2019 AIR Forum
Sponsored Session Submission Information

<u>Overview</u>

AIR invites you to submit your Sponsored Session to present at our upcoming annual conference, May 28 - May 31, 2019 in Denver, CO. You have to be a current Diamond, Platinum, or Gold Sponsor to submit a Sponsored Session.

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

<u>Participants</u>

The AIR Forum attracts a wide range of participants, from entry-level graduate students and research analysts to vice presidents and members of presidential cabinets. The 2018 Forum had over 1,800 participants. Around one-third of participants are new each year and nearly three-fourths manage IR staff or are IR staff (38% and 32%, respectively)[1]. In addition, almost one-third (30%) of attendees are from small offices of 2.0 or less FTE. Finally, half of participants (50%) have had five or fewer years of IR experience.

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[1] Participant data from 2018 Forum.

Presentation Formats

Diamond, Platinum, and Gold Sponsors choose to present either a Speaker Session, Technology demonstration or Ask an Expert Session.

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

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

  Technology Demonstration and Ask and Expert Sessions (30 minutes session with one or two leaders)

- Technology Demonstration or Ask an Expert Session (New this year) offer an enhanced method to market your products and services in the Exhibit Hall. You will be able to conduct live interactive demonstrations to present your product and show how it works and how it will benefit attendees. Product demonstration sessions will be set up in theater-style seating with standard audio/visual including: Materials Table, Podium, Microphone, Projector, and Screen. Internet access is not provided, and presenters must bring a laptop.

  Room Setup and Technology: Sessions will be scheduled in the exhibit hall with seating to accommodate up to 40 with standard audio/visual including: Materials Table, Podium, Microphone, Projector, Screen, and VGA projection cable. Internet access not provided and presenters must bring their own laptop.

Forum Topic Areas

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

Identify Information Needs. This topic area includes the process of identifying stakeholders and their decision support needs. Proposals in this topic area may include: reviews or results of research and policy relevant to higher education, decision support (e.g. federal higher education data policy, state higher education policy and administration, large-scale studies of higher education topics); working with stakeholders in the decision support process; consideration of large datasets or surveys at the institutional, system, or organizational level.

Collect, Analyze, Interpret and Report Data and Information. This topic area includes the technical functions of institutional research in providing data, information, and analysis for decision support. Proposals in this topic area may include: data collection tools and methods; data analysis tools and methods; techniques to create more efficiencies in mandatory and other regular reporting processes; dashboard and visualization tools and technologies to provide accessible data and information directly to consumers; development of information to support stakeholders in understanding and making decisions

Plan and Evaluate. This topic area includes operational, budgetary, and strategic planning and evaluation functions, such as those associated with assessment, both formative and summative, and formal accreditation requirements. Proposals in this topic area may include: processes and results of planning efforts to improve institutional, system, or organizational operations (e.g. faculty workload studies, HR studies, space planning); processes and results of collaborative budgetary planning efforts; effective practices related to IR's role in organizational strategic planning; processes and results of assessment and accountability efforts; effective practices in regional, national, and specialized accreditation

Serve as Stewards of Data and Information. This topic area includes IR's role in ensuring an organization-wide data strategy as well as efforts related to data governance. Proposals in this topic area may include: effective practices in data governance; effective practices in development and use of data warehouses; processes in developing and coordinating organization-wide data strategy; effective practices related to data privacy, security, compliance, and ethics considerations; effective practices in data quality assurance; processes related to accessibility of data and information to appropriate users

Education Information Producers, Users, and Consumers. This topic area includes efforts to train, coach, and educate constituents related to the use of data, analysis, and information to inform decision making. It also includes scholarly work to inform and improve the work of IR, IE, and assessment. Proposals in this topic area may include: effective practices in training and coaching related to data and information use; effective practices in training and coaching related to data collection and analysis; processes to connect internal and external producers and users of data; results of scholarly research in IR, IE, planning, and assessment

Operations and Leadership This topic area includes the organization and management of IR offices and functions. It also includes intentional development of professional staff and leadership development of IR, IE, and assessment professionals. Proposals in this topic may include: effective practices in organization of the IR function inside the office (e.g. tracking requests, organizing and providing access to results of institutional research) effective practices in project management, particularly when balancing IR, IE, planning, and assessment work processes to review and select technologies to conduct the work of IR, IE, planning, and assessment professional development of IR, IE and assessment staff leadership development and succession planning of an IR office.

<u>Session Submission System</u>

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

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

- ***Title** (Limit 75 characters): This should serve as a succinct description of your presentation.

- **Presenter/co-presenter contact information**:
  - Contact information (including name and email address of co-presenters, if applicable).
  - Co-presenters receive an automated email when a proposal is submitted. Each co-presenter must confirm their intent to present by Friday, March 25, 2016 to be included in the program book.
  - ADA accessibility needs of presenters.

  *The session abstract will be used by attendees in selecting a session to attend. Concisely state:
  - The issue to be addressed
  - Its importance to the field
  - The objectives of the session

*These items will appear in the MyForum App

Sponsored Session Submissions will be accepted
March 1 - 16, 2019

To begin your submission visit: **https://airforum2019cfp.hubb.me/**