	1%	7%	92%
<i>There was a wide variety of restaurants to choose from.</i>	4%	11%	85%	NA			NA		

*NOTE: “Disagree” is the combination of answer options “Strongly disagree” and “Slightly disagree” and “Agree” is the combination of “Strongly agree” and “Slightly agree”.

Of respondents who did not participate in dinner groups, 64% said they had already made plans, and an additional 15% said they prefer downtime/quiet time.

SECTION 8: EXHIBIT HALL

The Exhibit Hall was home to sponsor booths, poster sessions, the Cyber Café, receptions, and coffee breaks. 93% of respondents indicated that they visited the Exhibit Hall, slightly higher than reported in 2015 and 2014 (92% and 90%, respectively.)

We asked respondents to estimate the amount of time spent in the Exhibit Hall. Half of respondents indicated that they spent about one hour (Chart 8a).

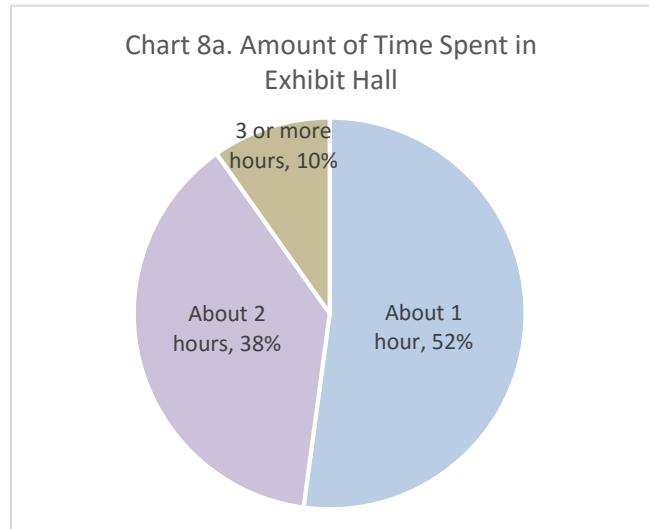
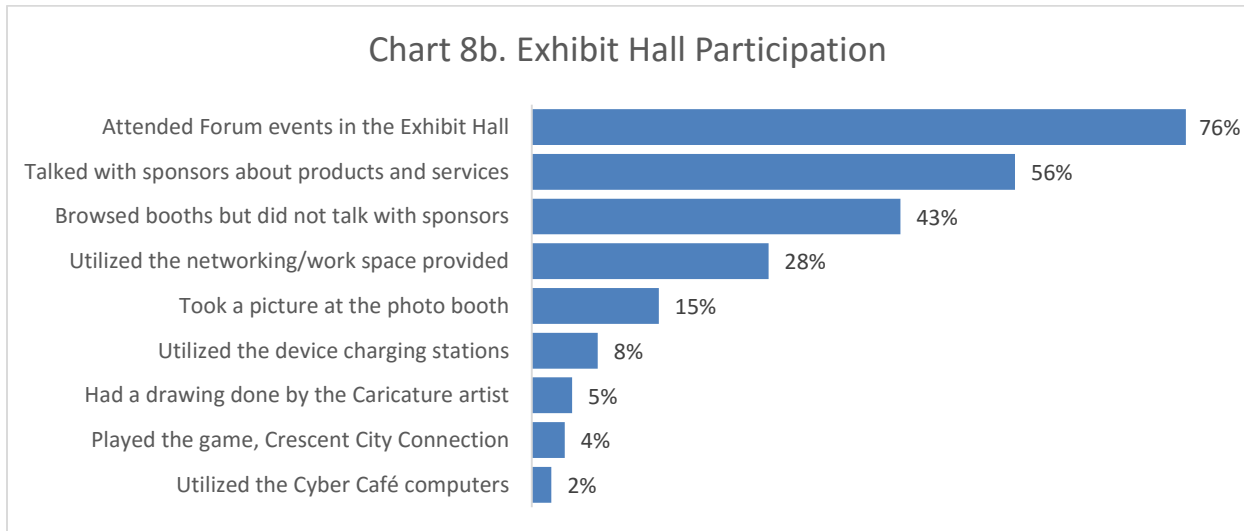


Chart 8b highlights respondents' participation in Exhibit Hall activities. 76% attended events in the Exhibit Hall, such as poster sessions and receptions, and 56% talked with exhibitors/sponsors about products and services.



NOTE: This question allowed for more than one answer; answers total more than 100%.

Table 8a compares 2016 respondents' participation in Exhibit Hall activities to previous years.

Table 8a. Longitudinal Comparison of Exhibit Hall Participation	2016 Forum	2015 Forum	2014 Forum
<i>Attended Forum events in the Exhibit Hall (e.g., poster sessions, receptions, breaks)</i>	76%	77%	65%
<i>Talked with sponsors about products and services</i>	56%	72%	63%
<i>Browsed booths but did not talk with sponsors</i>	43%	37%	33%
<i>Utilized the networking/work space provided</i>	28%	38%	19%
<i>Took a picture at the photo booth</i>	15%	6%	10%
<i>Utilized the device charging stations</i>	8%	11%	NA
<i>Had a drawing done by the Caricature artist</i>	5%	4%	NA
<i>Utilized the Cyber Café computers</i>	2%	7%	6%

Table 8b displays respondents' evaluations of their Exhibit Hall experiences compared to prior years.

Table 8b. Longitudinal Comparison of Exhibit Hall Evaluation	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>The Exhibit Hall was open during the times I wanted to visit.</i>	3%	13%	84%	3%	11%	86%	7%	14%	79%
<i>I would recommend the Exhibit Hall to a colleague.</i>	3%	21%	76%	NA			NA		
<i>The Exhibit Hall included products and services of interest to me.</i>	7%	19%	74%	5%	16%	79%	3%	23%	74%

Sponsors also received an evaluation to rate their experiences. Table 8c shows the results compared to previous years.

Table 8c. Longitudinal Comparison of Sponsor Evaluations	2016 Forum			2015 Forum			2014 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>The service from the AIR staff met my expectations.</i>	0%	0%	100%	0%	7%	93%	4%	7%	89%
<i>The process to choose your booth's location was easy.</i>	0%	0%	100%	7%	13%	80%	8%	4%	88%
<i>The registration process was easy.</i>	12%	0%	88%	7%	0%	93%	4%	7%	89%
<i>I was satisfied with the communications from AIR about the Forum.</i>	0%	12%	88%	0%	13%	87%	4%	0%	96%
<i>I will recommend my organization attend next year's Forum.</i>	0%	12%	88%	0%	20%	80%	4%	15%	81%
<i>Recognition in the Forum program book was adequate.</i>	0%	12%	88%	NA			NA		
<i>My organization's promotional information in the registration bags was valuable.</i>	0%	12%	88%	NA			NA		
<i>I was satisfied with my organization's advertisement in the Forum program book.</i>	0%	12%	88%	NA			NA		
<i>My organization was satisfied with the Forum experience.</i>	0%	12%	88%	NA			NA		
<i>I was satisfied that AIR offered the lead retrieval system.</i>	25%	0%	75%	NA			NA		
<i>Recognition of my organization on the Forum Website was adequate.</i>	13%	12%	75%	NA			NA		
<i>I was satisfied with the Forum attendee mailing list.</i>	50%	0%	50%	NA			NA		
<i>The price of the lead retrieval system was reasonable (\$250 for a first license and \$175 additional licenses).</i>	50%	12%	38%	NA			NA		

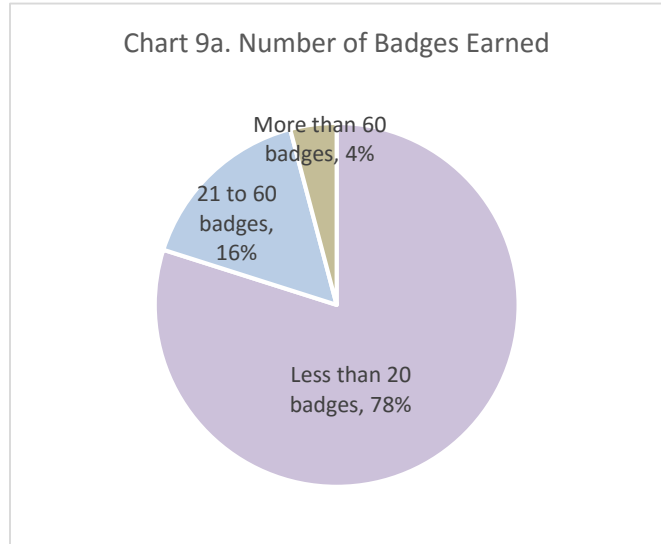
*NOTE: "Disagree" is the combination of answer options "Strongly disagree" and "Slightly disagree" and "Agree" is the combination of "Strongly agree" and "Slightly agree".

SECTION 9: NETWORKING GAME

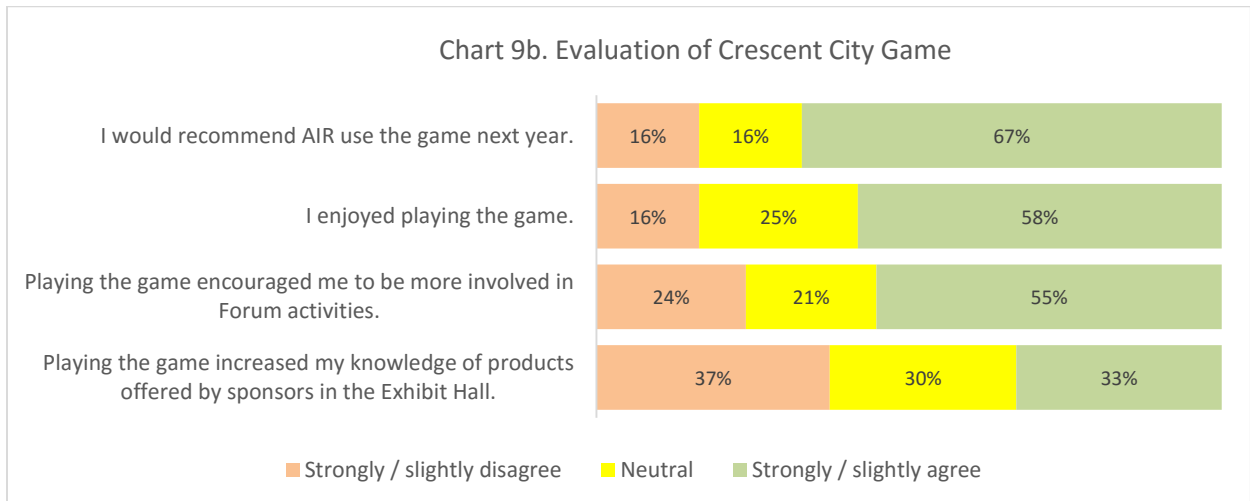
In 2016, AIR introduced a new app supported networking game, “The Crescent City Connection,” to help build engagement with Forum activities and support networking among Forum participants. In its inaugural year, approximately 1 out of 10 Forum attendees participated.

Participants earned badges for participating in a variety of activities, such as attending a session or submitting a session evaluation, interacting with sponsors in the Exhibit Hall, attending dinner groups, etc. The individuals who earned the most badges were awarded prizes.

Chart 9a displays badge activity among participants.



67% of respondents recommended that AIR continue the game next year, and 55% said the game encouraged them to be more involved in Forum activities (Chart 9b).



APPENDIX

Survey Methodology and Response Rates

Forum Attendance: Forum attendance has remained steady for the past three years (Table A1). There are several registrant types: Professional, Distinguished, Graduate Student, Sponsor, and Staff.

<i>Table A1. Forum Attendance</i>	<i># Attendees</i>
<i>2016 Forum</i>	2,009
<i>2015 Forum</i>	2,022
<i>2014 Forum</i>	2,007

Overall Forum Evaluation: Forum attendees who were registered as Professional, Distinguished, Emeritus, or Graduate Student received the Overall Forum Evaluation. In 2016, 1,808 Forum attendees received a survey via email invitation from the survey system, QuestionPro. The survey was disseminated on June 7, 2016. Non-responders received two email reminders, and the survey closed on June 23, 2016. The overall response rate was 49% (Table A2).

<i>Table A2. Response Rates for Overall Forum Evaluation</i>	<i># Responded</i>	<i># Attempted</i>	<i>% Responded</i>
<i>2016 Forum</i>	890	1808	49.2%
<i>2015 Forum</i>	1088	1877	58.0%
<i>2014 Forum</i>	1034	1799	57.5%

Sponsor Evaluations: Forum attendees that were registered as Sponsors (173 people) were asked to evaluate their experience via a different QuestionPro survey. In addition, 38 sponsor staff who coordinate their organizations' Forum registrations also received a QuestionPro survey to evaluate their experience. The surveys were disseminated on June 7, 2016. Non-responders received two email reminders, and the survey closed on June 23, 2016. The response rates are shown in Table A3.

<i>Table A3. Response Rates for Overall Forum Evaluation</i>	<i># Responded</i>	<i># Attempted</i>	<i>% Responded</i>
<i>Sponsor Attendees</i>	33	173	19%
<i>Sponsor staff coordinating registrations</i>	9	38	21%

Session Evaluations: All educational sessions, keynotes, sponsor sessions, and workshops were evaluated using a survey embedded in the Forum mobile app and MyForum. Table A4 shows the number of evaluations collected and the percentage of attendees who submitted at least one evaluation.

<i>Table A4. Evaluations Collected</i>	<i>2016 Forum</i>	<i>2015 Forum</i>	<i>2014 Forum</i>
<i># evaluations collected</i>	2748	4155	3863
<i>% registrants submitting an evaluation</i>	31%	39%	36%

Survey Questions

The Overall Forum Evaluation survey was administered to all conference participants. (Sponsors were excluded unless they also held AIR membership but received a different evaluation survey.) The Overall Forum Evaluation survey questions are listed below. (Sponsor survey questions begin on page 31.)

Overall Forum Evaluation Survey Questions

<i>All Respondents</i>	
How many times have you attended the AIR Forum?	This was my first Forum
	2 to 4 times
	5 to 9 times
	10 to 19 times
	20 or more times
Motivators to Attend Forum: To what degree were the following items motivators for you to attend the Forum?	Attending a Forum workshop
	Attending a meeting (e.g., business meeting, affiliated organization/auxiliary meeting)
	Conference location
	Learning about new products and services in the exhibit hall
	Listening to the keynote speaker(s)
	Networking or reconnecting with colleagues
	Presenting a session (speaker, panel, discussion group, poster, or workshop)
	Professional development
Not at all, Slightly, Neutral, High, Very high	
What were additional motivators for you (other than those listed above) to attend the Forum?	Text
Overall Evaluation: Please indicate your level of agreement with the following statements.	There was sufficient time devoted to educational sessions.
	I learned something at the Forum that I can apply to my work.
	There was sufficient time devoted to networking with colleagues.
	I established (or re-established) connections with people that I plan to maintain.
	I plan to attend the Forum next year (if funding allows).
	I would recommend the Forum to a colleague.
Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree	
What one change would improve your Forum experience?	Text
What did you find most valuable about your Forum experience?	Text
Conference Logistics: How satisfied were you with the following?	Online registration process (please mark N/A if you didn't register online)
	Registration fee
	Communications in advance of the conference
	Onsite registration process (please mark N/A if you didn't register onsite)
	Informational video at the registration desk
	Service from the AIR staff during Forum
	Conference facilities
	Conference location
	Hotel accommodations (please mark N/A if you didn't stay in any of the conference hotels)
Very dissatisfied, Slightly dissatisfied, Neutral, Slightly satisfied, Very satisfied, Not applicable	
How often did you use the networking badge stickers to start a conversation with another Forum attendee?	Never
	A few times
	Several times
How can we improve conference logistics and/or facilities?	Text

Planning Your Schedule: Please tell us how you planned your Forum schedule.	MyForum website	I did not use it
		I used it, but it was not my primary tool for planning my schedule
		It was my primary tool for planning my schedule
	MyForum mobile app	I did not use it
		I used it, but it was not my primary tool for planning my schedule
		It was my primary tool for planning my schedule
	Printed program book	I did not use it
		I used it, but it was not my primary tool for planning my schedule
		It was my primary tool for planning my schedule
How can we improve MyForum for schedule planning?		Text
If you used another method to plan your schedule, please describe your process.		Text
Pre-Conference Workshops: How many Pre-Conference Workshops did you attend?		None
		One
		Two or more
BRANCH: Those who attended at least one pre-conference workshop.		
Pre-Conference Workshops: Please indicate your level of agreement with the following statements.	The workshop addressed current issues.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	I would recommend the Pre-Conference Workshops to a colleague.	
How can we improve the Pre-Conference Workshops?		Text
BRANCH: Those who not attend a pre-conference workshop.		
You said you did not attend a Pre-Conference Workshop. Which best describes why?		I did not find a workshop that interested me
		The workshop I wanted to attend was sold out
		Other (specify other)
All Respondents		
Impact Sessions on Opening Day: Which of the following Impact Sessions did you attend (sessions were offered Tuesday afternoon from 1:00 PM to 4:30 PM)? Please choose all that apply.	IPEDS Update (1:00 PM)	
	It Started with One Conversation: A Practical Guide to the Statement of Aspirational Practice for IR (1:00 PM)	
	NACE First Destination Surveys: Creating Standards and Reporting Results (1:00 PM)	
	Putting Big Data to Work: Community College Perspectives on Economic Outcomes (1:00 PM)	
	The Evolving Role of IR in Regional Accreditation (1:00 PM)	
	Dollars and Datapoints: Collaboration Between IR and Business Officers (3:00 PM)	
	Next Steps in Data Visualization: How Online Dashboards and Factbooks Change Interaction with Data Users (3:00 PM)	
	Perspectives on the College Scorecard (3:00 PM)	
	Using and Improving the Carnegie Classification of Institutions of Higher Education: The 2015 Update and Beyond (3:00 PM)	
I did not attend an Impact Session		
BRANCH: Those who attended at least one Impact Session.		
Impact Sessions on Opening Day: Please indicate your level of agreement with the following statements regarding the Impact Session(s) you attended.	The session topics were of interest to me.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	The sessions addressed current issues.	
	I would recommend the Impact Sessions to a colleague.	
How can we improve the Impact Sessions?		Text

BRANCH: Those who did not attend an Impact Session.		
You said you did not attend an Impact Session. Which best describes why?		I did not arrive in time to attend
		I had another obligation (e.g., presenting at another session, attending a workshop)
		I did not find a session that interested me
		Other (specify other)
All Respondents		
Speaker/Panel/Discussion Sessions: How many speaker/panel/discussion sessions did you attend?		None
		1 to 2 sessions
		3 to 5 sessions
		6 to 10 sessions
		11 to 20 sessions
More than 20 sessions		
BRANCH: Those who attended at least one session.		
Speaker/Panel/Discussion Sessions: Please indicate your level of agreement with the following statements.	The session topics were of interest to me.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	The sessions addressed current issues.	
Please indicate the percentage of sessions for which:	Presenters were knowledgeable	None, About 25%, About 50%, About 75%, All or nearly all
	Presenters had good presentations skills	
	Presenters left ample time for questions/discussion	
	Presentation materials were well-done	
How many speaker/panel/discussion session presentation materials were you able to download from the MyForum website or mobile app prior to the session?		I didn't attempt to download materials
		None of the sessions' materials were available
		Some of the sessions' materials were available
		All or almost all of the sessions' materials were available
How can we improve speaker/panel/ discussion sessions for next year?		Text
Please describe other types of learning opportunities or session formats that would be valuable to you.		Text
MyForum Evaluations	How satisfied were you with the MyForum (website or mobile app) to evaluate sessions?	Very dissatisfied, Slightly dissatisfied, Neutral, Slightly satisfied, Very satisfied, Not applicable
How can we improve MyForum for session evaluations?		Text
If you did not use MyForum for session evaluations, please tell us why.		Text
BRANCH: Those who did not attend a session.		
You said you did not attend any speaker/panel/discussion sessions. Which best describes why?		I came exclusively for networking
		I didn't find sessions I wanted to attend
		I only attended the conference for my presentation
		Other (specify other)
All Respondents		
Keynote Sessions: Please indicate your level of agreement.	David Longanecker (Wednesday morning)	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree, Did not attend
	Ben Castleman (Friday morning)	
How can we improve the Keynote sessions?		Text
Mid-Day Plenary Sessions: Please indicate your level of agreement. I would recommend the Mid-Day Plenary session to a colleague.	Using Data to Change the World (Jennifer Engle, Courtney Brown, Elise Miller)	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree, Did not attend
	Students, Data and Decisions (Tom Allison)	
How can we improve the Mid-Day Plenary sessions?		Text

Exhibit Hall: How much total time did you spend in the Exhibit Hall?		None
		About 1 hour
		About 2 hours
		3 or more hours
BRANCH: Those who visited the Exhibit Hall.		
Exhibit: How did you participate in the Exhibit Hall? Please choose all that apply.	Attended Forum events in the Exhibit Hall (e.g., poster sessions, receptions, breaks)	
	Browsed booths but did not talk with sponsors	
	Had a drawing done by the Caricature artist	
	Played the game, Crescent City Connection	
	Talked with sponsors about products and services	
	Took a picture at the photo booth	
	Utilized the Cyber Café computers	
	Utilized the device charging stations	
Please indicate your level of agreement with the following statements.	Utilized the networking/work space provided	
	The Exhibit Hall included products and services of interest to me.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	The Exhibit Hall was open during the times I wanted to visit.	
I would recommend the Exhibit Hall to a colleague.		
How can we improve the Exhibit Hall?	Text	
BRANCH: Those who did not visit the Exhibit Hall.		
Which best describes why you didn't visit the Exhibit Hall?	The products and services were not of interest to me	
	Exhibit Hall wasn't open at a convenient time	
	I prefer to browse and not converse with the vendors	
	The Exhibit Hall was outside my traffic pattern.	
	Other (specify other)	
All Respondents		
Crescent City Connection: Did you play the Forum badge earning game, Crescent City Connection?		Yes
		No
BRANCH: Those who played Crescent City Connection		
Crescent City Connection: How many badges did you earn playing the game, Crescent City Connection?		None
		1 to 20 badges
		21 to 40 badges
		41 to 60 badges
		More than 60 badges
		Unsure
Please indicate your level of agreement about the game, Crescent City Connection.	Playing the game increased my knowledge of products offered by sponsors in the Exhibit Hall.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	Playing the game encouraged me to be more involved in Forum activities (e.g., attend more sessions, attend a dinner group)	
	I enjoyed playing the game.	
	I would recommend AIR use the game next year.	
How can we improve the game, Crescent City Connection?	Text	
BRANCH: Those who did not play Crescent City Connection		
You did not play the game, Crescent City Connection. Please tell us why you chose not to.	Text	

All Respondents		
Dinner/Networking Groups: Did you participate in a Dinner/Networking Group?		Yes, Tuesday evening only
		Yes, Wednesday evening only
		Yes, both Tuesday and Wednesday evenings
		No
BRANCH: Those who participated in a dining/networking group		
Dinner/Networking Groups: Please indicate your level of agreement.	There was a wide variety of restaurants to choose from.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	Attending the group(s) was a good networking experience.	
	Attending the group(s) added value to my Forum experience.	
	I would recommend the Dinner/Networking Group experience to a colleague.	
How can we improve the Dinner/Networking Groups?		Text
BRANCH: Those who did not participate in a dining/networking group		
Which best describes why you didn't attend a Dinner/Networking Group?		I already had plans with friends/colleagues or family
		I prefer downtime/quiet time
		I had work to do
		I wasn't interested in the options offered
		I didn't know how to participate
		I didn't arrive in time
		Other (specify other)

Session and Workshop Evaluations

Pre-Conference Workshop	
I would recommend the workshop to a colleague.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
What was your level of knowledge/skill related to this topic prior to attending the session?	
The workshop content matched the abstract.	
The workshop followed a logical sequence.	
I am satisfied with the presenters' delivery of the material.	
The workshop was relevant to my work.	
The presenters demonstrated expertise of the material.	
I gained knowledge or a skill that I can use immediately.	
What did you like most about the workshop? Please note that the presenter(s) will be receiving these comments for their review.	Text
How can this workshop be improved? Please note that the presenter(s) will be receiving these comments for their review.	Text
Keynote	
I would recommend this keynote speaker to a colleague.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
The keynote topic was relevant to my work.	
Networking time during the meal was valuable.	
I was satisfied with the meal provided.	
Please provide comments regarding the meal and/or networking experience.	Text
The keynote speaker provided information that is useful.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
The keynote speech was a valuable part of the conference.	
Overall, the time spent on introductions, recognitions, and the keynote speech was appropriate for this seating.	
Please provide comments regarding the keynote speaker.	Text
Plenary	
I would recommend the session to a colleague.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
What was your level of knowledge/skill related to this topic prior to attending the session?	
The session content matched the abstract.	
The session followed a logical sequence.	
This topic is important for the advancement of my institution's IR function.	
I am satisfied with the presenters' delivery of the material.	
I gained knowledge or a skill that is relevant.	
The presenters demonstrated expertise of the material.	
Comments. Please note that the presenters will be receiving these comments for their review.	Text
Speaker	
I would recommend the session to a colleague.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
What was your level of knowledge/skill related to this topic prior to attending the session?	
The session content matched the abstract.	
The session followed a logical sequence.	
This topic is important for the advancement of my institution's IR function.	
I am satisfied with the presenters' delivery of the material.	
I gained knowledge or a skill that is relevant.	
The presenters demonstrated expertise of the material.	
Comments. Please note that the presenters will be receiving these comments for their review.	Text

Discussion Group	
I would recommend this discussion group to a colleague.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
What was your level of knowledge/skill related to this topic prior to attending the session?	
The discussion group questions matched those listed in the abstract.	
This topic is important for the advancement of my institution's IR function.	
I gained information that is relevant.	
The discussion leaders demonstrated expertise of the material.	
The discussion group was engaging.	
Comments. Please note that the presenters will be receiving these comments for their review.	Text
Panel Session	
I would recommend the session to a colleague.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
What was your level of knowledge/skill related to this topic prior to attending the session?	
The session content matched the abstract.	
The session followed a logical sequence.	
This topic is important for the advancement of my institution's IR function.	
I am satisfied with the presenters' delivery of the material.	
I gained knowledge or a skill that is relevant.	
The presenters demonstrated expertise of the material.	
Multiple viewpoints of the topic were presented.	
Comments. Please note that the presenters will be receiving these comments for their review.	Text
Poster Session	
I would recommend this poster session to a colleague.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
Comments. Please note that the presenters will be receiving these comments for their review.	Text

Sponsor Attendee Evaluation

Please indicate your level of agreement.	The game, Crescent City Connection, drove traffic to my booth.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	I was satisfied with the location of my booth.	
	The traffic at my booth was good.	
	Attendance at the sponsored discussion group was good (please mark N/A if you didn't have this session).	
	Attendance at the sponsored speaker session was good (please mark N/A if you didn't have this session).	
	I was satisfied that AIR offered the lead retrieval system.	
	The price of the lead retrieval system was reasonable (\$250 for a first license and \$175 additional licenses).	
	I will recommend my organization attend next year's Forum.	
If you would not recommend attending next year, please tell us why:		Text
What did you like most about this year's Forum Exhibit Hall?		Text
What can AIR do differently to drive traffic into Exhibit Hall?		Text
Besides increasing traffic, how can AIR improve your experience at next year's Forum?		Text

Sponsor Coordinator Evaluation

Please indicate your level of agreement.	I was satisfied with the communications from AIR about the Forum.	Strongly disagree, Slightly disagree, Neutral, Slightly agree, Strongly agree
	The service from the AIR staff met my expectations.	
	The registration process was easy.	
	The process to choose your booth's location was easy.	
	I was satisfied that AIR offered the lead retrieval system.	
	The price of the lead retrieval system was reasonable (\$250 for a first license and \$175 additional licenses).	
	Recognition of my organization on the Forum Website was adequate.	
	Recognition in the Forum program book was adequate.	
	My organization's promotional information in the registration bags was valuable. (NOTE: Only available to Diamond and Platinum sponsors)	
	I was satisfied with my organization's advertisement in the Forum program book. (NOTE: Only available to Diamond and Platinum sponsors)	
	I was satisfied with the Forum attendee mailing list. (NOTE: Only available to Diamond, Platinum, and Gold sponsors)	
	My organization was satisfied with the Forum experience.	
	I will recommend my organization attend next year's Forum.	
If your organization is unsure or not planning to attend next year's Forum, please tell us why:		Text
What did you like most about this year's Forum?		Text
How can we improve your organization's experience at next year's Forum?		Text
What other benefits (if any) that we do not currently offer that is important to you?		Text