



PHOENIX, AZ
June 6–9, 2022

2022 AIR Forum

Call for Proposals Information

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Overview

AIR invites you to submit a proposal to present at our upcoming annual conference, June 6 - 9, 2022 in Phoenix, AZ. We invite proposals from professionals at *all* levels who utilize data, analytics, information, and evidence to make decisions that benefit students, institutions, and improve higher education. Presentation formats include Impact Sessions, Speaker Sessions, Panel Sessions, Poster Presentations, Discussion Groups, and Pre-/Post Conference Education Sessions.

You do not have to be a current AIR member to submit a proposal (however, presenters (except pre/post conference presenters) must register for the Forum to attend). Presenters (except pre-/post conference presenters) receive no honoraria or discounts and must fully cover their own registration fees and travel expenses.

The annual conference of the Association for Institutional Research, the AIR Forum, has been held consecutively since 1961. Held throughout the United States and including Canada, the AIR Forum is the world's largest gathering of higher education professionals working in institutional research, assessment, planning, and related postsecondary education fields. This four-day conference includes more than 300 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 keynote sessions led by leading experts. The Forum is the "must attend" event for both seasoned and early-career professionals.

Participants

The AIR Forum attracts a wide range of participants. The in-person AIR Forum typically draws 1,800- 2,000 participants. Historically, around one-third of participants are new each year and nearly three-fourths manage IR staff or are IR staff (38% and 32%). In addition, over 28% of attendees are from small offices of 2.0 or less FTE. Finally, a little less than half of participants (45%) have had five or fewer years of IR experience.

Important Dates

- Call for Proposals Opens: Wednesday, September 15, 2021
- Proposal Submission Deadline: Sunday, October 17, 2021
- Proposal Reviews: October 2021 – January 2022
- Proposal Decision Notifications Sent: February 2022
- Deadline for Presenters to Register and be listed in the session listing: Friday, May 6, 2022
- Scholarly Paper Upload Deadline for designation in session listing: Friday, May 6, 2022
- AIR Forum: June 6 – 9, 2022

Presentation Formats

The Forum offers six presentation formats, listed below.

- Impact Sessions are high level sessions focused on emerging and important topics and issues with impact for everyone in higher education fields. Impact Sessions include lecture and panel presentations followed by interactive discussions. These large plenary style sessions typically kick-off the AIR Forum content and provide a venue for addressing challenges, updates, and forward-looking insight into topics that require an in-depth presentation. Multiple presenters and multiple perspectives are encouraged. A limited number of sessions are available for this format (4-6), and these proposals undergo additional review prior to acceptance.

Room Set-up and Audio/Visual: Impact Sessions will be 90-minutes and set up in theater seating. The set-up includes standard audio/visual including a podium, microphone(s), projector, screen, and VGA projection cable. Presenters must supply their own laptop for presentations. Internet access, projector adapters for MACs or mobile devices, and/or U.S. voltage adapters are typically not provided but may be requested if required to present the topic in the most effective way.

- Speaker Sessions present research, share applications, practices, or topics of interest related to the effective use of data, analytics, information, and evidence for decision making that benefit students and institutions. Sessions may be led by one-to-three presenters. At least 10 minutes should be reserved for Q&A. Presentation slides are expected and supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to the Forum.

Room Set-up and Audio/Visual: Speaker Sessions will be 45-minutes and set up in theater seating. The set-up includes standard audio/visual including a podium, microphone(s), projector, screen, and VGA projection cable. Presenters must supply their own laptop for presentations. Internet access, projector adapters for MACs or mobile devices, and/or U.S. voltage adapters are not provided.

- Panel Sessions include multiple perspectives about an application, practice, or topic of interest related to the effective use of data in higher education. Panels are composed of a maximum of 4 presenters with an additional option for a moderator. Panelists should have identifiable, unique points of view about the topic. Proposals must identify the presentation structure that will be used to present the multi-perspective discussion session. Supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to the Forum.

Room Set-up and Audio/Visual: Panel Sessions will be 60 minutes and set up in theater style seating. The set-up includes basic audio/visual including a podium, microphone(s), a projector, screen, and one VGA projection cable. Presenters must supply their own laptop for presentations. Internet access, projector adapters for MACs or mobile devices, and/or U.S. voltage adapters are not provided.

- Discussion Group Sessions are highly interactive group discussions that focus on research, an application, practice, or topic of interest related to the effective use of data in higher education. The discussion leader (s) briefly presents opening remarks to define the session and set the context. Three-to-five questions submitted with the session proposal provide the structure for the discussion that follows. The discussion leader role also includes encouraging participants to share their perspectives and providing a summary and closure to the discussion. Discussions may be led by an individual or two co-leaders. Supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to the Forum.

Room Set-up and Audio/Visual: Discussion Groups will be 45 minutes and seating will be arranged for group interaction. Because discussion groups are intended to be interactive conversations and not presentations, no audio-visual equipment is provided flip chart and markers are available upon request.

- Poster Presentation Sessions Posters visually communicate the purpose, research approach, data sources, and outcomes of a scholarly or applied research project study. They efficiently communicate concepts and data to an audience using a combination of visuals and text.

Room Set-up and Audio/Visual: Posters are displayed in the Exhibit Hall with presenters available for a 60-minute question and answer period. Each poster is allotted an area approximately 4' x 4' (half of a 4' x 8' board). The poster display boards and push pins are provided by AIR. Posters will be scheduled at a pre-assigned board in or near the Exhibit Hall. Audio/visual support, Internet access, and a materials table is not provided or available.

- Pre-/post-conference Sessions Interactive pre-/post-conference education sessions accommodate traditional classroom settings, seminars, and hands-on workshops offered in a variety of durations, including one to two hours, half-day, and full day. Sessions may focus on the development of specific skills or approaches to address institution-wide needs. Pre-/post-conference education sessions are offered on Monday, Tuesday, and Friday. Participants pay an additional fee to attend. Each workshop is supported by

a modest honorarium (split if there are multiple presenters), one complimentary hotel room (up to two presenters), and reimbursement for costs to produce handout materials (up to a specified amount).

Room Set-up and Audio/Visual: Posters are displayed in the Exhibit Hall with presenters available for a 60-minute question and answer period. Each poster is allotted an area approximately 4'x4' (half of a 4' x 8' free-standing poster board). Poster boards and pushpins are provided. Posters should be printed on thin/lightweight poster paper or fabric as heavy materials may be difficult to attach to the display board. Presenters are encouraged to include a QR code for attendees to scan for additional insights as well as contact information for any follow-up questions. Supplementary materials/handouts summarizing the presentation should be uploaded to the presenter portal at least two weeks prior to the Forum and may include a short (5 minute) recording summarizing the content linked with other resources via the QR code printed on the poster). No audio/visual support, internet access, materials tables, and electrical outlets are provided.

Scholarly Papers

A session of any format or topic area can be supported by a scholarly paper supporting a research study, methodology, or theoretical construct. You may indicate if your session is supported by a scholarly paper during the proposal process. To be designated as a scholarly paper session in the session listing, a scholarly paper of academic nature, formatted as a PDF or Word document, must be uploaded to the presenter portal by May 6, 2022. Please note that the criteria to be eligible for the [Charles F. Elton Best Paper Award](#) has been revised.

Concurrent Session Topic Areas

Topic areas help organize Impact Sessions, Speaker Sessions, Panel Sessions, Discussion Groups, and Poster Presentations into common themes. Please select the topic area that is most appropriate for your presentation. Please review the descriptions for each of the topic areas to determine which best fits your proposal. The six topic areas include:

Leadership

This topic area features visioning, strategy, governance, and management at the organizational, unit, or program levels, and career planning and development.

Decision Support

This topic area features recognition of stakeholders with attention to equity; identification of their information, data, and analysis needs; and determination of effective and ethical approaches to meeting those needs in support of student and institutional success, including interpretation, contextualization, reporting, and communication.

Data and Technology

This topic area features the technical and ethical aspects of provision and manipulation of data as well as the application of appropriate analytic tools for decision support, including collection and structuring, methods, predictive models, and machine learning.

Assessment and Evaluation

This topic area features initiatives, research, and methods at program and institutional levels that are externally or internally driven for planning, accreditation, or other in pursuit of improved and equitable student and institutional success.

Educate

This topic area features efforts and approaches to coach and collaborate with stakeholders on the ethical and contextual production and use of data and information for decision making, and research and scholarship that informs and advances the work of professionals in the field.

Policy

This topic area features the development, evolution, implementation, and impact of policy at institutional, system, federal, state, or local levels.

Pre-/Post-conference Education Sessions Approach

To meet the needs of different audiences, some pre-/post-conference sessions will be tool-based, and others will be primarily value or theory-based. Also, in order to provide a wide array of content and training, AIR has specific interest in exploration of the following topics:

- **Leadership and Management:** The organization of data functions vary across institutions, and key leadership and management principles set the foundation for successful enterprises. This topic addresses the knowledge, skills, resources, and training needed to effectively manage an office, unit, or project to ensure it meets institutional needs (e.g., hiring and supervising staff, mentoring/training, resource management, budgeting, space allocation).
- **Institutional Effectiveness:** A student-focused paradigm requires the integration of institutional effectiveness and operations. This topic explores the roles of IR, IE, and Assessment in leading institutional data strategies and strategic planning to improve student success.
- **Equity, Diversity, and Inclusion:** Commitment to student success requires attention to equity, diversity, and inclusion in all aspects of the institutional enterprise, including the data function. This topic considers the roles of IR, IE, and Assessment in efforts to ensure that equity, diversity, and inclusion are prioritized in data-informed decision cultures.
- **Data Models:** Robust data functions that support data-informed decision cultures are more than the sums of their parts. This topic explores the essential considerations, leadership requirements, design challenges, and structures necessary for the creation of data models that facilitate achievement of the institution's mission and goals.
- **Use of Data:** We know the use of data is essential in pursuit of improved student success. Yet each institution varies in its needs and levels of sophistication. This topic considers the how of data use (e.g., advanced analytics, software, governance), the why of data use (e.g., goals, ethics), and the theoretical (e.g., is IR/IE/Assessment the same as or different from data science?) with attention to institutional and student contexts.
- **Effective Communication of Data:** A data-informed decision culture relies on compelling presentations of data that engage and inform stakeholders. This topic explores theoretical and ethical considerations and best practices, including the creation of visualizations, report writing, and the varied approaches needed to reach different audiences.
- **Data Literacy:** Cultivation of a data-informed decision culture requires strategies to increase data literacy, capacity, and use among stakeholders. This topic focuses on ways to build data literacy across the institution and expand decision support capacity.

All proposals will be given equal weight and consideration based on their merits regardless of topical area. If you have questions, please contact Elaine Cappellino ecappellino@airweb.org

Proposal Submission System

The Forum proposal submission system through Hubb.me is an online application process which allows applicants to begin, save work, and return later to finish. Both concurrent and pre-/post conference sessions are submitted through the online system. 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 work.

A Concurrent Session (Impact, Speaker, Panel, Discussion, Poster) proposal typically includes the following sections (proposal elements will vary based on presentation format):

- ***Title** (Limit 75 characters): This should serve as a succinct description of your presentation.
- **Presenter/co-presenter contact information:**
 - Contact information (including name and email address of co-presenters, if applicable).
 - ADA accessibility needs of presenters.
 - Affiliation disclosure allows AIR to follow up with information regarding participant expectations for noncommercial sessions.
- **Proposal Narrative** (Limit 4000 characters, ~400 words): The proposal narrative is the primary information used by reviewers when reviewing and selecting sessions. The narrative is not published for attendees. Clearly explain: how your session presents new or improved ideas and practices, why the information shared in the session is timely and relevant to Forum attendees, how you will structure the presentation, a timeline of the presentation, and the central theme of the session.
- ***Learning Outcomes** (Limit 1000 characters, ~100 words): Please provide a minimum of two participant learning outcomes in the format: *Participants in this session will...*
- **Presenter(s) Experience** (Limit 1500 characters, ~150 words): Describe how each presenter's experience/knowledge makes him or her uniquely qualified to present the proposed content. Be specific about the expertise related to the sessions (e.g. list other related presentations or reports) rather than general statements about degrees or years in the field.
- ***Session Abstract** (Limit 1000 characters, ~100 words, plain text only): This abstract will be used to engage attendees and inform them when selecting sessions that match their interests and skill level. It will also be used in the conference app and any session listings. Concisely state: the topics which will be covered, the importance of the topic, the objectives of the session.
- **Target Audience Experience Level:** Select the level of experience attendees of this session should have – Intro/Beginner, Mid-level, or Expert/Advanced.
- **Institution Type:** This session is particularly relevant to professionals who work in (select "any" if the session is equally relevant to all Forum attendees) – Less than a 2-year institution, 2-year institution, 4-year institution, Graduate school, Other organizations or offices outside of an institution (e.g. research institute, association), or Any.
- **Key Words** (Limit 100 characters, ~10 words): Please provide three-to-five key words/phrases participants may use when searching for this session. **These items may appear in the digital program book and/or on the conference App.*

Note: Sponsored Sessions are scheduled separately and should not be submitted through the proposal process. An AIR staff member will contact sponsors to schedule sponsored sessions.

A Pre/Post Conference Education Session Proposal Submission includes the following sections:

- **Presenter/co-presenter contact information:**
 - Contact information (including name and email address of co-presenters, if applicable).
 - ADA accessibility needs of presenters.
 - Affiliation disclosure allows AIR to follow up with information regarding participant expectations for noncommercial sessions.
- **Presenter(s) Experience** (Limit 1500 characters, ~150 words): Describe how each presenter's experience/knowledge makes him or her uniquely qualified to present the proposed content. Be specific about the expertise related to the sessions (e.g. list other related presentations or reports) rather than general statements about degrees or years in the field.
- **Structure** (Limit 5000 characters, ~500 words): Describe whether this session will be more software/application-based or more theory and discussion-based. Include examples of the type of activities/discussions you will present. If primarily tool-based, explain how the activities will ensure maximum participation during the workshop. *Note: Wi-Fi is typically available for participants, but bandwidth is limited. Cloud-based applications or sessions requiring downloading software or materials onsite will likely be frustrating for participants.*
- ***Title** (Limit 75 characters): This should serve as a succinct description of your presentation
- ***Session Abstract** (Limit 1000 characters, ~100 words, plain text only): This abstract will be used to engage attendees and inform them when selecting sessions that match their interests and skill level. It will also be used in the conference app and any session listings. Concisely state: the topics which will be covered, the importance of the topic, the objectives of the session.
- **Proposal Narrative** (Limit 4000 characters, ~400 words): The proposal narrative is the primary information used by reviewers when reviewing and selecting sessions. The narrative is not published for attendees. Clearly explain how your session presents new or improved ideas and practices, why the information shared in the session is timely and relevant to Forum attendees, how you will structure the presentation, a timeline of the presentation, and the central theme of the session.
- **Outline** (Limit 5000 characters, ~500 words): Provide an outline that includes timeline and content.
- ***Learning Outcomes** (Limit 1000 characters, ~100 words): Please provide a minimum of two participant learning outcomes in the format: Participants in this session will....
- **Target Audience Experience Level:** Select the level of experience attendees of this session should have – Intro/Beginner, Mid-level, or Expert/Advanced
- **Institution Type:** This session is particularly relevant to professionals who work in (select “any” if the session is equally relevant to all Forum attendees) – Less than a 2-year institution, 2-year institution, 4-year institution, Graduate school, Other organizations or offices outside of an institution (e.g. research institute, association), or Any.
- **Key Words** (Limit 100 characters, ~10 words): Please provide three-to-five key words/phrases participants may use when searching for this session.
- **Supporting Documents:** If you have delivered this content in the past, please upload most recent PowerPoint and any additional materials.

*These items may appear in the conference app and any session listings.

Concurrent Session Review Process

The selection of Impact Sessions, Speaker Sessions, Panel Sessions, Discussion Groups, and Poster Presentations is a competitive process, so reviewing the instructions and selection rubric can increase your chances of being selected. Each proposal is evaluated by at least five AIR members using a [rubric](#) that includes ratings for session quality and potential popularity. Additionally, volunteers evaluate proposals based on the overall fit within the program and other topics to yield the maximum learning for attendees.

Proposals undergo a half-blind review process, meaning that reviewers are not revealed to the session proposer(s) but session authors are revealed to reviewers. The half-blind review process was implemented in 2012 as part of a series of efforts to improve the consistency of quality sessions at the Forum. A successful session requires great content and organization, as well as a presenter who has the background and experience to handle the topic. The half-blind review allows presenters to share with reviewers their backgrounds, affiliations, and any other evidence of their expertise. The half-blind review puts all presenters on a level playing field to build the case for their expertise.

Why does AIR use a full-blind review for publications and a half-blind review for Forum sessions? When reviewing a print manuscript, the full evidence of the author's mastery of the topic is in the document itself. Reviewers have the actual product to review. But in Forum session reviews there is only a brief description and "promise" of what will be delivered. The presenter(s) capacity to fulfill the promise is legitimately part of the selection process.

More than 300 AIR members read, evaluate, and comment on proposals each year. Reviewers are recruited and selected through an annual call for volunteers and must have attended a prior Forum (to have experienced firsthand the quality and range of sessions offered at the Forum). Reviewers are randomly assigned to specific proposals and so there is the potential for a reviewer to be assigned a proposal in which he/she has a vested interest or close connection. Reviewers declare conflicts of interest, when they arise, and are reassigned to other proposals. AIR trusts reviewers to determine what constitutes a conflict of interest that would create an unfair review environment and to recuse themselves from evaluating such proposals.

Following the review, proposals are then ranked based on the rating scores. Because there are usually more high-quality proposals than space available, additional screening is required to reduce the number of sessions and balance the overall program in terms of topics and sector representation. It is unfortunate, but space limitations usually mean that some high-quality sessions are not accepted (on average, approximately 170 of the usual 400 speaker session proposals are accepted). Some formats such as posters and discussion groups have more availability than others.

The Forum Program & Strategy Committee performs a final review of the content and mix of sessions and advises the Executive Office to ensure that sessions chosen meet the needs of members and maximizes the learning for our attendees. Additional selection criteria considered by the Program Committee include:

The number of additional proposals submitted by an individual and the outcome of those proposals; The number of presenters for the proposed session; The number of sessions submitted by other individuals from the same institution, and the outcome of those proposals; Any special institutional characteristics (e.g., minority serving or small institution).