

## Christine M Keller, PhD

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### Summary of Professional Expertise

Christine M. Keller is the Executive Director & CEO of the Association for Institutional Research (AIR). With more than 4,000 stakeholders, 18 staff members, and an annual budget of \$4 million, AIR's purpose is to empower data-informed decision-making in higher education through the effective, ethical, and equitable use of data and analytics.

Christine is an accomplished association leader and institutional research professional with a broad understanding of national issues, policies, and trends related to information management, data policy, and institutional research. Action-oriented with demonstrated aptitude to achieve common priorities in collaboration with a broad range of constituency groups including higher education universities, federal agencies, foundations, and associations. An effective communicator with strong listening and negotiation skills coupled with the ability to analyze and solve problems, manage fiscally sound projects, and successfully build a collegial, inclusive environment.

### Education

Ph.D. Educational Policy and Leadership. Areas of Emphasis: Higher Education and Organizational Behavior. Dissertation passed with Honors. University of Kansas, Lawrence. May 2003.

M.B.A. Marketing and Management. University of Missouri, Columbia. December 1990.

B.S. Marketing. Areas of Concentration: Marketing Research and Decision Analysis. Missouri State University, Springfield. Magna Cum Laude. May 1989.

### Experience

Association for Institutional Research, Tallahassee, Florida. Executive Director & CEO (2017 - present)

Association of Public and Land-grant Universities, Washington D.C. (2007-2017)

- Vice President, Research & Policy Analysis (2014- 2017)
- Executive Director, Student Achievement Measure (2013-2017)
- Associate Vice President, Academic Affairs (2012-2014)
- Director, Research & Policy Analysis (2008-2012)
- Executive Director, Voluntary System of Accountability (2007-2017)
- Senior Associate (2007)

Office of Institutional Research and Planning, University of Kansas, Lawrence, Kansas. (1998-2008)

- Assistant Director (2005-2008)
- Senior Policy Analyst (2003-2005)
- Research Analyst (1998-2003)

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Sterling College, Division of Continuing Education, Sterling, Kansas. Associate Dean. (1993-1996).

Metro Business College, Jefferson City, Missouri. Academic Dean (1992-1993).

Private Industry Council, Jefferson City, Missouri. Employer Services Coordinator. (1991-1992).

### Professional Accomplishments

- Established leadership experience and achievements in progressively responsible positions within two entrepreneurial higher education associations and a respected, innovative institutional research office.
- Recognized expert on higher education accountability and transparency, national data infrastructure, student outcomes metrics, and federal data policy. Regularly invited to present to a range of audiences comprised of institutional research professionals, senior campus leaders, state policymakers, and federal legislators.
- Designed, implemented, and direct two national metrics initiatives in collaboration with college and university leaders and other higher education associations, received over \$2 million in funding from external foundations, and supported over 800 higher education institution participants – public and private, universities and community colleges.
- Created a highly respected research and policy analysis function and expert team at a national presidential association.
- Contribute to national discussions of higher education data and policy through advisory groups such as the U.S. Department of Education National Postsecondary Education Cooperative panel, the National Survey of Student Engagement Advisory Board, and the Postsecondary Data Collaborative.

### Selected Presentations & Panels

Keynote Address: *Through the Looking Glass: Preparing IR/IE for the Future*. Rocky Mountain Association for Institutional Research. October 12, 2021.

Invited Session: *Data-Informed Decision Making in Transformational Leadership*. West Virginia Board of Governors Training Summit. June 10, 2021. With L.E. Ross.

Plenary Address: *US Higher Education Value & the Public Good*. HESPA Annual Conference, Nottingham University, United Kingdom. February 7, 2019.

Keynote Address: *Listen to the Data: Creating an Evidence-Based Decision Culture*. China AIR Forum at Peking University, Beijing, China. June 22-24, 2018.

Keynote Address: *Building Stronger Collaboration between IR and IT: What Got Us Here Won't Get Us There*. With John O'Brien, President & CEO, Educause. Achieving the Dream Data & Analytics Summit, Baltimore, Maryland. September 26, 2017.

Statement to the Commission on Evidence-Based Policy-Making. First Public Hearing, Washington DC. October 14, 2016.

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Invited Panel: *A Call for Better Use of Postsecondary Data for Student Success*. Association for Institutional Research IR Summit. Washington, DC. March 9, 2016. With J. Engle, G. Mehaffy, K. Phillippe, L. Soares.

Invited Testimony, U.S. Congress House Committee on Education and the Workforce subcommittee on Higher Education and Workforce Training, *Strengthening America's Higher Education System*. March 15, 2015. 114<sup>th</sup> Congress, first session.

Invited Session: *Building Common Measurement Tools: The Intersection of Data, Public Policy & Collective Action*. State University of New York Critical Issues in Higher Education Conference. October 29-30, 2014.

Invited Presentation: *Providing Greater Value to Students and the Public through Enhanced Transparency and Accountability in Higher Education*. U.S. Department of Education. Symposium on Postsecondary Institution Rating Systems, National Center for Education Statistics. February 6, 2014.

Invited Presentation: *The Voluntary System of Accountability and College Portrait*. University Information System for Consumers. Knowledge Network Institute of Thailand. Bangkok, Thailand. September 2, 2011.

Statement to the National Advisory Committee on Institutional Quality and Integrity (NACIQI). *Panel on Regulatory Burden and Data Needs*. Washington DC. June 8, 2011

Statement to the National Advisory Committee on Institutional Quality and Integrity (NACIQI). *Panel on Perspectives of the Beneficiaries of Quality in Higher Education*. Washington DC. February 3, 2011

### SELECTED PROFESSIONAL SERVICE

- College Board Admissions Research Consortium Advisory Committee (2021-2022)
- Postsecondary Data Collaborative, Institute for Higher Education Policy (IHEP). Washington D.C. (2015-present)
- Integrated Postsecondary Education Data System (IPEDS) Technical Review Panel, U.S. Department of Education (2008-present)
- National Postsecondary Education Cooperative Research & Development Panel (NPEC), U.S. Department of Education (2008 – present)
- National Survey of Student Engagement Advisory Board (2015-2021)
- Association for Institutional Research, Transforming Institutional Research Advisory Board (2014-2016)
- Association for Institutional Research, Board of Directors (2010-2013)