



2018 AIR Forum Evaluation



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ACKNOWLEDGEMENT

AIR expresses sincere appreciation for all 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/Networking Group Leaders
- 1st Time @ Forum Table Hosts
- Forum Proposal Reviewers
- Forum Advisory, Strategy, and Program Committees
- Impact Session Leaders
- Keynote Speakers
- Session Facilitators
- Session Presenters and Panelists
- Sponsors
- Workshop Presenters

KEY FINDINGS

The Association for Institutional Research's annual conference, the Forum, is the world's largest gathering of higher education professionals working in institutional research, effectiveness, assessment, planning, and related postsecondary education fields. This conference features presentations by colleagues 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 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:

- 1,819 people attended the 2018 AIR Forum.
- 92% of respondents would recommend the Forum to a colleague.
- 34% of respondents attended Forum for the first time in 2018, and 31% have attended 5 or more times.
- Professional development is the number one reason respondents attend the Forum (93%). Networking is the second reason (56%).
- 69% said they established, or re-established, connections at the Forum that they plan to maintain.
- 85% agreed that hearing the opening keynote speaker, Stephanie Evergreen, was a valuable experience; 78% said the same for the closing keynote speaker, Cathy O'Neill.
- 86% of Pre-conference Workshop attendees and 86% of Impact Session attendees would recommend those experiences to a colleague.
- 86% of respondents attended the Breakfast Buffet and Keynote Speaker while 53% attended the Farewell Brunch and Closing Keynote session.
- 75% of respondents attended 6 or more speaker/panel/discussion sessions.
- 94% of respondents found speaker/panel/discussion session topics to be current and interesting.
- 24% of respondents attended a Dinner Group. Of those, 97% rated the gatherings as good networking experiences.
- 92% of respondents visited the Exhibit Hall. Of those, 59% 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. Out of all respondents, 92% would recommend the Forum to colleagues (Chart 1).

Chart 1. Recommend Forum to a Colleague

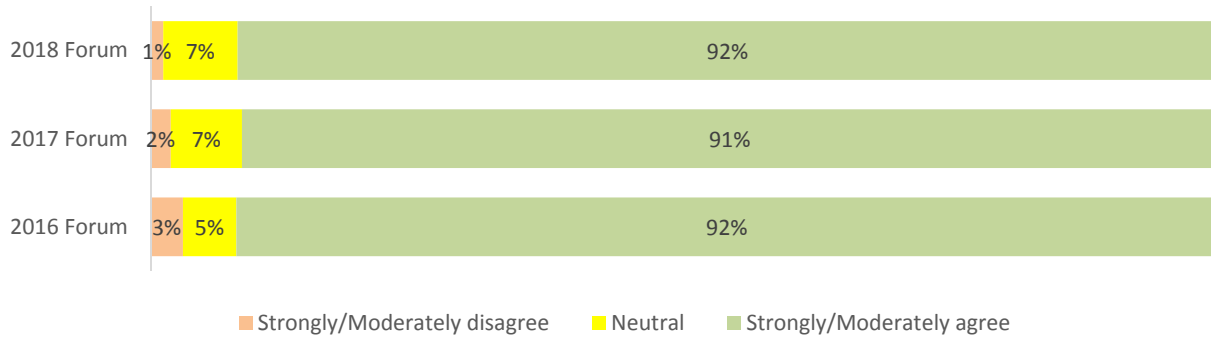


Table 1 features Overall Evaluation metrics for 2018 in comparison to the previous two Forums. Nine out of ten attendees agreed with the top metric, “I would recommend the Forum to a colleague.” This has been consistent over time.

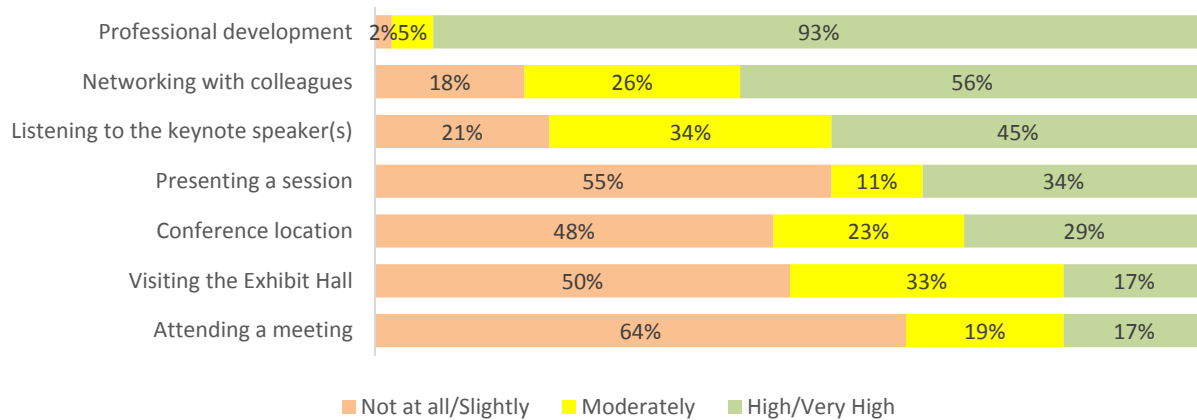
	2018 Forum			2017 Forum			2016 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 1. Longitudinal Comparison of Overall Evaluation									
<i>I would recommend the Forum to a colleague.</i>	1%	7%	92%	2%	7%	91%	3%	5%	92%
<i>I learned something at the Forum that I can apply to my work.</i>	2%	4%	94%	2%	4%	94%	2%	3%	95%
<i>There was sufficient time devoted to educational sessions.</i>	4%	8%	88%	5%	11%	84%	7%	13%	80%
<i>There was sufficient time devoted to networking with colleagues.</i>	3%	15%	82%	3%	13%	84%	4%	14%	82%
<i>I plan to attend the Forum next year (if funding allows).</i>	5%	13%	82%	10%	14%	76%	7%	12%	81%
<i>I established (or re-established) connections with people that I plan to maintain.</i>	7%	24%	69%	8%	22%	70%	6%	20%	74%

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

SECTION 2: MOTIVATORS TO ATTEND FORUM

We asked respondents what motivated them to attend the Forum. Out of all respondents, 93% cited professional development as a strong motivator (consistent with previous Forums), and 56% referenced networking opportunities (compared to 64% in 2017). See Chart 2 and Table 2.

Chart 2. Motivators to Attend Forum



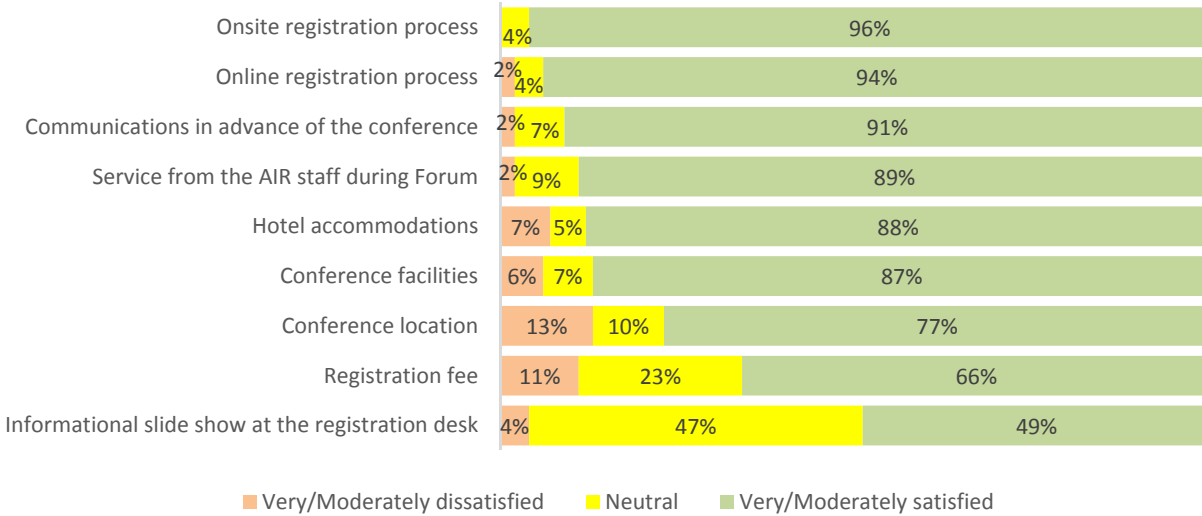
	2018 Forum			2017 Forum			2016 Forum		
	Not at all/ Slightly	Moderately	High/Very High	Not at all/ Slightly	Moderately	High/Very High	Not at all/ Slightly	Moderately	High/Very High
Table 2. Longitudinal Comparison of Motivators to Attend Forum									
<i>Professional development</i>	2%	5%	93%	3%	7%	90%	3%	7%	90%
<i>Networking with colleagues</i>	18%	26%	56%	15%	21%	64%	12%	22%	66%
<i>Attending a meeting</i>	64%	19%	17%	65%	18%	17%	62%	20%	18%
<i>Conference location</i>	48%	23%	29%	32%	23%	45%	35%	28%	37%
<i>Visiting the Exhibit Hall</i>	50%	33%	17%	51%	31%	18%	52%	30%	18%
<i>Listening to the keynote speaker(s)</i>	21%	34%	45%	31%	33%	36%	38%	33%	29%
<i>Presenting a session</i>	55%	11%	34%	53%	10%	37%	52%	10%	38%

We asked attendees to describe other motivators for their decisions to attend the Forum. Responses included exposing new colleagues/team members to the field, getting updates on federal policies/IPEDS, and career building.

SECTION 3: LOGISTICS

Quality service is an important component of an enjoyable conference experience. More than 90% of respondents were satisfied with registration and communications. (Chart 3 and Table 3).

Chart 3. Forum Logistics



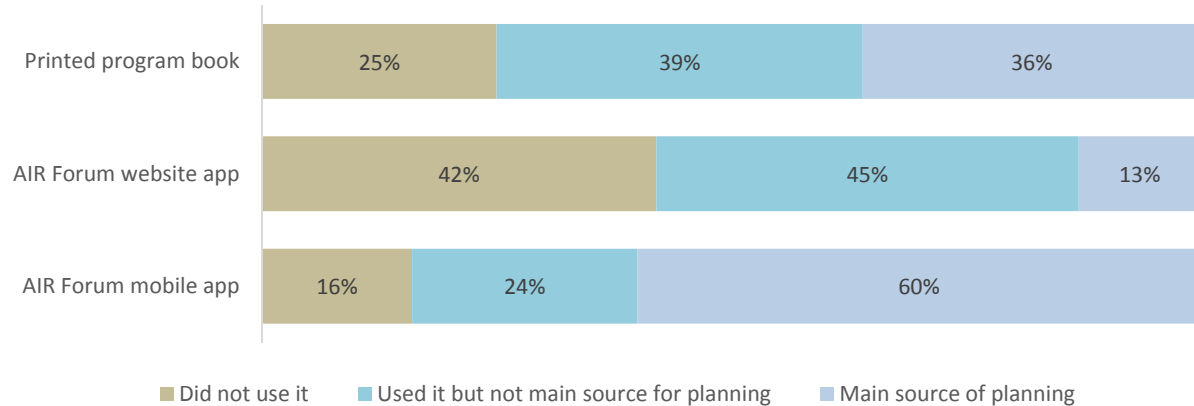
<i>Table 3. Longitudinal Comparison of Forum Logistics</i>	2018 Forum			2017 Forum			2016 Forum		
	Dissatisfied	Neutral	Satisfied	Dissatisfied	Neutral	Satisfied	Dissatisfied	Neutral	Satisfied
<i>Onsite registration process</i>	0%	4%	96%	2%	5%	93%	2%	5%	93%
<i>Online registration process</i>	2%	4%	94%	2%	5%	93%	2%	5%	93%
<i>Communications in advance of the conference</i>	2%	7%	91%	3%	11%	86%	3%	10%	87%
<i>Service from the AIR staff during Forum</i>	2%	9%	89%	2%	10%	88%	3%	9%	88%
<i>Hotel accommodations</i>	7%	5%	88%	3%	4%	93%	14%	7%	79%
<i>Conference facilities</i>	6%	7%	87%	3%	5%	92%	13%	9%	78%
<i>Conference location</i>	13%	10%	77%	2%	5%	93%	11%	11%	78%
<i>Registration fee</i>	11%	23%	66%	14%	26%	60%	14%	27%	59%
<i>Informational slide show at the registration desk</i>	4%	47%	49%	6%	58%	36%	4%	59%	37%

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

SECTION 4: SCHEDULE PLANNING AND FORUM WEB AND MOBILE APP

We asked respondents to identify the methods they used to schedule their time at the conference. We found that 84% used the AIR Forum mobile app, 75% used the printed program book, and 58% used the AIR Forum website app (Chart 4a and Table 4a).

Chart 4a. Schedule Planning



	2018 Forum			2017 Forum			2016 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>AIR Forum mobile app</i>	16%	24%	60%	35%	42%	23%	21%	23%	56%
<i>Printed program book</i>	25%	39%	36%	14%	29%	57%	31%	40%	29%
<i>AIR Forum website app</i>	42%	45%	13%	16%	52%	32%	18%	54%	28%

AIR relies 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 for 2017 compared to 2016 may reflect AIR’s decision to use a new mobile app provider.

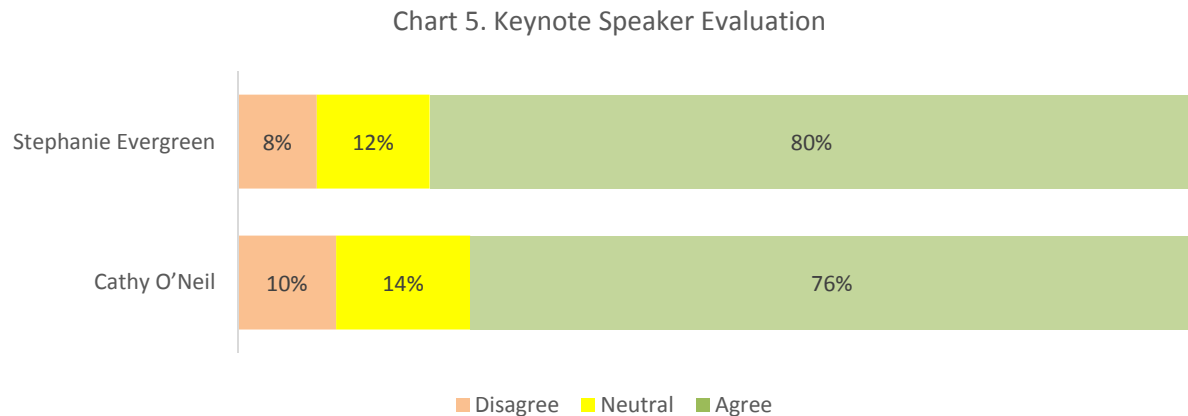
	Dissatisfied	Neutral	Satisfied
<i>2018 Forum</i>	8%	7%	84%
<i>2017 Forum</i>	45%	13%	42%
<i>2016 Forum</i>	7%	9%	84%

NOTE: “Dissatisfied” is the combination of answer options “Very dissatisfied” and “Moderately dissatisfied” and “Satisfied” is the combination of “Very satisfied” and “Moderately satisfied.”

SECTION 5: KEYNOTE SPEAKERS

The Forum featured two Keynote sessions. The opening Keynote speaker, Stephanie Evergreen, author and data visualization expert, addressed *Changing the Conversation with Intentional Data Visualization*, while Cathy O’Neil, data scientist and NYT bestselling author, shared *Weapons of Math Destruction* as the closing Keynote speaker.. Of all the respondents, 86% attended the opening Keynote while 53% attended the closing Keynote.

Chart 5 shows the results from attendees to the question, “Would you recommend this speaker to a colleague?”



SECTION 6: EDUCATIONAL SESSIONS

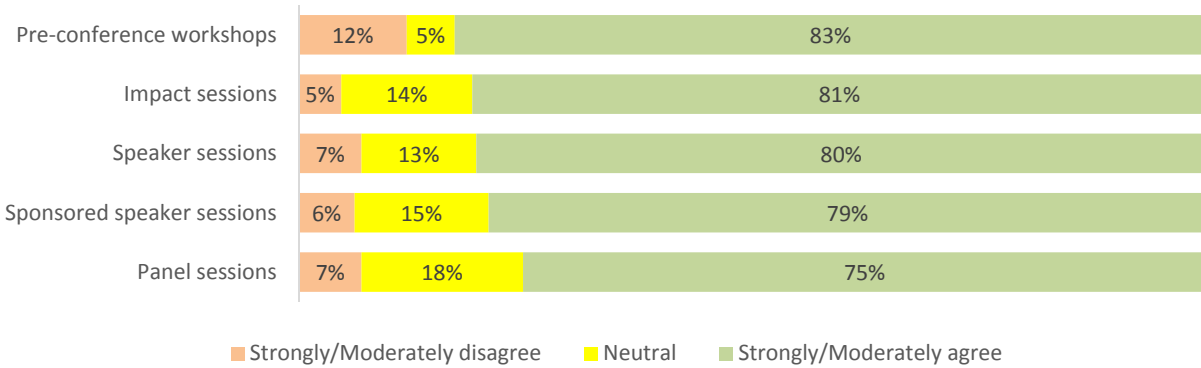
The Forum offers a wide range of educational sessions, and conference participants were encouraged to evaluate the quality of those experiences. Evaluations were collected either through a short survey located within the app or a single 5-star rating.

Recommend to a Colleague – Survey Evaluation

Five session types used a short evaluation survey. Chart 6a shows the metric “I would recommend this session to a colleague” disaggregated by session type. The figures in parentheses represent the total numbers of sessions in each category.

- **Pre-conference Workshops (25):** 83% of Forum attendees indicated that they would recommend the workshops to colleagues, compared to 79% of respondents last year.
- **Impact sessions (8):** 81% of respondents indicated that they would recommend the sessions to colleagues, compared to 84% last year.
- **Sponsor speaker sessions (21):** There were 21 speaker sessions sponsored by exhibitors. 79% of respondents indicated that they would recommend sponsor speaker sessions to colleagues, compared to 83% last year.
- **Speaker sessions (174):** 80% of respondents indicated that they would recommend speaker sessions to colleagues, compared to 79% last year.
- **Panel sessions (14):** 75% of respondents indicated that they would recommend these sessions to colleagues, which was the same as last year.

Chart 6a. Recommend to a Colleague



5-Star Rating: Three session types relied on a 5-star rating for an evaluation. The figures in parentheses represent the total number of sessions in each category.

- **Poster sessions (57):** On average, poster sessions earned 4.73 out of 5 stars.
- **Discussion groups (50):** On average, discussion groups earned 4.23 out of 5 stars.
- **Sponsor discussion sessions (5):** On average, sponsored discussion groups earned 4 out of 5 stars.

Pre-Conference Workshops

Out of all respondents, 33% said they attended at least one Pre-conference Workshop. Of those, 89% agreed that the session content matched the abstract and 86% said they gained relevant knowledge or skills (Chart 6b).

Chart 6b. Workshop Evaluation

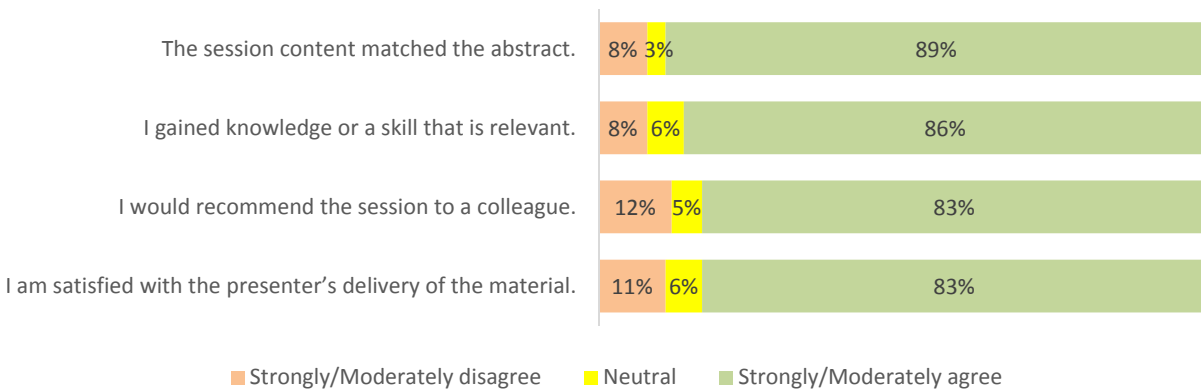


Table 6a compares the metrics above with evaluations from recent Forums.

Table 6a. Longitudinal Comparison of Workshop Evaluation	2018 Forum			2017 Forum			2016 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>The session content matched the abstract.</i>	8%	3%	89%	8%	8%	84%	8%	7%	85%
<i>I gained knowledge or a skill that is relevant.</i>	8%	6%	86%	11%	7%	82%	8%	6%	86%
<i>I am satisfied with the presenter's delivery of the material.</i>	11%	6%	83%	11%	10%	79%	9%	8%	83%
<i>I would recommend the session to a colleague.</i>	12%	5%	83%	11%	10%	79%	13%	5%	82%

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

Concurrent Sessions

Concurrent sessions (speaker, panel, discussion groups, poster sessions, sponsored speaker sessions, and sponsored discussion groups) are the heart of the Forum. This year's Forum featured 345 concurrent sessions. Out of all respondents, 75% said they attended 6 or more sessions. Tables 6b and 6c show the results of concurrent sessions compared to previous Forums.

	2018 Forum			2017 Forum			2016 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6b. Longitudinal Comparison of Concurrent Sessions									
Speaker Sessions									
<i>I am satisfied with the delivery of the material.</i>	6%	10%	84%	10%	7%	83%	7%	6%	87%
<i>I gained knowledge or a skill that is relevant.</i>	6%	11%	83%	9%	13%	78%	7%	11%	82%
<i>The session content matched the abstract.</i>	5%	4%	91%	5%	4%	91%	3%	5%	92%
<i>I would recommend the session to a colleague.</i>	7%	13%	80%	9%	12%	79%	8%	10%	82%
Panel Sessions									
<i>I am satisfied with the delivery of the material.</i>	4%	16%	80%	11%	9%	80%	9%	9%	82%
<i>I gained knowledge or a skill that is relevant.</i>	6%	18%	76%	7%	25%	68%	10%	8%	82%
<i>The session content matched the abstract.</i>	4%	4%	92%	4%	4%	92%	9%	2%	89%
<i>I would recommend the session to a colleague.</i>	7%	18%	75%	9%	16%	75%	10%	10%	80%
Sponsored Speaker Sessions*									
<i>I am satisfied with the delivery of the material.</i>	5%	5%	90%	2%	4%	94%	1%	6%	93%
<i>I gained knowledge or a skill that is relevant.</i>	9%	11%	80%	7%	7%	86%	9%	14%	77%
<i>The session content matched the abstract.</i>	7%	4%	89%	6%	6%	88%	4%	3%	93%
<i>I would recommend the session to a colleague.</i>	6%	15%	79%	2%	15%	83%	8%	14%	78%

*NOTE: As part of their sponsorship package, gold, platinum, and diamond sponsors were allowed to host a speaker session.

Table 8a. Longitudinal Comparison of Exhibit Hall Participation	2018 Forum	2017 Forum	2016 Forum
<i>Poster Sessions</i>	4.73	3.84	4.41
<i>Discussion Groups</i>	4.23	3.73	4.10
<i>Sponsored Discussion Groups</i>	4.00	NA	4.28

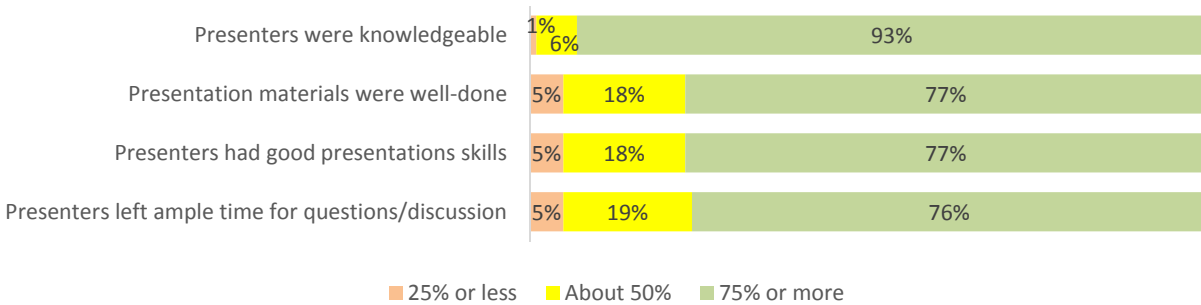
*NOTE: In 2018, AIR adopted a 5-star rating for Poster sessions, Discussion groups, and Sponsored discussion groups. This table shows the mean in comparison to the session evaluation item, "Recommend to a colleague" from prior Forums.

On the Overall Forum Evaluation, over 93% of respondents agreed that the concurrent session topics were of interest and addressed current issues. Table 6c compares these results to evaluations of previous Forums.

	2018 Forum			2017 Forum			2016 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 6c. Longitudinal Evaluation of Concurrent Sessions									
<i>The session topics were of interest to me.</i>	2%	4%	94%	3%	3%	94%	3%	3%	94%
<i>The sessions I attended addressed current issues.</i>	2%	5%	93%	2%	6%	92%	1%	5%	94%

Chart 6c displays respondents’ evaluation of presenters’ knowledge, presentation skills, materials, and time for questions/discussions and Table 6d displays compares results to previous years.

Chart 6c. Concurrent Session Presenters



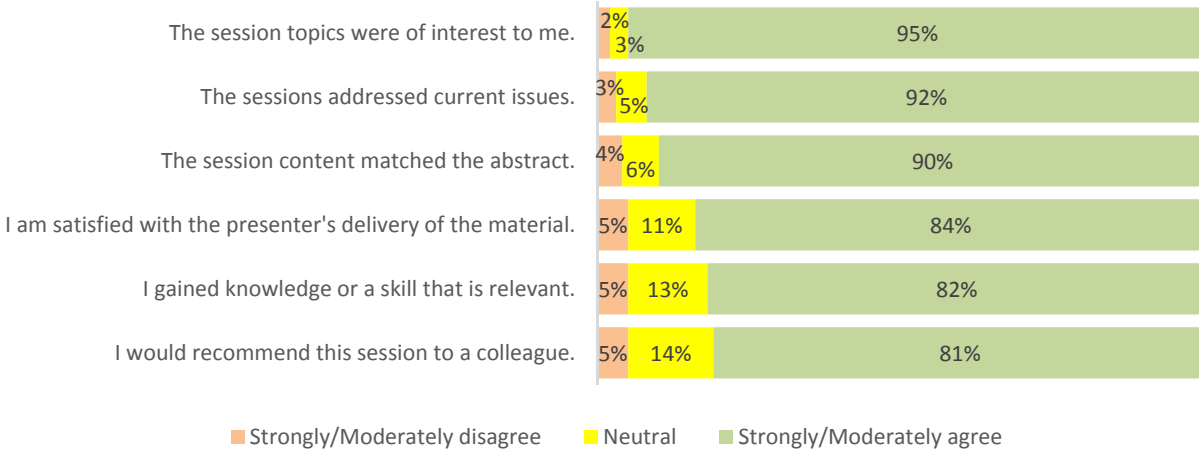
	2018 Forum			2017 Forum			2016 Forum		
	25% or less	About 50%	75% or more	25% or less	About 50%	75% or more	25% or less	About 50%	75% or more
Table 6d. Longitudinal Evaluation of Presenters: Percentage of Sessions									
<i>Presenters were knowledgeable</i>	1%	6%	93%	1%	6%	93%	1%	5%	94%
<i>Presenters had good presentations skills</i>	5%	18%	77%	3%	18%	79%	2%	17%	81%
<i>Presenters left ample time for questions/discussion</i>	5%	19%	76%	5%	17%	78%	6%	16%	78%
<i>Presentation materials were well-done</i>	5%	18%	77%	5%	19%	76%	5%	19%	76%

NOTE: Respondents were asked to estimate the percentage of sessions attended in which presenters were knowledgeable, had good presentation skills, left ample time for discussion, and whose materials were well done.

Impact Sessions

This year's AIR Forum featured eight Impact Sessions where invited speakers discussed emerging and important topics and issues in higher education. These sessions were held Tuesday afternoon. Approximately 58% of respondents indicated they attended at least one Impact Session. Chart 6d shows the evaluation results for Impact Sessions.

Chart 6d. Evaluation of Impact Sessions



Three out of four respondents who didn't attend an Impact Session reported that they hadn't arrived in time to attend or had another obligation that kept them from attending.

SECTION 7: DINNER GROUPS

Dinner groups were offered on Tuesday and Wednesday evenings. One out of four (24%) Forum attendees indicated that they participated in one or more dinner groups; similar to last year. Out of all respondents, 91% said the experience added value to their Forum experiences, and 94% would recommend the experience to a colleague (Chart 7).

Chart 7. Evaluation of Dinner/Networking Group

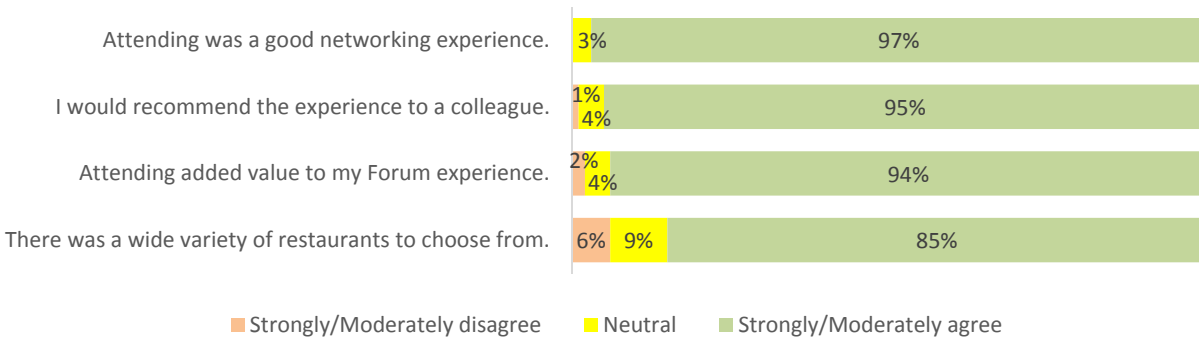


Table 7 compares the current Forum results to previous Forums.

	2018 Forum			2017 Forum			2016 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
Table 7. Longitudinal Comparison of Dinner/Networking Groups									
<i>I would recommend the experience to a colleague.</i>	1%	4%	95%	2%	4%	94%	3%	4%	93%
<i>Attending was a good networking experience.</i>	0%	3%	97%	3%	4%	93%	1%	4%	95%
<i>Attending added value to my Forum experience.</i>	2%	4%	94%	3%	6%	91%	3%	5%	92%
<i>There was a wide variety of restaurants to choose from.</i>	6%	9%	85%	6%	12%	82%	4%	11%	85%

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

Of Forum attendees who did not participate in dinner groups, 54% said they had already made plans, and an additional 22% 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. Out of all respondents, 93% indicated that they visited the Exhibit Hall, which is the same as reported last year.

Of those who visited the Exhibit Hall, 54% said they spent two or more hours there (Chart 8a).

Chart 8a. Amount of Time Spent in Exhibit Hall

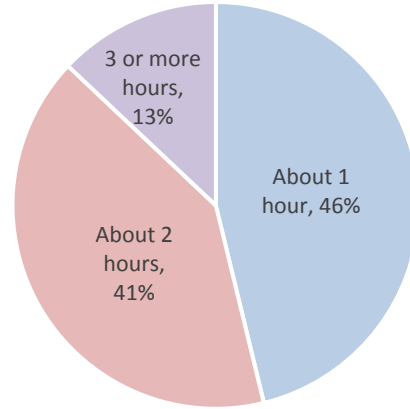
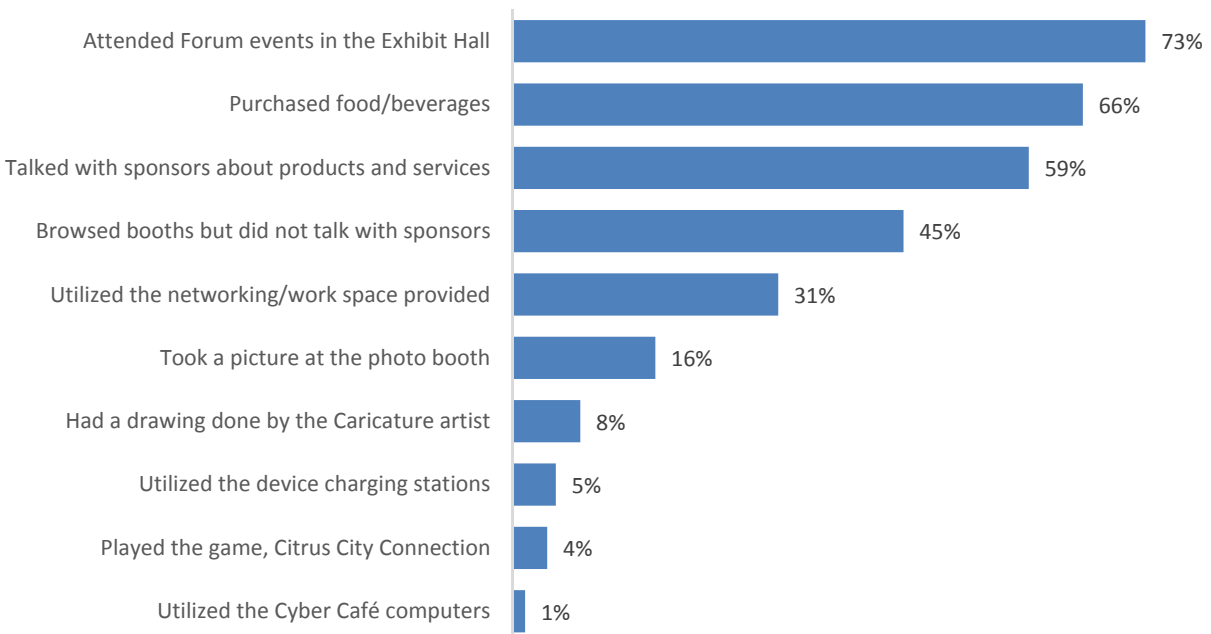


Chart 8b highlights attendee participation in Exhibit Hall events. Of all respondents, 76% indicated that they attended Forum events in the Exhibit Hall, such as poster sessions and receptions, and 62% indicated that they talked with exhibitors about products and services.

Chart 8b. Exhibit Hall Participation



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

Table 8a compares Forum attendees' participation in Exhibit Hall activities to previous years.

Table 8a. Longitudinal Comparison of Exhibit Hall Participation	2018 Forum	2017 Forum	2016 Forum
<i>Attended Forum events in the Exhibit Hall</i>	73%	76%	76%
<i>Purchased food/beverages</i>	66%	NA	NA
<i>Talked with sponsors about products and services</i>	59%	62%	56%
<i>Browsed booths but did not talk with sponsors</i>	45%	44%	43%
<i>Utilized the networking/work space provided</i>	31%	43%	28%
<i>Took a picture at the photo booth</i>	16%	11%	15%
<i>Had a drawing done by the Caricature artist</i>	8%	3%	5%
<i>Utilized the device charging stations</i>	5%	10%	8%
<i>Played the game, Citrus City Connection</i>	4%	2%	4%
<i>Utilized the Cyber Café computers</i>	1%	2%	2%

NA: Service was not available.

Table 8b displays attendees' evaluations of their Exhibit Hall experiences compared to prior Forums.

Table 8b. Longitudinal Comparison of Exhibit Hall Evaluation	2018 Forum			2017 Forum			2016 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>The Exhibit Hall was open during the times I wanted to visit.</i>	4%	12%	84%	3%	10%	87%	3%	13%	84%
<i>I would recommend the Exhibit Hall to a colleague.</i>	2%	20%	78%	2%	20%	78%	3%	21%	76%
<i>The Exhibit Hall included products and services of interest to me.</i>	5%	21%	74%	5%	20%	75%	7%	19%	74%

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

Sponsor attendees also received an evaluation to rate their experiences. Table 8c shows the results compared to previous Forums.

<i>Table 8c. Longitudinal Comparison of Sponsor Evaluations</i>	<i>2018 Forum</i>			<i>2017 Forum</i>			<i>2016 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>Attendance at the sponsored discussion group was good.</i>	10%	10%	80%	50%	0%	50%	36%	9%	55%
<i>I was satisfied with the location of my booth.</i>	17%	12%	71%	21%	14%	65%	11%	14%	76%
<i>I will recommend my organization attend next year's Forum.</i>	15%	20%	65%	13%	13%	74%	5%	8%	87%
<i>Attendance at the sponsored speaker session was good.</i>	26%	11%	63%	40%	0%	60%	15%	15%	70%
<i>The price of the lead retrieval system was reasonable.</i>	18%	29%	53%	0%	33%	67%	57%	19%	24%
<i>The traffic at my booth was good.</i>	29%	19%	52%	36%	14%	50%	26%	13%	61%
<i>I was satisfied with AIR's lead retrieval system.</i>	38%	19%	43%	25%	13%	62%	14%	27%	59%
<i>The game, Capital City Connection, drove traffic to my booth.</i>	56%	21%	23%	43%	14%	43%	32%	22%	46%

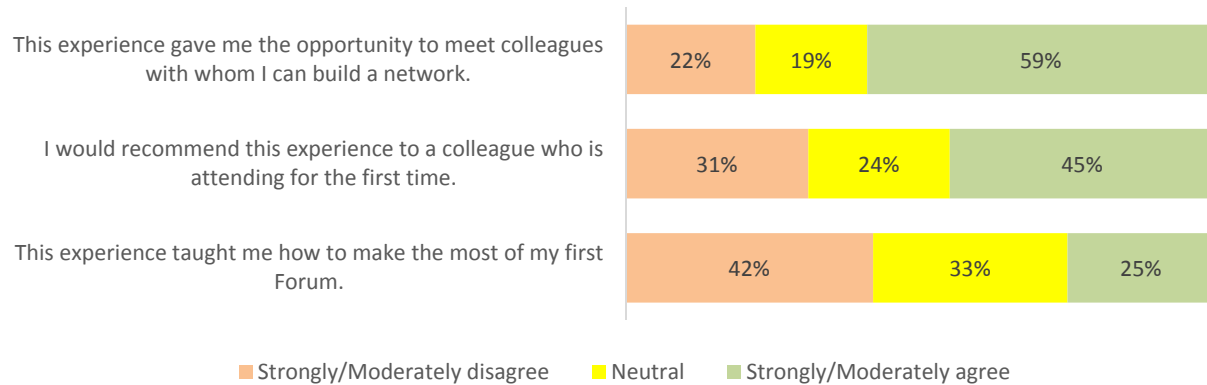
NOTE: "Disagree" is the combination of answer options "Strongly disagree" and "Moderately disagree" and "Agree" is the combination of "Strongly agree" and "Moderately agree."

SECTION 9: 1ST TIME @ FORUM GATHERING

AIR invited first-time attendees to the 1st Time @ Forum Gathering. AIR member volunteers served as table hosts to answer questions for those wanting to make the most of their Forum experience.

Of the 325 survey participants who indicated that this was their first Forum, 44% reported that they attended the 1st Time @ Forum Gathering. When asked if the experience gave them opportunities to meet colleagues, over half (54%) agreed (see Chart 7).

Table 9. Longitudinal Comparison of 1st @ Forum Gathering Evaluation



Most table hosts (68%) said they would recommend to a colleague serving as a table host for this event.

Table 9 displays attendees' evaluations of their Exhibit Hall experiences compared to prior Forums.

Table 8b. Longitudinal Comparison of Exhibit Hall Evaluation	2018 Forum			2017 Forum		
	Disagree	Neutral	Agree	Disagree	Neutral	Agree
<i>This experience gave me the opportunity to meet colleagues with whom I can build a network.</i>	22%	19%	59%	22%	23%	54%
<i>I would recommend this experience to a colleague who is attending for the first time.</i>	31%	24%	45%	26%	25%	49%
<i>This experience taught me how to make the most of my first Forum.</i>	42%	33%	25%	33%	26%	41%

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

APPENDIX

Survey Methodology and Response Rates

Forum Attendance: Forum attendance hit a record in 2017 (Table A1) after several years of similar registrations. There are several registrant types, including Professional, Distinguished, Graduate Student, Sponsor, and Staff.

<i>Table A1. Forum Attendance</i>	<i># Attendees</i>
<i>2018 Forum</i>	1,819
<i>2017 Forum</i>	2,093
<i>2016 Forum</i>	2,009

Forum Population: We asked respondents to indicate the data area(s) in which they work. Most attendees indicated institutional research, but large segments also indicated analytics, institutional effectiveness, and assessment (Table A2). NOTE: This metric allowed for multiple responses; columns will not add to 100%.

<i>Table A2. Types of Data Areas</i>	<i>2018 Forum</i>	<i>2017 Forum</i>
<i>Institutional Research</i>	86%	90%
<i>Analytics</i>	38%	21%
<i>Institutional Effectiveness</i>	35%	NA
<i>Assessment</i>	29%	35%
<i>Strategic Planning</i>	23%	26%
<i>Other</i>	11%	11%
<i>Information Technology (IT)</i>	7%	NA

We also asked respondents to indicate the number of times they attended the Forum. Of those who responded, 34% indicated this was their first time attending Forum in comparison to 36% last year (Table A3).

<i>Table A3. Attending Forum</i>	<i>2018 Forum</i>	<i>2017 Forum</i>
<i>This was my first time</i>	34%	36%
<i>2 to 4 times</i>	35%	32%
<i>5 to 9 times</i>	18%	18%
<i>10 to 19 times</i>	9%	10%
<i>20 or more times</i>	4%	4%

Overall Forum Evaluation: Forum attendees who were registered as Professional, Distinguished, Emeritus, or Graduate Student were sent the Overall Forum Evaluation. In 2018 1,675 Forum attendees received a survey via email invitation from the survey system, QuestionPro. The survey launched on June 4, 2018. Non-responders received two email reminders, and the survey closed on June 21, 2018. The overall response rate was 51% (Table A4).

<i>Table A4. Response Rates for Overall Forum Evaluation</i>	<i># Responded</i>	<i># Attempted</i>	<i>% Responded</i>
<i>2018 Forum</i>	851	1675	51%
<i>2017 Forum</i>	923	1947	47%
<i>2016 Forum</i>	890	1810	49%

Sponsor Evaluations: Forum attendees who were registered as Sponsors were asked to evaluate their experience via a QuestionPro survey. In addition, sponsor staff who coordinated registration for their organization also received a QuestionPro survey to evaluate their experience. These surveys were disseminated on June 4, 2018. Non-responders received two email reminders, and the survey closed on June 21, 2018. The response rates are shown in Table A5.

<i>Table A5. Response Rates for Sponsor Evaluation</i>	<i># Responded</i>	<i># Attempted</i>	<i>% Responded</i>
<i>Sponsor Attendees</i>	42	166	25%
<i>Sponsor staff coordinating registrations</i>	5	31	16%

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

<i>Table A6. Session Evaluations Collected</i>	<i>2018 Forum</i>	<i>2017 Forum</i>	<i>2016 Forum</i>
<i># evaluations collected</i>	9436	1087	2748
<i>% registrants submitting an evaluation</i>	33%	11%	31%

Survey Questions

The Overall Forum Evaluation survey was administered to all conference participants (sponsors were excluded unless they also held AIR membership). The Overall Forum Evaluation survey questions are listed below. In addition, sponsor attendees and sponsor staff who coordinated their organizations' Forum registrations were sent a different evaluation survey (survey questions can be found at the end of this document).

Overall Forum Evaluation Survey Questions

All respondents		
In which major data area(s) do you work? Please choose all that apply.		Institutional Research
		Institutional Effectiveness
		Assessment
		Strategic Planning
		Analytics
		Information Technology (IT)
		Other
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
To what degree were the following items motivators for you to attend the Forum?	Professional development (e.g., learning latest trends, attending workshops and sessions)	Not at all, Slightly, Neutral, High, Very high
	Networking or reconnecting with colleagues	
	Attending a meeting (e.g., business meeting, affiliated organization/auxiliary meetings)	
	Conference location	
	Learning about new products and services in the exhibit hall	
	Listening to the keynote speaker(s)	
	Presenting a session (speaker, panel, discussion group, poster, or workshop)	
What were additional motivators for you (other than those listed above) to attend the Forum?		
Please indicate your level of agreement with the following statements.	There was sufficient time devoted to educational sessions.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
	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.	
What one change would improve your Forum experience?		
What did you find most valuable about your Forum experience?		
How satisfied were you with the following?	Online registration process (please mark N/A if you didn't register online)	Very dissatisfied, Moderately dissatisfied, Neutral, Moderately satisfied, Very satisfied
	Registration fee	
	Communications in advance of the conference	
	Onsite registration process (please mark N/A if you didn't register onsite)	
	Informational slide show 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)	
How can we improve conference logistics and/or facilities?		
Please tell us how you planned your Forum schedule.	AIR Forum website 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
	AIR Forum mobile app	
	Printed program book	
How can we improve Forum App for schedule planning?		
If you used another method to plan your schedule, please describe your process.		

How many Pre-Conference Workshops did you attend?		None
		One
		Two or more
Those who attended one or more Pre-conference Workshops		
Please indicate your level of agreement with the following statements regarding the Pre-conference Workshops you attended.	The workshop addressed current issues.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
	I would recommend Pre-conference Workshops to a colleague.	
How can we improve the Pre-conference Workshops?		Text
Those who did 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	
	Budget constraints/costs prohibited my attending	
	Couldn't take the additional time from home/office	
	The workshop I wanted to attend was sold out	
	Other (specify other)	

Which Impact Sessions did you attend? Please choose all that apply.	A Collaborative IR/IT Model to Enhance Data-Informed Decision Making
	Creating a Higher Education System as an Engine for Social Mobility – The Key Leadership Role of IR/Data
	Exploring the Ethics of Analytics
	IPEDS Update
	Leveraging Resources for Data-Informed Decision Making
	Higher Education Policy: From the Hill and the State House to Campus
	Institutional Researchers as Change Agents
	Measuring Higher Education Outcomes: Collection, Dissemination, and Use of Data
	I did not attend an Impact Session

Those who attended one or more Impact Sessions		
Please indicate your level of agreement with the following statements.	The session topics were of interest to me.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
	The sessions addressed current issues.	
	I would recommend the Impact Sessions to a colleague.	
How can we improve the Impact Sessions?		
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 pre-conference workshop)
		I did not find a session that interested me
		Other

Did you attend Friday's "Breakfast Buffet and Keynote Speaker"?		Yes
		No
Those who attended Breakfast Buffet and Keynote Speaker		
Please indicate your level of agreement.	Networking time during the meal was valuable.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
	I was satisfied with the meal provided.	
	The keynote topic was relevant to my work.	
	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.	
	I would recommend this keynote speaker to a colleague.	
Please provide comments regarding the meal and/or networking experience.		
Please provide comments regarding the Keynote speaker.		
How can we improve Keynote sessions for the future?		
Those who did not attend the Breakfast Buffet and Keynote Speaker		
You said you did not attend the "Breakfast Buffet and Keynote Speaker". Which best describes why?		I did not arrive in time to attend
		I had another obligation (e.g., work, breakfast plans, meeting friends)
		Other

Did you attend the 1st Time @ Forum Gathering?	Yes, as a first-time attendee	
	Yes, as a host	
	No	
Those who attended as a first-time attendee		
Please indicate your level of agreement regarding 1st Time @ Forum Gathering.	This experience gave me the opportunity to meet colleagues with whom I can build a network.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
	This experience taught me how to make the most of my first Forum.	
	I would recommend this experience to a colleague who is attending for the first time.	
What did you learn at the 1st Time @ Forum Gathering that helped you make the most of the conference?		
How can we improve 1st Time @ Forum Gathering?		
Those who attended as a host		
1st Time @ Forum Gathering (Tuesday) I would recommend serving as a host to a colleague.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree	
How can we improve 1st Time @ Forum Gathering?		

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	
Those who attended one or more sessions		
Please indicate your level of agreement with the following statements:	The session topics were of interest to me.	Strongly disagree, Moderately disagree, Neutral, Moderately 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 Forum app 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?	
Please describe other types of learning opportunities or session formats that would be valuable to you.	
Those who didn't 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

How many poster sessions did you attend?	None
	About 25%
	About 50%
	About 75%
	All or nearly all
Those who attended some or all poster sessions	
Did you present a poster session?	Yes, on Wednesday
	Yes, on Thursday
	No
Please indicate your level of agreement with the following statements.	There was sufficient time devoted to poster sessions.
	In general, poster sessions were high quality.
Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree	

How can we improve poster sessions?	
Those who did not attend a poster session	
You said you did not attend any poster sessions. Which best describes why?	I came exclusively for networking
	I didn't find sessions I wanted to attend
	I had other obligations (e.g., work, lunch, meetings)
	Other
All participants	
How satisfied were you with the AIR Forum mobile app to evaluate sessions?	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
How can we improve AIR Forum mobile app for session evaluations for next year?	
If you did not use the AIR Forum mobile app for session evaluations, please tell us why.	

Did you play the Forum badge earning game, Citrus City Connection?		Yes
		No
Those who played the game		
Please indicate your level of agreement about the game, Citrus City Connection.	Playing the game increased my knowledge of products offered by sponsors in the Exhibit Hall.	Strongly disagree, Moderately disagree, Neutral, Moderately 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, Citrus City Connection?		
Those who did not play the game		
You did not play the game, Citrus City Connection. Please tell us why you chose not to.		
All participants		
How much total time did you spend in the Exhibit Hall?	None	
	About 1 hour	
	About 2 hours	
	3 or more hours	
Those who spent time in the Exhibit Hall		
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, Citrus 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	
	Utilized the networking/work space provided	
	Food/beverages	
Other		

Please indicate your level of agreement with the following statements.	The Exhibit Hall included products and services of interest to me.	Strongly disagree, Moderately disagree, Neutral, Moderately 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?		
Those who did not spent time in 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	
All participants		
Did you participate in a Dinner/Networking Group?	Yes, Tuesday evening only	
	Yes, Wednesday evening only	
	Yes, both Tuesday and Wednesday evenings	
	No	
Those who attended a Dining/Networking Group		
Please indicate your level of agreement with the following statements.	There was a wide variety of restaurants to choose from.	Strongly disagree, Moderately disagree, Neutral, Moderately 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 for the future?		
Those who did not attend 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	

Did you attend Friday's "Farewell Brunch and Closing Keynote"?		Yes
		No
Those who attended		
Please indicate your level of agreement.	Networking time during the meal was valuable.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
	I was satisfied with the meal provided.	
	The keynote topic was relevant to my work.	
	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.	
	I would recommend this keynote speaker to a colleague.	
Please provide comments regarding the meal and/or networking experience. Text		
We spend time on recognitions and awards during brunch. Is there a more valuable way to recognize and celebrate these award winners? If, so describe.		
Please provide comments regarding the Keynote speaker.		
How can we improve Keynote sessions for the future?		
Those who did not attend		
You said you did not attend the "Farewell Brunch and Closing Keynote". Which best describes why?	I left Forum before it began	
	I had another obligation	
	Other	

Session and Workshop Evaluations

<i>Pre-Conference Workshops</i>	
The workshop content matched the abstract.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
I gained knowledge or a skill that is relevant.	
I am satisfied with the presenters' delivery of the material.	
I would recommend the workshop to a colleague.	
What did you like most about the workshop?	Text
How can this workshop be improved?	Text
<i>Speaker Sessions, Sponsored Speaker Sessions, Research and Dissertation Grant Sessions, Affiliated Organization Best Presentations, Panel Sessions, Impact Sessions</i>	
The session content matched the abstract.	Strongly disagree, Moderately disagree, Neutral, Moderately agree, Strongly agree
I gained knowledge or a skill that is relevant.	
I am satisfied with the presenters' delivery of the material.	
I would recommend the session to a colleague.	
Comments.	Text
<i>Discussion Groups, Sponsored Discussion Groups, and Poster Sessions</i>	
Indicate satisfaction using a 5-start rating	★ ★ ★ ★ ★

Sponsor Evaluations

Sponsor Attendee		
Please indicate your level of agreement.	The game, Citrus City Connection, drove traffic to my booth.	Strongly disagree, Moderately disagree, Neutral, Moderately 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).	
	The price of AIR's lead retrieval system was reasonable (\$175 per organization).	
	I was satisfied with the lead retrieval system.	
	I will recommend my organization attend next year's Forum.	
If you would not recommend attending next year, please tell us why:		
What did you like most about this year's Forum Exhibit Hall?		
What can AIR do differently to drive traffic into Exhibit Hall?		
Besides increasing traffic, how can AIR improve your experience at next year's Forum?		
Sponsor Coordinator		
Please indicate your level of agreement.	I was satisfied with the communications from AIR about the Forum.	Strongly disagree, Moderately disagree, Neutral, Moderately 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.	
	The price of AIR's lead retrieval system was reasonable (\$175 per organization).	
	I was satisfied with the lead retrieval system.	
	Recognition of my organization on the Forum Website met my expectations.	
	Recognition in the Forum program book was adequate.	
	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:		
What did you like most about this year's Forum?		
How can we improve your organization's experience at next year's Forum?		
What other benefits (if any) that we do not currently offer that is important to you?		