ASSOCIATION FOR INSTITUTIONAL RESEARCH

2019

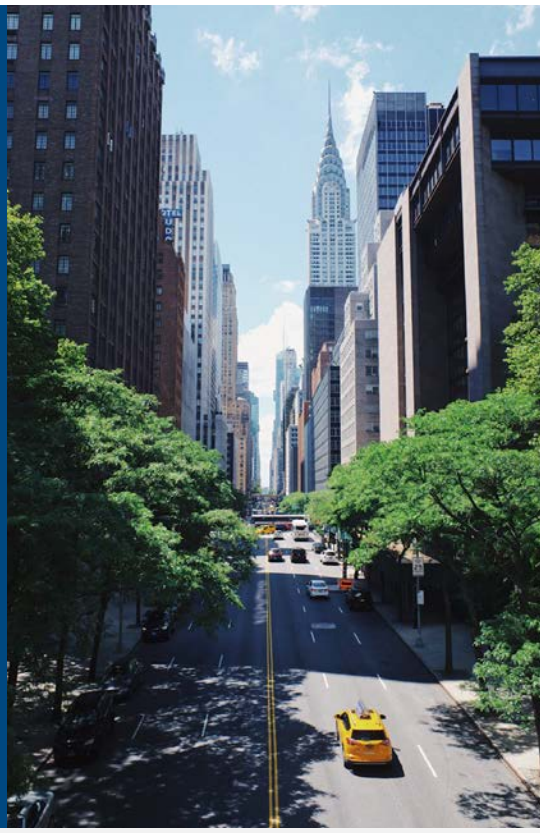
Program Book & Schedule

AIR | FORUM

May 28 - May 31, 2019 ▪ Denver, CO

Microsoft

We're thrilled to be back at the AIR Forum and we brought friends!



Microsoft is excited to be the sponsor of the 2019 AIR Forum. We're confident we can help you make an impact on your campus. We invited Nuventive to join us in our booth and corporate session. Come say, "Hi," and let's talk about your cloud journey, vision for digital transformation, and student success.

Speakers for our session are:

Jason Morales
Solution Specialist, *Microsoft*

Dan Venedam
Planning, Analytics and Assessment, *Nuventive*

We encourage you to download a free e-book to get started with **Apache Spark on Azure Databricks**.

Discover how to load and work with Datasets and run machine-learning algorithms to help your team turn big data processing jobs into breakthrough insights.

About the conference

The Association for Institutional Research's annual conference, the AIR Forum, is the world's largest gathering of higher education professionals. The four-day conference includes presentations from all sectors of higher education featuring the latest tools and resources to support data use for decision making. Network with your peers, share best practices, and learn from workshops and informational sessions. The Forum is a "must attend" event for seasoned and early-career professionals.

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Welcome from the AIR President and the AIR Executive Director

On behalf of the Board of Directors and the Executive Office staff, welcome to the 2019 AIR Forum in beautiful Denver, Colorado! We are excited to host you and nearly 2000 other higher education professionals who are eager to learn, share, and connect with one another.

Over the past year, AIR has refined its mission to emphasize the importance of effectively using of data, analytics, information, and evidence to make decisions that benefit students and institutions and improve higher education. We have designed a Forum program that we hope will empower and energize you around that mission.

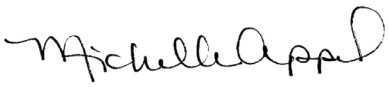
The Forum elevates the innovative and creative work occurring at colleges and universities all over the world. Participate in workshops targeted at building new skills, impact sessions exploring broad, emerging topics, and over 300 peer-reviewed concurrent sessions presented by experts in the field. The latest tools and technologies can be found among our sponsors in the Exhibit Hall. Take advantage of the many opportunities to reconnect with colleagues and form new connections before and after sessions, during the receptions, or within a dinner group to strengthen your professional networks.

We are proud to present two nationally recognized keynote speakers. Tricia Wang, a self-described "global tech ethnographer," will open the Forum by urging us to focus more on "thick data" – the unquantifiable insights from people – to make the right decisions and thrive in the unknown. Michelle Asha Cooper, president of the Institute for Higher Education Policy, will close the Forum by reminding us of our responsibility to apply our data and analytic skills to close equity gaps and improve the educational experience for all students.

This year, you'll find sessions convened by the Board on themes we've been exploring. In response to feedback from last year's Forum, we have been examining the AIR Code of Ethics and Professional Practice – we hope you will join us for "Ethics v4.0: Refining Our Code for Today's IR" (once on Wednesday and again on Thursday). We want to ensure members feel prepared for AIR leadership, so we invite you to attend "Let's talk about Policy Governance: Essentials for Potential AIR Leaders" on Wednesday and "AIR Needs YOU! Leadership Opportunities in AIR" on Thursday.

By the end of the Forum, we challenge you to learn at least one alternative approach, acquire an additional skill, exchange an innovative idea, or connect with a new colleague so that you can return to your institution motivated and empowered. We hope you will use your new knowledge and skills to advance the institutional mission for the benefit of students through the intelligent and thoughtful use of data and analytics.

Best wishes for an exceptional Forum experience!



Michelle Appel

Christine M. Keller

President
Michelle Appel
University of Maryland-College Park

Executive Director & CEO
Christine M. Keller
Association for Institutional Research

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General Forum Information

AIR Forum App

Use the AIR Forum App to search for specific sessions, view session abstracts, build a custom schedule, download presentation materials, access scholarly papers, take notes, evaluate sessions, and view maps. Seamlessly syncing, the AIR Forum App (available for iPhone, Android, and your web browser) is your source for the most up-to-date information about schedule changes and new information. Learn more at forum.airweb.org.

Affiliated Organizations

Affiliated Organizations (AOs) are independent of AIR, but we all share a common mission of data use for the improvement of higher education. The Forum provides an opportunity for AOs to participate in a variety of select networking and professional development activities, including:

- The AIR Affiliated Organization (AO) Travel Grant Program – AIR partners with AOs to expand travel assistance grants for attending the AIR Forum.
- Best Presentation – Each AO's best presentation/best paper winner receives a presentation slot at the AIR Forum.
- Meeting Space/Dinner Groups – AOs can organize a meeting or dinner group at the Forum to connect with their members.

Data Scavenger App Game

The Data Scavenger App Game provides an opportunity to network and explore the Exhibit Hall as well as win prizes. As players complete challenges by visiting sponsors and scanning codes they earn entries for the prize drawing. Maximize your earning opportunities by interacting with sponsors and completing all scans. One scan = 1 entry.

Rules for the game can be found in the AIR Forum App.

Code of Conduct

AIR invites you to attend the AIR Forum, our annual conference, in the collegial spirit of learning, sharing, and networking with open-mindedness and respect. Attendees must behave responsibly at all events. Threatening physical or verbal actions; disorderly or disruptive conduct; and harassment, sexual or otherwise, will not be tolerated. Such behavior may result in removal from the meeting, denial of access to meeting facilities, and other penalties. Conference fees will not be refunded if an attendee or sponsor is removed from the conference as a result of violation of this code. Please ask for H.A. Scott at the registration desk to confidentially report violations.

Dinner Groups

Meet new people and network with colleagues by joining a dinner group hosted by fellow AIR members on Tuesday or Wednesday, or an Affiliated Organization (AO) dinner group on Wednesday and Thursday.

Evaluations

Forum participants are invited to evaluate conference sessions during the conference via the AIR Forum App. After the Forum, you will receive an invitation to participate in the overall Forum evaluation. Please take time to respond, as your feedback is used for future Forum planning.

Exhibit Hall—The AIR Networking Hub

Visit the Exhibit Hall, AIR's networking hub, located in the Four Seasons Ballroom, to meet sponsors and learn about the latest software, products, and services, and participate in our community outreach project.

Lunch and Breaks

Lunch Break. Schedules for Wednesday and Thursday include dedicated time for lunch breaks and networking (in the Exhibit Hall).

Coffee Break. Coffee will be served in the Exhibit Hall on Thursday from 8:45 a.m. - 9:45 a.m.

Dessert Break. Please join us for a complimentary dessert break to thank our sponsors and close the Exhibit Hall on Thursday from 1:00 p.m. – 2:00 p.m.

Micro Sessions

New this year Micro Sessions are highly engaging 7-minute sessions that take place in the expo theaters located in the Exhibit Hall. The list of Micro Sessions can be found in the AIR Forum App.

Session Abstracts

This year session abstracts as well as session resources and the most up-to-date presentation information are available in the AIR Forum App.

Water Stations

Use the water bottle provided at registration to stay hydrated throughout the conference by visiting the AIR Water Stations marked on the map on page 79.

Wireless Internet

Wireless Internet suitable for checking email and using the AIR Forum App is available in the Colorado Convention Center conference space using the AIR SSID: airforum2019 and Password: airforum. Complimentary wireless is also available in most public areas of the hotel.

2019 AIR Forum Sponsors

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National Center for Science and Engineering Statistics • National Student Clearinghouse
NORC • Public Insight • Rapid Insight • Researchfish • Ruffalo Noel Levitz
Scantron • SmartEvals

Non-Exhibiting Sponsors

AccessLex Institute • The Knight Commission

Sponsor descriptions can be found on pages 63–71

Session Topic Areas and Formats

Topic Areas

Forum Sessions were accepted for the 2019 Forum educational program in the following topic areas. Choosing sessions from specific topic areas can help you design a schedule that meets your needs and interests. The topic area appears after the session type under each session title.

Identify Information Needs (*Information-Needs*) This topic area includes the process of identifying stakeholders and their decision support needs in terms of collecting, analyzing, interpreting, and reporting data and information (data). This topic area includes the technical functions of institutional research in providing data, information, and analysis for decision support.

Collect, Analyze, Interpret, and Report Data and Information (*Data)* This topic area includes the technical functions of institutional research in providing data, information, and analysis for decision support.

Plan and Evaluate (*Plan-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.

Serve as Stewards of Data and Information (*Stewardship*) This topic area includes IR's role in ensuring an organization-wide data strategy as well as efforts related to data governance.

Educate Information Producers, Users, and Consumers (*Educate*) 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 IR's role in convening discussions related to information needs and connecting producers and users of data.

Operations and Leadership (*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.

Session Formats

Discussion Groups (45 minutes) are highly interactive small group discussions moderated by session leaders who encourage participants to share their perspectives.

Panel Sessions (60 minutes) are moderated discussions with three or more presenters who represent different organizations or sectors and offer unique points of view on a topic.

Posters are on display in the Exhibit Hall from Wednesday at 10:00 a.m. – Thursday at 2:00 p.m.

Presenters are available for questions and answers during the Poster Presentations on Wednesday (odd numbered posters) from 12:30 p.m. – 1:30 p.m. and Thursday (even numbered posters) from 12:00 p.m. – 1:00 p.m.

Speaker Sessions (45 minutes) are led by one or more presenters with time reserved for questions and audience participation.

Affiliated Organization (AO) Best Presentations (45 minutes) are top-performing sessions from regional, state, and international IR conferences.

Ask an Expert/Technology Demonstration (45 minutes) are highly interactive small group sessions led by sponsor subject matter experts and located in our new expo theaters.

Using the Forum Program Book and Icon Key

Header lists the day of sessions listed on that page

Icons highlight session designations

Session Topic — See previous page for detailed descriptions

Session Type — See previous page for detailed descriptions

Session Room Number

Tab denotes the day/event

Icon Key

Icon Key

AO Best Presentation

Scholarly Paper (Download Available)

Sponsor

Pre-Conference Education Workshops

Not included with conference registration; advance sign-up and additional fees required to attend.

8:00 AM–4:00 PM

Promoting Equity and Inclusion through Intentional Practice

Pre-Conference Education | Workshop | Room 407

Presenter(s): Marjorie Dorimé-Williams, *University of Missouri;* Michael Williams, *University of Missouri*

Survey Research Methods: Key Aspects and Best Practices

Pre-Conference Education | Workshop | Room 102

Presenter(s): Elizabeth Williams, *University of Massachusetts-Amherst;* Alicia Remaly, *University of Massachusetts-Amherst*

8:00 AM–10:00 AM

Successfully Becoming a Director of IR/IE

Pre-Conference Education | Workshop | Room 111

Presenter(s): William Knight, *Miami University;* Gregory Rogers, *Retired*

8:00 AM–11:30 AM

Introduction to Institutional Research

Pre-Conference Education | Workshop | Room 402

Presenter(s): Melanie R. Sullivan, *Providence College;* Eric Atchison, *Mississippi Institutions of Higher Learning*

Introduction to SPSS syntax

Pre-Conference Education | Workshop | Room 405

Presenter(s): Yuxiang Liu, *Yeshiva University*

IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness

Pre-Conference Education | Workshop | Room 403

Presenter(s): Erez Lenchner, *CUNY John Jay College of Criminal Justice;* Vince Castano, *Fayetteville Technical College*

IPEDS Data as the Public Face of an Institution

Pre-Conference Education | Workshop | Room 404

Presenter(s): Carrie Mata, *Oglethorpe University;* Eileen Brennan, *Henry Ford College*

IPEDS Human Resources Training

Pre-Conference Education | Workshop | Room 401

Presenter(s): Nancy Floyd, *North Carolina State University;* Hui-Min Wen, *New College of Florida*

12:30 PM–4:00 PM

A Brief Introduction to R

Pre-Conference Education | Workshop | Room 402

Presenter(s): Brendan Dugan, *Indiana University*

Application of Advanced Data Mining Algorithms to IR Analytical Projects with R Demo

Pre-Conference Education | Workshop | Room 404

Presenter(s): Ying Lin, *Syracuse University*

Data Governance: A Primer

Pre-Conference Education | Workshop | Room 405

Presenter(s): Braden Hosch, *Stony Brook University*

IPEDS Student Financial Aid Training

Pre-Conference Education | Workshop | Room 401

Presenter(s): John Ingram, *Community College of Allegheny County;* Wesly Marburger, *Studio Beauty School*

Using Tableau to Automate IR Data Reporting

Pre-Conference Education | Workshop | Room 403

Presenter(s): Sarah Gallimore, *York College of Pennsylvania*

Pre-Conference Education
The Art and Science of Data Visualization: A Data Bootcamp

Not included with conference registration; advance sign-up and additional fees required to attend.

8:00 AM–8:45 AM

Opening Session

Pre-Conference Education | Bootcamp: Opening Session | Room 201

9:00 AM–10:30 AM Breakout Session A

Communicating the Value of Data Visualization

Pre-Conference Education | Bootcamp: Breakout Session | Room 104

Presenter(s): Tim Stanley, *Utah Valley University*

Crafting Your Data Story: Considerations in Narrative Development

Pre-Conference Education | Bootcamp: Breakout Session | Room 105

Presenter(s): Gianina Baker, *National Institute for Learning Outcomes Assessment;* Natasha Jankowski, *National Institute for Learning Outcomes Assessment*

Data Science Communicator: The Sexier Job of the 21st Century

Pre-Conference Education | Bootcamp: Breakout Session | Room 108

Presenter(s): Michael Le, *Humboldt State University*

Data Visualizations for the Human Brain

Pre-Conference Education | Bootcamp: Breakout Session | Room 107

Presenter(s): Rebecca Barber, *Arizona State University-Tempe*

Data Visualizations: A Tool but Not a Silver Bullet

Pre-Conference Education | Bootcamp: Breakout Session | Room 106

Presenter(s): Resche Hines, *Stetson University;* Angela Henderson, *Stetson University*

11:00 AM–12:30 PM Breakout Session B

Creating Impactful Dashboards through Collaboration with Stakeholders

Pre-Conference Education | Bootcamp: Breakout Session | Room 105

Presenter(s): Jeremy Goodman, *Olin College of Engineering*

Data Visualizations: A Tool but Not a Silver Bullet

Pre-Conference Education | Bootcamp: Breakout Session | Room 106

Presenter(s): Resche Hines, *Stetson University;* Angela Henderson, *Stetson University*

Moving from Informational Gems to Compelling Stories

Pre-Conference Education | Bootcamp: Breakout Session | Room 107

Presenter(s): Rebecca Barber, *Arizona State University-Tempe*

Public-Facing Data Visualizations in Tableau

Pre-Conference Education | Bootcamp: Breakout Session | Room 108

Presenter(s): Jennifer Pattershall-Geide, *George Washington University*

Tableau Terminology and Data Connections

Pre-Conference Education | Bootcamp: Breakout Session | Room 109

Presenter(s): Craig Abbey, *University at Buffalo*

Using Power BI to Automate Data Cleaning and Visualizations

Pre-Conference Education | Bootcamp: Breakout Session | Room 104

Presenter(s): Christopher Urban, *Kansas State University*

1:45 PM–3:15 PM Breakout Session C

Data Science Communicator: The Sexier Job of the 21st Century

Pre-Conference Education | Bootcamp: Breakout Session | Room 108

Presenter(s): Michael Le, *Humboldt State University*

Data Visualizations for the Human Brain

Pre-Conference Education | Bootcamp: Breakout Session | Room 107

Presenter(s): Rebecca Barber, *Arizona State University-Tempe*

Developing an Enrollment Dashboard: A Case Study

Pre-Conference Education | Bootcamp: Breakout Session | Room 106

Presenter(s): Resche Hines, *Stetson University;* Angela Henderson, *Stetson University*

Post-It, Pen, and Pad: Prototyping Your Dashboards Quickly and Effectively

Pre-Conference Education | Bootcamp: Breakout Session | Room 105

Presenter(s): Jeremy Goodman, *Olin College of Engineering*

Preparing and Structuring Survey Data for Visualization in Tableau

Pre-Conference Education | Bootcamp: Breakout Session | Room 109

Presenter(s): Craig Abbey, *University at Buffalo*

Understanding the Impact of Data Visualizations

Pre-Conference Education | Bootcamp: Breakout Session | Room 104

Presenter(s): Christopher Urban, *Kansas State University*

3:45 PM–5:15 PM Breakout Session D

Answering Senior Leaders Questions with Clearinghouse Data

Pre-Conference Education | Bootcamp: Breakout Session | Room 109

Presenter(s): Craig Abbey, *University at Buffalo*

Crafting Your Data Story: Considerations in Narrative Development

Pre-Conference Education | Bootcamp: Breakout Session | Room 107

Presenter(s): Gianina Baker, *National Institute for Learning Outcomes Assessment;* Natasha Jankowski, *National Institute for Learning Outcomes Assessment*

Data Visualization: Who, What, Where, When, and an Introduction to How

Pre-Conference Education | Bootcamp: Breakout Session | Room 111

Presenter(s): Emily Burke, *Association of Schools and Programs of Public Health*

Post-It, Pen, and Pad: Prototyping Your Dashboards Quickly and Effectively

Pre-Conference Education | Bootcamp: Breakout Session | Room 105

Presenter(s): Jeremy Goodman, *Olin College of Engineering*

Public Displays of Data: Challenges and Considerations

Pre-Conference Education | Bootcamp: Breakout Session | Room 108

Presenter(s): Jennifer Pattershall-Geide, *George Washington University*

Using Data Visualizations to Advocate for Student Success

Pre-Conference Education | Bootcamp: Breakout Session | Room 106

Presenter(s): Tim Stanley, *Utah Valley University*

End of day

Convergence

Because data — like ice cream and cookies — are better when they come together.

Course evaluation + faculty activity data =
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At Watermark, we're committed to connecting data — like course evaluation and faculty activity information — in new, innovative ways to streamline institutional processes, surface valuable insights, and drive meaningful improvement. And we're just getting started.

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Pre-Conference Education Workshops

Not included with conference registration; advance sign-up and additional fees required to attend.

8:00 AM–4:00 PM

IPEDS New Keyholders Workshop

Pre-Conference Education | Workshop | Room 401

Presenter(s): Carrie Mata, *Oglethorpe University;* Nancy Floyd, *North Carolina State University;* Eileen Brennan, *Henry Ford College*

R for the IR Professional: Transforming, Visualizing, and Communicating Data

Pre-Conference Education | Workshop | Room 402

Presenter(s): Joshua Barillas, *AACSB International;* Olya Musokhranova, *University of Tennessee, Knoxville*

8:00 AM–11:30 AM

Building a Modern Data Governance Structure

Pre-Conference Education | Workshop | Room 102

Presenter(s): Rick Burnette, *Florida State University*

Conducting a Quality Survey Research Project

Pre-Conference Education | Workshop | Room 406

Presenter(s): Darlena Jones, *Association for Institutional Research*

Equity, Diversity, and Inclusion, Oh My! Engaging & Delivering Equity Related IR/IE Needs at Your Institution

Pre-Conference Education | Workshop | Room 407

Presenter(s): Priyank Shah, *Rochester Community and Technical College;* Narren Brown, *South Central College;* Michael Anthony, *Rochester Community and Technical College*

Program Review for Non-Academic Units and IR, Too

Pre-Conference Education | Workshop | Room 103

Presenter(s): Paula Krist, *University of San Diego*

Student Satisfaction Inventory: How to Best Use the SSI on Your Campus

Pre-Conference Education | Workshop | Room 404

Presenter(s): Julie Bryant, *Ruffalo Noel Levitz*

Using Community College Measures of Effectiveness for Institutional Improvement and Accountability

Pre-Conference Education | Workshop | Room 405

Presenter(s): Kent Phillippe, *American Association of Community Colleges;* Vaughn Alexander Hendriex, *American Association of Community Colleges*

Using R to Tidy your Data

Pre-Conference Education | Workshop | Room 403

Presenter(s): Brian Pattiz, *University of Denver*

12:30 PM–4:00 PM

Building a Narrative Via Evidence-Based Storytelling

Pre-Conference Education | Workshop | Room 407

Presenter(s): Natasha Jankowski, *National Institute for Learning Outcomes Assessment*

Enrollment Dashboard in a Day with Microsoft Power BI

Pre-Conference Education | Workshop | Room 403

Presenter(s): Angela Henderson, *Stetson University;* Resche Hines, *Stetson University*

Enrollment Forecasting and Modeling in Tableau

Pre-Conference Education | Workshop | Room 405

Presenter(s): Craig Abbey, *University at Buffalo*

IPEDS Finance Training for IR Professionals

Pre-Conference Education | Workshop | Room 404

Presenter(s): Eric Atchison, *Mississippi Institutions of Higher Learning;* Elizabeth Clune-Kneuer, *Prince George's Community College*

Program Student Learning Outcomes Assessment: An Evaluator's Perspective

Pre-Conference Education | Workshop | Room 406

Presenter(s): Yongmei Li, *Converse College*

SimplifEYE: A Non-Designers Workshop for Designing High Impact Data Visualizations

Pre-Conference Education | Workshop | Room 103

Presenter(s): Emily Burke, *Association of Schools and Programs of Public Health;* Razia Momen, *Association of Schools and Programs of Public Health*

Visualizing Survey Data in Tableau

Pre-Conference Education | Workshop | Room 102

Presenter(s): Rebecca Barber, *Arizona State University-Tempe*

Pre-Conference Education
The Art and Science of Data Visualization: A Data Bootcamp

Not included with conference registration; advance sign-up and additional fees required to attend.

9:00 AM–10:30 AM Breakout Session E

Better Data Storytelling with Power BI

Pre-Conference Education | Bootcamp: Breakout Session | Room 104

Presenter(s): Jaime Rodriguez, *Moreno Valley College*

Engaging Faculty to Inform Data Reporting and Visualization

Pre-Conference Education | Bootcamp: Breakout Session | Room 108

Presenter(s): Jason Taylor, *University of Utah;* Mike Martineau, *University of Utah*

Moving from Informational Gems to Compelling Stories

Pre-Conference Education | Bootcamp: Breakout Session | Room 107

Presenter(s): Rebecca Barber, *Arizona State University-Tempe*

Speaking Their Language: Communicating Data to Senior Leaders

Pre-Conference Education | Bootcamp: Breakout Session | Room 105

Presenter(s): Kristina Powers, *Institute for Effectiveness in Higher Education*

Strategic, Operational, and Analytical Dashboards

Pre-Conference Education | Bootcamp: Breakout Session | Room 109

Presenter(s): Craig Abbey, *University at Buffalo*

Using Data Visualizations as Coaching/Consulting Tools

Pre-Conference Education | Bootcamp: Breakout Session | Room 106

Presenter(s): Tim Stanley, *Utah Valley University*

11:00 AM–11:45 AM Breakout Session

Closing Session

Pre-Conference Education | Bootcamp: Closing Session | Room 201

AIR Forum 2019

12:00 PM–12:30 PM

1st Time @ Forum Session

Special Event | *Room 203*

1:00 PM–2:30 PM

Data Governance: How IR Serves as Stewards of Data and Information

Impact Sessions | *Room 201*

Presenter(s): Adnan Ahmed, *University of Calgary;* Colleen Wynn, *Claremont McKenna College;* Kristin Yates, *University of Nebraska-Lincoln*

IPEDS Update

Impact Sessions | *Room 203*

Presenter(s): Tara Lawley, *National Center for Education Statistics*

Strong Leadership: Integrating IR, IE, and Assessment into the Institution

Impact Sessions | *Room 205*

Presenter(s): Charles Blaich, *Center of Inquiry/Higher Education Data Sharing Consortium;* Sandra Bramblett, *Georgia Institute of Technology;* Mary Ann Coughlin, *Springfield College;* Brent Drake, *University of Nevada, Las Vegas;* Moderator: Archie Cubarrubia, *Partners for College Affordability and Public Trust*

The Changing Nature of Enrollment Projections

Impact Sessions | *Room 207*

Presenter(s): Ozlem Kacira, *Pima Community College;* Patrick Lane, *Western Interstate Commission for Higher Education;* Yuko Mulugetta, *Ithaca College;* Jason Simon, *University of North Texas*

3:00 PM–4:30 PM

An Exploration: What is IR?

Impact Sessions | *Room 201*

Presenter(s): Rachana Bhatt, *University System of Georgia;* Narren Brown, *South Central College;* Jonathan Gagliardi, *Lehman College;* Resche Hines, *Stetson University;* Junelyn Peeples, *Scripps College;* Moderator: Christine Keller, *Association for Institutional Research*

Artificial Intelligence (AI) in Higher Education

Impact Sessions | *Room 203*

Presenter(s): Elizabeth Adams, *CSU Northridge;* Michael Galchinsky, *Georgia State University;* William O'Shea, *Pacific University;* Moderator: Michael Le, *Humboldt State University*

Guided Pathways: The Role of Institutional Research

Impact Sessions | Room 205

Presenter(s): Michael Bohlig, *Center for Community College Student Engagement, UT-Austin;* Craig Hayward, *Bakersfield College;* Laurie Heacock, *Achieving the Dream;* Kent Phillippe, *American Association of Community Colleges;* Jean Runyon, *Front Range Community College*

IR/IE Engaging with Policy: An International Perspective

Impact Sessions | Room 207

Presenter(s): Jan Botha, *Stellenbosch University, South Africa;* Attila Pausits, *Danube University, Krems, Austria;* Dawn Geronimo Terkla, *Tufts University, United States;* Torii Tomoko, *Ritsumeikan University, Japan;* Moderator: Charles Mathies, *University of Jyväskylä, Finland*

4:45 PM–6:45 PM

Welcome Reception

Special Event | Exhibit Hall (Four Seasons Ballroom)

End of day

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QS

7:00 AM–10:00 AM

Keynote Speaker
Tricia Wang, *Global Tech Ethnographer*

Breakfast Buffet and Keynote

Mile High Ballroom 2-4

Program

7:30 AM - Breakfast buffet opens; doors open and seating begins

8:30 AM - Buffet closes; opening remarks begin

9:00 AM - Keynote begins

What Big Data Doesn't Tell You: The Pitfalls of Data-Driven Decision Making

Why do so many organizations make bad decisions, even with access to unprecedented amounts of data? With stories from Nokia to Netflix to the oracles of ancient Greece, Tricia Wang demystifies big data and identifies its pitfalls, suggesting that we focus instead on "thick data" — precious, unquantifiable insights from actual people — to make the right business decisions and thrive in the unknown. To effectively leverage big data, we need insights that come from both quantitative and qualitative data.

10:15 AM–11:00 AM

(AIRUM Best Presentation) Practical Approaches to a Sea of Data

Affiliated Organization Best Presentation | Data | Room 405

Presenter(s): Bethany Miller, *Cornell College;* Ruth Vater, *Beloit College*

(OCAIR Best Presentation) Time-to-Degree Analysis Made Easy with Tableau

Affiliated Organization Best Presentation | Data | Room 111

Presenter(s): Sarah Gallimore, *York College of Pennsylvania*

Assessment in Concert: Pairing IT with Effective Training in Data Use

Discussion Group | Stewardship | Room 210

Presenter(s): Caroline Young, *Mercer University;* Jeff Osmus, *Mercer University*

Automagic Data: a Case Study on Faculty Information Systems with UNLV

Sponsored Speaker Session | Stewardship | Room 110

Presenter(s): Tondra De, *University of Nevada, Las Vegas;* Erin Mayhood, *Interfolio Inc.*

Crises & Considerations for Assessment

Discussion Group | *Plan-Evaluate* | *Room 202*

Presenter(s): Kyle Fassett, *Indiana University Bloomington;* Allison BrckaLorenz, *Indiana University Bloomington*

Designing Effective Survey Questions

Speaker Session | *Data* | *Room 103*

Presenter(s): Zachary Morgan, *California Institute of the Arts*

Doing More with Less: An Empirical Evaluation of Rankings and Efficiency

Speaker Session | *Information-Needs* | *Room 401*

Presenter(s): Justin Shepherd, *Emory University*

Effective Strategies for Implementing Surveys on Sexual Violence

Speaker Session | *Data* | *Room 207*

Presenter(s): Charles Blaich, *Center of Inquiry/Higher Education Data Sharing Consortium;* Kathleen Wise, *Center of Inquiry/Higher Education Data Sharing Consortium;* Adrea Hernandez, *Higher Education Data Sharing Consortium*

Finding Synergy to Improve Student Success and Institutional Progress

Discussion Group | *Educate* | *Room 212*

Presenter(s): Will Miller, *Campus Labs*

Getting Started with Data Governance

Sponsored Speaker Session | *Stewardship* | *Room 108*

Presenter(s): Brian Parish, *IData, Inc.*

How to Strategically Use National Rankings Data

Speaker Session | *Educate* | *Room 205*

Presenter(s): Andrew Merrill, *University of Texas System*

Insights to Action: Changes to Course Evaluations from a Needs Assessment

Speaker Session | *Data* | *Room 109*

Presenter(s): Ginny Cockerill, *The University of Alabama in Huntsville;* Melanie Simpson, *The University of Alabama in Huntsville*

IPEDS Update: Condensed Encore Session

Speaker Session | *Data* | *Room 201*

Presenter(s): Tara Lawley, *National Center for Education Statistics*

Let's talk about Policy Governance: Essentials for Potential AIR Leaders

Speaker Session | *Leadership* | *Room 102*

Presenter(s): Michelle Appel, *University of Maryland-College Park;* Julie Carpenter-Hubin, *The Ohio State University;* Jessica Shedd, *Tulane University;* Paige Borden, *University of Central Florida;* Glenn James, *Tennessee Tech University*

Looking Around the Corner: Creating a Data-Enabled Culture

Speaker Session | Plan-Evaluate | Room 104

Presenter(s): Jonathan Gagliardi, *Lehman College*

Measuring Quality in Online Education: A NSSE-QM Collaboration

Discussion Group | Information-Needs | Room 204

Presenter(s): Shimon Sarraf, *Indiana University Bloomington;* Barbra Burch, *Quality Matters;* Jillian Kinzie, *Indiana University Bloomington*

Providing Program-Level Debt and Wage Outcomes

Speaker Session | Data | Room 203

Presenter(s): Tod Massa, *State Council of Higher Education for Virginia*

Real World Case Scenarios using Microsoft Data & AI

S *Ask an Expert/Technology Demonstration Session | Data | Exhibit Hall: Expo Theater 1*

Presenter(s): Jason Morales, *Microsoft*

ROI of IR Projects: How to Maximize the Impact?

Speaker Session | Leadership | Room 105

Presenter(s): Hirosuke Honda, *University of Maine at Augusta;* William Knight, *Miami University;* Heather Kelly, *University of Delaware;* Yash Morimoto, *Santa Fe Community College;* Mary Ann Coughlin, *Springfield College*

The 2018 Carnegie Classification Update: What It Means for Your Institution

Speaker Session | Educate | Room 402

Presenter(s): Victor Borden, *Indiana University Bloomington;* Phoebe Wakhungu, *Indiana University Bloomington;* Chris Stewart, *Indiana University Bloomington*

The Impact of a Momentum Course Load on Long-Term Student Outcomes

Speaker Session | Data | Room 403

Presenter(s): Lori Hagood, *University System of Georgia*

Using Institutional Data to Engage Diverse Student Populations

Speaker Session | Data | Room 404

Presenter(s): Marjorie Dorimé-Williams, *University of Missouri;* Michael Williams, *University of Missouri;* Willin Weng, *University of Missouri*

Using Propensity Scores to Determine Program Effectiveness

Speaker Session | Data | Room 107

Presenter(s): David Troutman, *University of Texas System;* Steve Wilkerson, *University of Texas at San Antonio*

What Every IR/IE Rookie Should Know: Class of 2019

Discussion Group | Leadership | Room 101

Presenter(s): Eric Atchison, *Mississippi Institutions of Higher Learning;* Nicole Holland, *University of Denver;* Tracy Williams, *Hamline University;* Gordon Mills, *University of South Alabama*

11:15 AM–12:00 PM

(CAIR Best Presentation) Data-Informed Conversations of Diversity, Equity, and Inclusion

Affiliated Organization Best Presentation | *Educate* | *Room 405*

Presenter(s): Michael Le, *Humboldt State University*

Academic Support Services: Effects of Services on Academic Success

Speaker Session | *Data* | *Room 402*

Presenter(s): Sarah Carrigan, *The University of North Carolina at Greensboro*

Application/Admission Dashboards to Inform Recruitment using MS Power BI

Speaker Session | *Data* | *Room 403*

Presenter(s): Ginger Mongeau, *University of Alaska Anchorage;* Lora Volden, *University of Alaska Anchorage*

Career Outcomes of PhD Students: Introduction of a Reporting Taxonomy

Speaker Session | *Data* | *Room 107*

Presenter(s): Ning Wang, *University of California, San Francisco*

Cultivating a Data Culture in Higher Education

Speaker Session | *Educate* | *Room 401*

Presenter(s): Kristina Powers, *Institute for Effectiveness in Higher Education;* Angela Henderson, *Stetson University;* Paula Krist, *University of San Diego;* Stephanie Douglas, *Embry-Riddle Aeronautical University*

Culturally Engaging Campus Environments (CECE) and Diverse Student Success

Speaker Session | *Data* | *Room 109*

Presenter(s): Michael Williams, *University of Missouri*

Data Visualizations: The Good, The Bad, and The Ugly

Discussion Group | *Educate* | *Room 204*

Presenter(s): Karen Webber, *University of Georgia;* Jillian Morn, *Emory University*

Empowering Programs Through Labor Market Data

Sponsored Speaker Session | *Data* | *Room 108*

Presenter(s): Susan Hackett, *EMSI;* Courtney Taylor, *EMSI*

Ethics v.4.0: Refining Our Code for Today's IR

Discussion Group | *Leadership* | *Room 202*

Presenter(s): Michelle Appel, *University of Maryland-College Park;* Martin Fortner, *Northeast Lakeview College;* Ellen Peters, *University of Puget Sound;* Paige Borden, *University of Central Florida;* Timothy Chow, *Rose Hulman Institute of Technology;* Shari Ellertson, *Boise State University;* Soon Flynn, *Austin Community College;* Sara Gravitt, *Wake Forest University;* Wendy Kallina, *Agnes Scott College;* Christine Ross, *Hampden-Sydney College;* Michael Tamada, *Reed College;* Eric Yang, *The George Washington University*

Hacking Dashboards: Advanced Tools to Automate and Customize Tableau

Speaker Session | Data | Room 105

Presenter(s): John Gonzalez, *University of Michigan;* Carrie Brezine, *University of Michigan;* Conroy Baltzell, *University of Michigan*

Harnessing BI Tools in Competency-Based Medical Education Assessment

Speaker Session | Data | Room 103

Presenter(s): Ken Nelson, *Loma Linda University*

IE Certificate: Effects of Teaching Faculty Assessment Best Practices

Speaker Session | Leadership | Room 404

Presenter(s): Katherine Perez, *Florida International University;* Eilyn Sanabria, *Florida International University;* Suzanne Lebin, *Florida International University*

Integrating Gen Ed and Program Assessment to Increase Faculty Buy-In

Discussion Group | Plan-Evaluate | Room 101

Presenter(s): Christopher Combie, *University of South Florida;* Kyna Betancourt, *University of South Florida*

IR & IRB

Speaker Session | Educate | Room 111

Presenter(s): Kristin Bacon, *University of Hawaii;* Yang Zhang, *University of Hawaii at Manoa*

Oklahoma State University Visualizes Data 'til the Cows Come Home

S *Sponsored Speaker Session | Data | Room 110*

Presenter(s): Larry Burns, *Oklahoma State University;* Randy Kitchens, *Oklahoma State University*

Reimagining Your Assessment Process

S *Ask an Expert/Technology Demonstration Session | Leadership | Exhibit Hall: Expo Theater 1*

Presenter(s): Crystal Braden, *SPOL;* Lawrence Squarini, *SPOL*

The Exciting World of Process Documentation

Discussion Group | Leadership | Room 210

Presenter(s): Angela Carlson-Bancroft, *Brandeis University*

Using Student Social Networks to Understand and Predict Retention

Speaker Session | Data | Room 104

Presenter(s): Andrew Siefert, *Ithaca College;* Robert Snyder, *Ithaca College*

Where Did Our Faculty Go? Visualizing Faculty Departures

Discussion Group | Data | Room 212

Presenter(s): Robert Stubbs, *University of Colorado Boulder;* Caroline Alikonis, *Academic Analytics*

11:15 AM–12:15 PM

2015–16 IPEDS: Data Inconsistencies Between the OM & GR Survey Components

Panel Session | Educate | Room 102

Presenter(s): Aida Ali Akreyi, *American Institutes for Research;* Christopher Cody, *American Institutes for Research;* Tara Lawley, *National Center for Education Statistics*

CBE101: Introduction to Competency-Based Education; Showcasing Different Institutional Experiences and Successes

Panel Session | Information-Needs | Room 203

Presenter(s): Kurt Gunnell, *Western Governors University;* Suzanne Marks, *Bellevue College;* Cali Morrison, *American Public University System*

Mastering Team Dynamics on Cross-Functional, Implementation Teams

Panel Session | Leadership | Room 201

Presenter(s): Rajiv Malhotra, *Community College of Rhode Island;* Damon Wade, *University of Virginia;* Kymber Taylor, *University of the Sciences*

Shifting IR from Transactional to Transformational

Panel Session | Leadership | Room 205

Presenter(s): Jonathan Gagliardi, *Lehman College;* Gina Johnson, *NCHEMS;* Archie Cubarrubia, *Partners for College Affordability and Public Trust;* Jessica Shedd, *Tulane University*

Using Data for Student Success: The Guidebook for the Metrics Framework

Panel Session | Data | Room 207

Presenter(s): Amanda Roberson, *Institute for Higher Education Policy;* Colin Chellman, *City University of New York System;* Zun Tang, *City University of New York System;* Elayne Reiss, *Achieving the Dream;* Konrad Mugglestone, *Institute for Higher Education Policy*

12:30 PM–1:30 PM

A Case of Two Few: Reporting Underrepresented Perspectives in Aggregate

Poster Presentation | Data | Exhibit Hall: Poster 73

Presenter(s): Grey Reavis, *North Carolina State University*

Aggregate Measures: Development, Creation, and Validation

Poster Presentation | Stewardship | Exhibit Hall: Poster 51

Presenter(s): Allison BrckaLorenz, *Indiana University Bloomington;* Kyle Fassett, *Indiana University Bloomington;* Thomas Kirnbauer, *Indiana University Bloomington*

Alternate Pathways for Accelerating Remedial and College-Level Math

Poster Presentation | Data | Exhibit Hall: Poster 29

Presenter(s): MeganClaire Cogliano, *Nevada State College;* Sandip Thanki, *Nevada State College;* Tony Scinta, *Nevada State College;* Mick Haney, *Nevada State College*

Analysis of Enrollment Likelihood and Admitted Non-Enrolled Students

Poster Presentation | Data | Exhibit Hall: Poster 75

Presenter(s): Jiyoon Kim, *Columbia College*

Analytical Visualizations of Admissions Data

Poster Presentation | Data | Exhibit Hall: Poster 53

Presenter(s): Deytia Lima Rojas, *UNC Gillings School of Global Public Health*

Assessing Test Bias to Support Enrollment Management Initiatives

Poster Presentation | Data | Exhibit Hall: Poster 67

Presenter(s): Daniel House, *Northern Illinois University;* Pingping Ren, *Northern Illinois University*

Best Practices in First Destination Surveys

Poster Presentation | Data | Exhibit Hall: Poster 41

Presenter(s): Rosemarie Lerma, *Indiana University*

Connecting Emerging Data on Hunger to Student Transitions: The Role of IR

Poster Presentation | Information-Needs | Exhibit Hall: Poster 57

Presenter(s): Ellen Stolzenberg, *University of California, Los Angeles*

Cross-Validation of LinkedIn and Graduate Survey Placement Information

Poster Presentation | Data | Exhibit Hall: Poster 5

Presenter(s): Viktor Brenner, *Waukesha County Technical College*

Data-Driven Investigation: HR Team Climate Assessment

Poster Presentation | Data | Exhibit Hall: Poster 43

Presenter(s): Lin Ma, *University of Denver;* Mike Furno, *University of Denver;* Katie Schroeder, *University of Denver*

Diminishing Non-Returns—Deployment of a Non-Returning Student Survey

Poster Presentation | Data | Exhibit Hall: Poster 21

Presenter(s): Dan Su, *Texas A&M University-Commerce*

Disaggregating NSSE Results by Major for Programs at a Research University

Poster Presentation | Data | Exhibit Hall: Poster 71

Presenter(s): Lindsey Brown, *Washington State University;* William Warfel, *Washington State University*

Engaging Campuses in Research: How to Improve Student Satisfaction

Poster Presentation | Educate | Exhibit Hall: Poster 59

Presenter(s): Claudia Cifuentes Donald, *Inacap;* María José González Clares, *Inacap*

Examining Variables That Influence Career Outcomes of Graduating Seniors

Poster Presentation | Information-Needs | Exhibit Hall: Poster 7

Presenter(s): Victoria Couch, *UCLA*

Exploring Faculty Acceptance of IR-Data Visualization Information Systems

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 65

Presenter(s): Yung-Hsiang Hu, *National Yunlin University of Science and Technology;* Hui-Yun Yu, *National Yunlin University of Science and Technology;* Wen-Yu Liu, *National Yunlin University of Science and Technology;* Po-Wei Tsai, *Chang Jung Christian University*

How Are Survey Response Rates Changing? Findings from NSSE

Poster Presentation | Information-Needs | Exhibit Hall: Poster 61

Presenter(s): Shimon Sarraf, *Indiana University Bloomington*

How Well Can NSSE Responses Predict Retention at UVU?

Poster Presentation | Data | Exhibit Hall: Poster 19

Presenter(s): Angela Ward, *Utah Valley University;* Evelyn Ho-Wisniewski, *Utah Valley University*

Interaction Across Ideological Boundaries and College Outcomes

Poster Presentation | Data | Exhibit Hall: Poster 33

Presenter(s): Jiali Luo, *Duke University*

Introduction of a Normalized Index for Paper Count into Evaluation Systems

Poster Presentation | Data | Exhibit Hall: Poster 17

Presenter(s): Koh Yamamoto, *Kyushu Institute of Technology;* Takashi Okuno, *Kyushu Institute of Technology;* Keisuke Hanabe, *Kyushu Institute of Technology;* Teruhisa Ohno, *Kyushu Institute of Technology;* Eitaku Nobuyama, *Kyushu Institute of Technology*

Is It He or She Who Holds the Institution's Data?

Poster Presentation | Data | Exhibit Hall: Poster 35

Presenter(s): William Hamilton, *Saint Leo University;* Daniel Duerr, *Saint Leo University;* Cheryl Hemphill, *Saint Leo University*

Key Points of Completing IPEDS Outcome Measures in 2019

Poster Presentation | Information-Needs | Exhibit Hall: Poster 31

Presenter(s): Faxian Yang; Sabrina Andrews, *University of South Carolina*

Leveraging Carnegie Classifications for Studies on Associate Colleges

Poster Presentation | Educate | Exhibit Hall: Poster 63

Presenter(s): Jacob Kamer, *University of Tennessee, Knoxville;* Terry Ishitani, *University of Tennessee, Knoxville*

Outcomes Analysis for Awarding Associate Degrees by Reverse Transfer

Poster Presentation | Information-Needs | Exhibit Hall: Poster 47

Presenter(s): Rachana Bhatt, *University System of Georgia;* Michael Pizarek, *University System of Georgia;* Patrick Harris, *University System of Georgia*

Predicting Geographic Distribution of Graduates for Career Services

Poster Presentation | Data | Exhibit Hall: Poster 15

Presenter(s): Danying Shao, *Pennsylvania State University*

Second-Year Live-On and Student Success at a Large Public University

Poster Presentation | Data | Exhibit Hall: Poster 27

Presenter(s): Bethan Cantwell, *Michigan State University;* Susan Richter, *Michigan State University*

Strategies for Implementing a New BI Tool & Retiring an Existing One

Poster Presentation | Leadership | Exhibit Hall: Poster 9

Presenter(s): Zhe Jiang, *Wayne State University;* R. Darin Ellis, *Wayne State University;* Song Yan, *Wayne State University;* Kristy Becker, *Wayne State University*

Survey of the Efficiency and Effectiveness of IR Offices

Poster Presentation | Leadership | Exhibit Hall: Poster 1

Presenter(s): Jennifer Snyder, *University of Delaware;* Hirosuke Honda, *University of Maine at Augusta;* Heather Kelly, *University of Delaware*

Ten Key Insights from Ten Years of National Housing Survey Data

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 11

Presenter(s): Matthew Venaas, *Skyfactor;* Sherry Woosley, *Skyfactor*

The Effect of Nonresponse Bias in Undergraduate Student Surveys

Poster Presentation | Data | Exhibit Hall: Poster 13

Presenter(s): Kevin Fosnacht, *Indiana University;* Robert Gonyea, *Indiana University;* James Cole, *Indiana University*

The Effectiveness of Teaching Tutorials for Maths and Communication

Poster Presentation | Data | Exhibit Hall: Poster 39

Presenter(s): Jonatan Figueroa, *Universidad Peruana de Ciencias Aplicadas;* Karen Macavilca, *Universidad Peruana de Ciencias Aplicadas;* Manuel Cortés-Fontcuberta, *Universidad Peruana de Ciencias Aplicadas*

The Lifeline Project: Suicide Prevention at Lawrence University

Poster Presentation | Educate | Exhibit Hall: Poster 55

Presenter(s): Kristin McKinley, *Lawrence University*

The Link of Integration and Degree Completion of First-Generation Students

Poster Presentation | Information-Needs | Exhibit Hall: Poster 25

Presenter(s): Hyunju Park, *Pennsylvania State University*

The Relationship Between Student Financial Stress and Retention

Poster Presentation | Data | Exhibit Hall: Poster 37

Presenter(s): Yanli Ma, *Elmhurst College*

Tracking Student Progress in Non-Traditional Online Programs

Poster Presentation | Data | Exhibit Hall: Poster 49

Presenter(s): Rebecca Henderson, *College for Financial Planning*

Transforming Student Surveys into Operational Questionnaires

Poster Presentation | Data | Exhibit Hall: Poster 3

Presenter(s): Adam Lindstrom, *University of Kentucky;* Jason Chen, *University of Kentucky*

Use of Mixed Methods in Needs Assessment of Increased University Autonomy

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 23

Presenter(s): Ong-Art Naiyapatana, *Srinakharinwirot University*

Using Institutional Research to Support STEM Innovation and Achievement

Poster Presentation | Information-Needs | Exhibit Hall: Poster 77

Presenter(s): Phillip Morris, *University of Colorado, Colorado Springs;* Regina Winters, *University of Colorado, Colorado Springs;* Carol Collins, *University of Colorado, Colorado Springs;* Brian Donelson, *University of Colorado, Colorado Springs*

We Have a Dashboard For That? Strategies to Increase Data Use

Poster Presentation | Educate | Exhibit Hall: Poster 69

Presenter(s): Catherine Golden, *The George Washington University*

Who Is Most Likely to Complete a College Degree?

Poster Presentation | Information-Needs | Exhibit Hall: Poster 45

Presenter(s): Justine Radunzel, *ACT, Inc.*

1:45 PM–2:30 PM

(CIRPA Best Presentation) Fine-Tuning Your Survey Dashboards for Maximum Impact

Affiliated Organization Best Presentation | Data | Room 405

Presenter(s): Stephen Childs, *York University;* Patrick Cernea, *York University*

A Road to Dashboards: Navigating an IR/IT Collaboration

Speaker Session | Stewardship | Room 111

Presenter(s): Elisa Hertz, *CUNY Guttman Community College;* Joseph Contreras, *CUNY Guttman Community College*

Annual Business Meeting

Speaker Session | General | Room 102

Presenter(s): Michelle Appel, *University of Maryland-College Park*

Ask the Expert: How Can We Advance Analytics in IR?

Ask an Expert/Technology Demonstration Session | Data | Exhibit Hall: Expo Theater 1

Presenter(s): Lisa Moore, *SAS;* Jonathan Pletzke, *SAS*

Borrowing for Postsecondary Education Among Veteran Students

Speaker Session | Information-Needs | Room 109

Presenter(s): Rachel Burns, *RTI International;* Karen Webber, *University of Georgia*

Can This Beast Be Tamed? Wrestle the Rankings Monster

Speaker Session | Educate | Room 107

Presenter(s): Rana Glasgal, *Northeastern University*

Career Services: Data as a Strategic Asset for Student Success

Speaker Session | Data | Room 402

Presenter(s): Angi McKie, *University of Iowa;* Brenda Ulin, *University of Iowa*

Collaboration Opportunities Between IR and Academic Departments

Discussion Group | Educate | Room 212

Presenter(s): Margaret Dalrymple, *Indiana State University;* Steven Stofferahn, *Indiana State University*

Competency-Based Education: A Successful Institutional Profile Unpacked

Speaker Session | Information-Needs | Room 205

Presenter(s): Kurt Gunnell, *Western Governors University*

Effective Data Management Starts with the Source

Speaker Session | Leadership | Room 401

Presenter(s): Eric Atchison, *Mississippi Institutions of Higher Learning*

Engaging with Engagement: Correlating Student Affairs Data with Retention

Speaker Session | Data | Room 103

Presenter(s): Mary Fugate, *Xavier University*

Fishing the Data Lake: Wrangling Student Affairs Data with R and Python

Speaker Session | Data | Room 203

Presenter(s): Andrew Hester, *University of Alabama Birmingham*

HIP to Good Data: IR's Role in Scaling High-Impact Practices

Speaker Session | Stewardship | Room 403

Presenter(s): Steven Graunke, *IUPUI;* Michele Hansen, *IUPUI;* Thomas Hahn, *IUPUI*

Implementation to Roll-Out: Chronicling the Year of an Analytics Initiative

S *Sponsored Speaker Session | Data | Room 110*

Presenter(s): Krisztina Filep, *University of Massachusetts Amherst*

Major Transitions in STEM: Transitions to Success

Speaker Session | *Data* | *Room 404*

Presenter(s): Yanan Feng, *Indiana University Bloomington;* Stefano Fiorini, *Indiana University Bloomington*

Making Assessment Data Useful Through Automation and Visualization

Speaker Session | *Data* | *Room 201*

Presenter(s): Christopher Urban, *Kansas State University*

Microsoft Briefing: From Analytics Reporting to Institution-wide Strategy

Sponsored Speaker Session | *Data* | *Room 108*

Presenter(s): Jason Morales, *Microsoft*

Predictive Modeling and Sense of Belonging of Diverse Student Groups

Discussion Group | *Data* | *Room 210*

Presenter(s): Anupma Singh, *University of Wyoming;* Suzann Koller, *University of Wyoming*

Project Management Databases: Helping Improve Efficiency and Assessment

Discussion Group | *Leadership* | *Room 101*

Presenter(s): Lisa Payne, *Tompkins Cortland Community College*

The Use and Ethics of Predictive Analytics

Discussion Group | *Stewardship* | *Room 204*

Presenter(s): Will Miller, *Campus Labs*

Tracking and Reporting IR Projects

Speaker Session | *Data* | *Room 105*

Presenter(s): Dmitri Rogulkin, *State Center Community College District;* Bethany Hazen, *State Center Community College District*

Using Python to Automate Reporting and Data Preparation

Speaker Session | *Data* | *Room 207*

Presenter(s): Christopher Pena, *University of Denver*

Utilization of Matched Data from NSSE and a Home-Grown Campuswide Survey

Discussion Group | *Data* | *Room 202*

Presenter(s): Jihee Hwang, *University of Oklahoma;* Felix Wao, *University of Oklahoma*

What Makes a Difference? Cloud Automation of Real-Time Student Retention

Speaker Session | *Data* | *Room 104*

Presenter(s): Andrew Siefert, *Ithaca College;* Yuko Mulugetta, *Ithaca College;* Robert Snyder, *Ithaca College*

2:45 PM–3:30 PM

(KAIR Best Presentation) Predicting First-Year Retention: Complicating "At-Risk" Campus Narratives

Affiliated Organization Best Presentation | *Educate* | *Room 405*

Presenter(s): Drew Thiemann, *Bellarmine University;* James Breslin, *Bellarmine University*

Alumni Survey Development: Enlist Stakeholder Help and Increase Data Use!

Speaker Session | *Data* | *Room 401*

Presenter(s): Danube Cinnamon, *University of California, Merced;* Corinne Townsend, *University of California, Merced*

An Empirical Assessment of Student Retention in Community Colleges

Speaker Session | *Data* | *Room 402*

Presenter(s): Rezwanul Parvez, *Community College of Denver;* Kevin James Brown, *Community College of Denver*

Back to the Basics: Supporting Student Success

Speaker Session | *Leadership* | *Room 111*

Presenter(s): Gayle Fink, *Bowie State University;* Shama Akhtar, *Bowie State University*

Convergence: the Future of Campus Data

Ask an Expert/Technology Demonstration Session | *Data* | *Exhibit Hall: Expo Theater 1*

Presenter(s): Matthew Bartel, *Digital Measures*

Data Use in Accreditation—Implications for Higher Education Institutions

Discussion Group | *Data* | *Room 101*

Presenter(s): Kim Dancy, *Institute for Higher Education Policy;* Amanda Roberson, *Institute for Higher Education Policy*

Developmental Education, Engagement, & Student Success: A Survival Model

Discussion Group | *Data* | *Room 210*

Presenter(s): Michael Bohlig, *Center for Community College Student Engagement, UT-Austin;* Colleen Bullock, *Center for Community College Student Engagement*

Effective Practices with Dual and Concurrent Enrollment Student Data

Speaker Session | *Educate* | *Room 105*

Presenter(s): Oscar Espinoza-Parra, *College of the Desert;* Daniel Martinez, *College of the Desert*

Extending the AIR Code of Ethics to Data Analytics: A Discussion

Discussion Group | *Stewardship* | *Room 202*

Presenter(s): Jeffrey Johnson, *Utah Valley University*

Guidelines for Assessing the Quality of a University Ranking

Discussion Group | *Educate* | *Room 204*

Presenter(s): Michael Bolen, *University of South Florida;* Iyshia Lowman, *University of South Florida*

HERI Faculty Survey: 16-17 Review, 19-20 Preview, & Custom Climate Studies

S *Sponsored Speaker Session | Data | Room 108*

Presenter(s): Ellen Stolzenberg, *University of California, Los Angeles;* Kevin Eagan, *University of California- Los Angeles;* Dominique Harrison, *Higher Education Research Institute*

Public Exposure: Using Tableau to Build a Suite of Public-Facing Dashboards

Speaker Session | Data | Room 109

Presenter(s): Moriah O'Kelley, *Boise State University;* Gabriel Stephens, *Boise State University*

Rebranding an IR Office as a Partner in Data-Driven Decision-Making

Speaker Session | Leadership | Room 104

Presenter(s): Elizabeth Wallace, *American Public University System;* Matt Kline, *American Public University System*

Too Much Data Noise? A Framework for Data to Evaluate Academic Quality

Speaker Session | Plan-Evaluate | Room 103

Presenter(s): Jen DeGroote, *Capella University;* Laura Fingerson, *Strategic Education* Capella University | Strayer University

Using a Survey Review Rubric to Enhance Survey Quality

Speaker Session | Data | Room 107

Presenter(s): Ya-Chi Hung, *University of Southern California;* Robyn Goldberg, *University of Southern California*

Using Institutional Data to Develop Supportive Campus Environments

Speaker Session | Data | Room 404

Presenter(s): Marjorie Dorimé-Williams, *University of Missouri;* Michael Williams, *University of Missouri;* Amanda Carr, *University of Missouri*

Utilization of Business Process Analysis (BPA) for Data Integrity

Discussion Group | Stewardship | Room 212

Presenter(s): Christiane Herber-Valdez, *Texas Tech University Health Sciences Center at El Paso;* Valerie Paton, *Texas Tech University Health Sciences Center at El Paso;* Martin Garcia, *Texas Tech University Health Sciences Center at El Paso*

Where's My Pell Flag? Estimating Low Socio-Economic Status

Speaker Session | Data | Room 403

Presenter(s): Soon Flynn, *Austin Community College;* FC Caranikas, *Austin Community College*

2:45 PM–3:45 PM

Campus Partnerships: Intercollegiate Athletics and Institutional Research

Panel Session | Information-Needs | Room 102

Presenter(s): Zachary Romash, *National Collegiate Athletic Association;* Keke Liu, *National Collegiate Athletic Association;* Jennifer Hoffman, *University of Washington;* Kyle Sweitzer, *Michigan State University;* David Clough, *University of Colorado*

Institutional Research in the Digital Era

Panel Session | Leadership | Room 207

Presenter(s): Charles Mathies, *University of Jyväskylä;* Christopher Ferland, *Georgia College and State University;* Gina Johnson, *NCHEMS;* Jason Simon, *University of North Texas;* Brent Drake, *University of Nevada, Las Vegas;* Aaron Walz, *Purdue University;* Bethan Cantwell, *Michigan State University;* Susan Richter, *Michigan State University*

Moving to the Matrix Model: Building IR Capacity with the (PH)IRE Academy

Panel Session | Educate | Room 205

Presenter(s): Chloe Bennion, *Colorado School of Public Health;* Emily Burke, *Association of Schools and Programs of Public Health;* Leah Ross, *Association for Institutional Research;* Christine Plepys, *Association of Schools and Programs of Public Health*

Student Satisfaction Data: Overcoming Barriers and Facilitating Use

Panel Session | Data | Room 203

Presenter(s): Julie Bryant, *Ruffalo Noel Levitz;* Justin Rose, *Southeastern University;* Joann Stryker, *Montana State University Billings;* David Sweeley, *Montgomery County Community College;* Priyank Shah, *Rochester Community and Technical College*

The Changing Higher Education Landscape from Rankings' Perspectives

Panel Session | Educate | Room 201

Presenter(s): Yang Zhang, *University of Hawaii at Manoa;* Robert Morse, *U.S. News & World Report;* Selina Griffin, *QS World University Ranking;* Duncan Ross, *Times Higher Education;* Ying Cheng, *ShanghaiRanking Consultancy*

4:00 PM–5:00 PM

Networking Reception Hosted by the AIR Board of Directors

Special Event | Exhibit Hall (Four Seasons Ballroom)

5:15 PM–6:15 PM

Association for Institutional Research in the Upper Midwest (AIRUM)

Affiliated Organization Meeting | Room 109

Mid-American Association for Institutional Research (MidAIR)

Affiliated Organization Meeting | Room 103

North East Association for Institutional Research (NEAIR)

Affiliated Organization Meeting | Room 104

Pacific Association for Institutional Research (PacAIR)

Affiliated Organization Meeting | Room 105

Rocky Mountain Association for Institutional Research (RMAIR)

Affiliated Organization Meeting | Room 107

Southern Association for Institutional Research (SAIR)

Affiliated Organization Meeting | Room 108

End of day

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8:00 AM–8:45 AM

(INAIR Best Presentation) The Higher Education Hunger Games: Winning with External Data

Affiliated Organization Best Presentation | *Data* | *Room 404*

Presenter(s): Bridgett Milner, *Indiana University;* Douglas Anderson, *Indiana University*

AIR Needs YOU! Leadership Opportunities in AIR

Speaker Session | *Leadership* | *Room 102*

Presenter(s): Victor Borden, *Indiana University Bloomington;* Timothy Chow, *Rose Hulman Institute of Technology;* Shari Ellertson, *Boise State University;* Michelle Hall, *Southeastern Louisiana University;* Sara Gravitt, *Wake Forest University*

Analytics and Data-Informed Decision-Making in Higher Education

Discussion Group | *Stewardship* | *Room 101*

Presenter(s): Karen Webber, *University of Georgia;* Henry Zheng, *The Ohio State University;* Braden Hosch, *Stony Brook University;* Rana Glasgal, *Northeastern University*

Assessment, Planning and Accreditation Management System for IR

Sponsored Speaker Session | *Data* | *Room 108*

Presenter(s): Howard Taylor, *Xitracs*

Backtracking Alumni: Integrating Employment Attainment Indicators

Discussion Group | *Data* | *Room 210*

Presenter(s): Faye Jones, *Florida State University;* Marcia Mardis, *Florida State University;* Ebrahim Randeree, *Florida State University*

Building Institutional Trust: Surviving & Thriving as a New or Small Office

Discussion Group | *Leadership* | *Room 202*

Presenter(s): Corey Wrinn, *Choate Rosemary Hall*

Changing Your Mind: Addressing Implicit Bias in IR Data and Analysis

Speaker Session | *Leadership* | *Room 205*

Presenter(s): Jacqui Broughton, *Michigan State University;* Bethan Cantwell, *Michigan State University*

Demystifying Campus Data: More Data ≠ Data-Informed Decisions

Speaker Session | *Educate* | *Room 104*

Presenter(s): Rachel Emerson, *University of Northern Iowa;* Kristin Moser, *University of Northern Iowa;* Megan Vogt-Kostner, *University of Northern Iowa*

Did I Find Everything? Using Tableau to Simplify Data Validation

Speaker Session | *Data* | *Room 402*

Presenter(s): Janice Childress, *Ball State University*

Employment OR Graduation/Transfer: Comprehensive Community College Outcomes

Speaker Session | Plan-Evaluate | Room 207

Presenter(s): Nick Branson, *College of Lake County*

From IE Framework to IT Dashboard: Process for a Successful Partnership

Speaker Session | Data | Room 201

Presenter(s): Laura Fingerson, *Strategic Education* Capella University | Strayer University; Jen DeGroote, *Capella University*

How International Students Use Vague Quantifiers on Student Surveys

Speaker Session | Data | Room 105

Presenter(s): Alexander McCormick, *Indiana University;* Amber Dumford, *University of South Florida;* Louis Rocconi, *University of Tennessee, Knoxville*

Intercollegiate Athletics Strategy: Trends and Tools for IR

Speaker Session | Information-Needs | Room 203

Presenter(s): Jennifer May-Trifiletti, *University of Georgia*

Investigating the Impact of Online Classes on Degree Completion

Speaker Session | Data | Room 107

Presenter(s): Sharon Wavle, *Indiana University*

Learn How to Benchmark your Institution with U.S. News Academic Insights!

S *Ask an Expert/Technology Demonstration Session | Data | Exhibit Hall: Expo Theater 1*

Presenter(s): Gaetana DiRoberto, *U.S. News & World Report*; Evan Jones, *U.S. News & World Report*

National Student Satisfaction Observations: Implications for Your Campus

Speaker Session | Information-Needs | Room 110

Presenter(s): Julie Bryant, *Ruffalo Noel Levitz*

Playing It Safe: FERPA Compliance in IR

Speaker Session | Stewardship | Room 103

Presenter(s): Tim Stanley, *Utah Valley University;* Geoff Matthews, *Utah Valley University*

Preparing Data Consumers: Faculty, Staff, and Administration

Speaker Session | Educate | Room 109

Presenter(s): Kelly Smith, *Central Piedmont Community College;* Shantell Strickland-Davis, *Central Piedmont Community College*

Responding to Policy Shifts in Dual Enrollment: Trends & Outcomes at USG

Speaker Session | Data | Room 403

Presenter(s): Sean Baser, *University System of Georgia;* Lori Hagood, *University System of Georgia*

Streamlining Course Evaluations and Faculty Review Processes to Help Improve Instructional Quality

Sponsored Speaker Session | *Educate* | *Room 111*

Presenter(s): Brandon Riddle, *Baylor University*

The Impact of Formative Assessments to Graduate Student Success

Discussion Group | *Leadership* | *Room 204*

Presenter(s): Felix Wao, *University of Oklahoma*

Tools to Measure Impact and Inform Decision-Making for Student Services

Discussion Group | *Data* | *Room 212*

Presenter(s): Stephen Benton, *IDEA*

Using Focus Groups for Rich Data on Campus

Speaker Session | *Data* | *Room 401*

Presenter(s): Will Miller, *Campus Labs*

8:45 AM–9:45 AM

Complimentary Coffee and Networking

Break | *Exhibit Hall (Four Seasons Ballroom)*

9:45 AM–10:30 AM

Ethics v.4.0: Refining Our Code for Today's IR

Discussion Group | *Leadership* | *Room 202*

Presenter(s): Michelle Appel, *University of Maryland-College Park;* Martin Fortner, *Northeast Lakeview College;* Ellen Peters, *University of Puget Sound;* Paige Borden, *University of Central Florida;* Timothy Chow, *Rose Hulman Institute of Technology;* Shari Ellertson, *Boise State University;* Soon Flynn, *Austin Community College;* Sara Gravitt, *Wake Forest University;* Wendy Kallina, *Agnes Scott College;* Christine Ross, *Hampden-Sydney College;* Michael Tamada, *Reed College;* Eric Yang, *The George Washington University*

(MIAIR Best Presentation) Data Visualization for IR

Affiliated Organization Best Presentation | *Data* | *Room 404*

Presenter(s): Jacqui Broughton, *Michigan State University*

(MidAIR Best Presentation) Undergraduate Graduation Percentage as an Indicator of Student Success

Affiliated Organization Best Presentation | *Plan-Evaluate* | *Room 103*

Presenter(s): Fiorella Penaloza, *Cleveland University-Kansas City*

Creating Dynamically Generated Reports with R Markdown

Speaker Session | *Data* | *Room 201*

Presenter(s): Andrew Merrill, *University of Texas System;* David Troutman, *University of Texas System*

Dashboard for the Future: Modernizing IR Analytics

Speaker Session | Data | Room 109

Presenter(s): Kristopher Coble, *Franklin University*

Developing Data Strategy Through Campus Collaboration

Speaker Session | Data | Room 402

Presenter(s): Henry Zheng, *The Ohio State University;* Yenny Anderson, *Lehigh University*

Educating and Forming the Whole Person: Tracking Student Success

Speaker Session | Plan-Evaluate | Room 111

Presenter(s): Keri Haas, *University of Dubuque*

Exploring Narrative Through Large-Scale Campus Climate Surveys

Speaker Session | Educate | Room 401

Presenter(s): Matt Anson, *The University of Iowa;* Elizabeth Winter, *The University of Iowa*

Gender Disparity in Faculty Service: Institutional Data and Practices

Discussion Group | Data | Room 101

Presenter(s): Wen Qi, *Indiana University Bloomington*

Graduate Student Gathering

Speaker Session | Leadership | Room 102

Presenter(s): Eric Atchison, *Mississippi Institutions of Higher Learning;* Adrea Hernandez, *Higher Education Data Sharing Consortium;* Bethany Miller, *Cornell College*

Increasing Your Batting Average: Trying to Hit Home Runs with Your Findings

Discussion Group | Educate | Room 212

Presenter(s): Elissa Lu, *Clark University*

Leveraging Student Flow Analysis to Improve Retention and Student Success

Speaker Session | Data | Room 105

Presenter(s): Brian O'Connor, *University at Buffalo;* Michael Stratford, *University at Buffalo*

Opportunities & Challenges in the NSF-NIH Survey of Graduate Students (GSS)

Discussion Group | Information-Needs | Room 210

Presenter(s): Mike Yamaner, *National Science Foundation;* Jonathan Gordon, *RTI International;* Chris Davies, *RTI International*

QSWU Rankings by Subject an Irreversible Erosion of US Pre

S *Sponsored Speaker Session | Data | Room 108*

Presenter(s): Ludovic Highman, *QS Intelligence Unit*

STEM Pathways: Course-Taking Behavior and Persistence in the STEM Pipeline

Speaker Session | Data | Room 110

Presenter(s): Ying Liu, *Dartmouth College;* Raymond Helm, *Dartmouth College*

Toward a Unified Measure of Student Engagement: A Deep Dive into CCSSE

Speaker Session | Educate | Room 104

Presenter(s): Daniel Martinez, *College of the Desert;* Greg Aycock, *Norco College*

Transforming IR Leadership and Creating Data-Informed Decision Cultures

Speaker Session | Leadership | Room 205

Presenter(s): Michele Hansen, *IUPUI;* Steven Graunke, *IUPUI*

Using Data to Promote a Growth Mindset for General Education Assessment

Discussion Group | Educate | Room 204

Presenter(s): Susan Brooks, *The University of Findlay;* Helen Schneider, *The University of Findlay;* Mary Jo Geise, *The University of Findlay*

Using Dose-Response to Study the Effect of Student Loans on Retention

Speaker Session | Data | Room 203

Presenter(s): Xiqian Liu, *Indiana University Bloomington;* Victor Borden, *Indiana University Bloomington*

Using Tableau Desktop to Track Student Retention, Transfer, and Graduation

Speaker Session | Data | Room 403

Presenter(s): Elayne Reiss, *Achieving the Dream*

Visualizing Trends to Improve Undergraduate Student Outcomes

Speaker Session | Data | Room 207

Presenter(s): Sabrina Andrews, *University of South Carolina;* Jonathan Poon, *University of South Carolina*

Viz Like a Whiz

Speaker Session | Data | Room 107

Presenter(s): Brian Moore, *Bentley University;* Lindsey Kosinski, *Bentley University*

10:45 AM–11:30 AM

(OAIRP Best Presentation) Correlation between Formative Feedback & Instructor Ratings

Affiliated Organization Best Presentation | Plan-Evaluate | Room 103

Presenter(s): Ute Lahaie, *Walsh University*

Academic Reputation- How Does This Work?

Ask an Expert/Technology Demonstration Session | Plan-Evaluate | Exhibit Hall: Expo Theater 1

Presenter(s): Jason Newman, *QS Intelligence Unit*

Accreditation 101: A Survival Guide for the HLC Open Pathway

Discussion Group | Plan-Evaluate | Room 212

Presenter(s): Kristin McKinley, *Lawrence University;* Bethany Miller, *Cornell College*

Analysis to Insights: Creative Ways to Present Survey Findings

Speaker Session | Data | Room 403

Presenter(s): Elisa Hertz, *CUNY Guttman Community College;* Joseph Contreras, *CUNY Guttman Community College*

Architecting Big Data for Bayesian Gateway Course Analysis

Speaker Session | Data | Room 401

Presenter(s): Mark Hamner, *Texas Woman's University;* Michael Stankey, *Texas Woman's University;* Greg Gengo, *Texas Woman's University*

Building a Data Fellows Program to Support a Data-Informed Decision Culture

Speaker Session | Data | Room 110

Presenter(s): Leah Ross, *Association for Institutional Research;* Cameron Stevenson, *California State University-San Marcos*

Celebrating NSSE's 20th: Making the Most of Student Engagement Assessment

S *Sponsored Speaker Session | Data | Room 108*

Presenter(s): Robert Gonyea, *Indiana University;* Jillian Kinzie, *Indiana University Bloomington*

Considering Quality, Quantity, and Value: Strategies for Survey Projects

Discussion Group | Leadership | Room 210

Presenter(s): Steven Babbin, *Tufts University*

Do First-Year Seminars Produce Long Term Effects: Tracking a FTFT Cohort

Discussion Group | Data | Room 202

Presenter(s): Qingmin Shi, *University of Nevada, Las Vegas;* Christina Drum, *University of Nevada, Las Vegas;* John Skip *Crooker, University of Nevada, Las Vegas;* Brent Drake, *University of Nevada, Las Vegas*

GradSTAT: Where Are They Now?

S *Sponsored Speaker Session | Data | Room 111*

Presenter(s): Brent Givens, *i3 Group;* Kristina Powers, *Institute for Effectiveness in Higher Education*

Hands Off Or Hands On My Data?

Discussion Group | Stewardship | Room 101

Presenter(s): Shital Sharma, *Clark University*

Hidden Figures: Course Withdrawals as an Indicator of Student Distress

Speaker Session | Data | Room 404

Presenter(s): Sandra Bramblett, *Georgia Institute of Technology;* Donald Pearl, *Georgia Institute of Technology*

Integrated Planning at a Rapidly Growing Research University

Speaker Session | Plan-Evaluate | Room 104

Presenter(s): Gary Lowe, *UC Merced*

Merit Aid Policy and Retention: Mediation Analysis

Speaker Session | Data | Room 105

Presenter(s): Iryna Johnson, *Auburn University*

Reducing Subjectivity in Evaluating the Student Learning Outcomes Criteria

Discussion Group | Plan-Evaluate | Room 204

Presenter(s): Lorena Garelli, *Anahuac University;* Charles Secolsky, *University of Illinois at Urbana-Champaign*

Social Innovation Scale: Reliability, Validity, and Factor Structure

Speaker Session | Data | Room 107

Presenter(s): Joshua Mitchell, *Iowa State University*

The 2018 National Survey of Institutional Research Offices

Speaker Session | Leadership | Room 109

Presenter(s): Darlena Jones, *Association for Institutional Research;* Elaine Cappellino, *Association for Institutional Research;* Conor Griffiths, *Association for Institutional Research*

Understanding Dual Enrollment Using Current Research Tools

Speaker Session | Information-Needs | Room 402

Presenter(s): Melissa Hunter, *TBR College System of Tennessee;* Amy Moreland, *TBR College System of Tennessee*

10:45 AM–11:45 AM

Collaborative Analytics: IR, IT, and Budget and Finance Working in Synch

Panel Session | Leadership | Room 205

Presenter(s): Lindsay Wayt, *NACUBO;* Mark McCormack, *EDUCAUSE;* Shama Akhtar, *Bowie State University*

Consortial Relations: Making the Most of Peer Data to Support Success

Panel Session | Stewardship | Room 203

Presenter(s): Timothy Chow, *Rose Hulman Institute of Technology;* Jeremy Goodman, *Olin College of Engineering;* Kevin Bianco, *Harvey Mudd College*

Diverse Approaches to Educating Information Producers & Consumers

Panel Session | Educate | Room 102

Presenter(s): Annemieke Rice, *Campus Labs;* Kim Bender, *Laramie County Community College;* Drew Dunham, *Albion College;* Theresa Ennis, *Tennessee Tech University;* Justin Rose, *Southeastern University;* Janet Webb, *Laramie County Community College*

Engaging Stakeholders with Survey Data from the gradSERU Survey

Panel Session | Data | Room 201

Presenter(s): Igor Chirikov, *University of California, Berkeley;* Matt Anson, *The University of Iowa;* Daniel Jones-White, *University of Minnesota-Twin Cities;* Susan Richter, *Michigan State University*

Modeling Occupational Pathways of Liberal Arts Graduates

Panel Session | Plan-Evaluate | Room 207

Presenter(s): Meredith Fergus, *Minnesota Office of Higher Education;* Olena Horner, *University of Minnesota;* Pearl Iboshi, *University of Hawaii System*

12:00 PM–1:00 PM

A Fine Balance: Incorporating Cost/Benefit Analysis into Academic Planning

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 16

Presenter(s): Mubin Merchant, *University of Toronto - Faculty of Arts & Science*

Academic Risk Analysis Using Machine and Deep Learning Models

Poster Presentation | Data | Exhibit Hall: Poster 32

Presenter(s): Jonatan Figueroa, *Universidad Peruana de Ciencias Aplicadas;* Mirian Grimaldo, *Universidad Peruana de Ciencias Aplicadas;* Manuel Cortés-Fontcuberta, *Universidad Peruana de Ciencias Aplicadas*

Analyzing Qualitative Data with CSUMB's Qualitative Survey Reporting Tool

Poster Presentation | Data | Exhibit Hall: Poster 2

Presenter(s): Veronica Chukwuemeka, *California State University-Monterey Bay;* Sathyan Sundaram, *California State University-Monterey Bay;* Michael Dorsch, *California State University-Monterey Bay*

Building a Retention and Completion Risk Analysis Model: Competing Methods

Poster Presentation | Data | Exhibit Hall: Poster 6

Presenter(s): April Fugett, *Marshall University;* Michael Smith, *Portland State University*

College Admission Policies: Fairness and Justness

Poster Presentation | Leadership | Exhibit Hall: Poster 4

Presenter(s): Yuxiang Liu, *Yeshiva University;* Charles Deng, *Florida A&M University;* Donghui Zhang, *Liaoning University;* Cecilia Bukutu, *Concordia University of Edmonton*

Comparing NSSE Results Obtained via Mobile Devices and Computers

Poster Presentation | Data | Exhibit Hall: Poster 50

Presenter(s): Jihee Hwang, *University of Oklahoma;* Jonathan Huck, *University of Oklahoma*

Creating and Using a Course Continuation Planning Survey

Poster Presentation | Data | Exhibit Hall: Poster 70

Presenter(s): Brian Pickerill, *Ball State University;* William Knight, *Miami University*

Creating Data Visualizations Generated by Excel Pivot Tables

Poster Presentation | Data | Exhibit Hall: Poster 10

Presenter(s): Xiao Bao, *Northern Illinois University;* Michael Wilhelm, *Northern Illinois University*

Diagnostic and Formative Assessment for Continuous Improvement

Poster Presentation | Data | Exhibit Hall: Poster 24

Presenter(s): Nancy Linden, *Savannah State University*

Efficient Ways in Administering and Analyzing the NSSE Survey

Poster Presentation | Data | Exhibit Hall: Poster 12

Presenter(s): Yang Zhang, *University of Hawaii at Manoa*

Empower Decision-Making by Implementing the KPI Function in Dashboard

Poster Presentation | Data | Exhibit Hall: Poster 56

Presenter(s): Aaron Pathripala, *UNC Pembroke;* Chunmei Yao, *UNC Pembroke*

Exploring Student Retention after Completion of Co-Requisite Math Courses

Poster Presentation | Data | Exhibit Hall: Poster 52

Presenter(s): Michael Lee, *Lewis and Clark Community College*

Factors Influencing Whether College Students Transfer

Poster Presentation | Data | Exhibit Hall: Poster 20

Presenter(s): Luanne Holden, *Utah Valley University*

Help Me Find Moby Dick, Help Me Find Equity: A Librarian Salary Study

Poster Presentation | Data | Exhibit Hall: Poster 42

Presenter(s): Melinda Whitford, *University at Buffalo*

Illustrating Career Advancement Opportunities in IR with Web-Scraped Data

Poster Presentation | Leadership | Exhibit Hall: Poster 62

Presenter(s): Brendan Dugan, *Indiana University*

Impact Analysis and Implications for Institutional Enrollment Goals

Poster Presentation | Data | Exhibit Hall: Poster 58

Presenter(s): Xiangping Kong, *Stockton University*

Investigating Geographic Opportunities in Higher Education by Using Carnegie Classification in Higher Education

Poster Presentation | Data | Exhibit Hall: Poster 64

Presenter(s): I-Hui Lin, *Hsuan Chuang University;* Ching-Hui Lin, *Sun Yat-Sen University;* Po-Lin Chen, *Hsuan Chuang University;* Victor Borden, *Indiana University Bloomington*

Leveraging Data to Demonstrate Impact

Poster Presentation | Data | Exhibit Hall: Poster 26

Presenter(s): Cheryl Rollins, *Morgan State University;* Linda Loubert, *Morgan State University;* Jamal Rollins, *Prince George's Community College;* Taj Rollins, *Morgan State University*

Meaningful Partners: The Role of IR in Enrollment Management

Poster Presentation | Stewardship | Exhibit Hall: Poster 30

Presenter(s): Will Miller, *Campus Labs*

Measuring Current Facility Usage and Future Capital Needs

Poster Presentation | Data | Exhibit Hall: Poster 68

Presenter(s): Alicia McIntire, *Utah System of Technical Colleges*

Meet Them Where They Are: Using Data to Support Faculty Assessment Training

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 34

Presenter(s): Catherine Golden, *The George Washington University*

Mission, Planning, Budget and Data: Connecting the Pieces Through IR

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 14

Presenter(s): Nicola Richmond, *Pima Community College*

Moving the Needle from Compliance to Quality General Education Assessment

Poster Presentation | Data | Exhibit Hall: Poster 22

Presenter(s): Mary Jo Geise, *The University of Findlay;* Susan Brooks, *The University of Findlay;* Helen Schneider, *The University of Findlay*

Performance of African-American Students and Faculty Diversity

Poster Presentation | Data | Exhibit Hall: Poster 74

Presenter(s): Dmitri Rogulkin, *State Center Community College District;* Jerome Countee, *State Center Community College District*

Tableau & R Integration: Create Interactive and Dynamic Analytics

Poster Presentation | Data | Exhibit Hall: Poster 40

Presenter(s): Sinji Yang, *University of Michigan*

Tableau Tips & Tricks: Building Dynamic Dashboards with Survey Data

Poster Presentation | Data | Exhibit Hall: Poster 54

Presenter(s): Allison BrckaLorenz, *Indiana University Bloomington;* Thomas Kirnbauer, *Indiana University*

The Challenge of Measuring Success in Community Colleges

Poster Presentation | Data | Exhibit Hall: Poster 38

Presenter(s): Dianne Lefly, *Colorado Community System*

The Mystery of the Colon (:) in BASE SAS, Using an Array in PROC Steps

Poster Presentation | Data | Exhibit Hall: Poster 36

Presenter(s): Eric Wang, *University of Alabama*

The Power of Preparedness: A National Study on Sexual Assault Resources

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 66

Presenter(s): Matthew Venaas, *Skyfactor;* Sherry Woosley, *Skyfactor*

The Prevalence and Impact of Class Absenteeism in Engineering

Poster Presentation | Data | Exhibit Hall: Poster 28

Presenter(s): Felly Chiteng Kot, *Nazarbayev University*

To Facilitate Submission of External Surveys

Poster Presentation | Data | Exhibit Hall: Poster 18

Presenter(s): Robert Zhang, *Chatham University*

Undergraduate Living Arrangements and Persistence

Poster Presentation | Information-Needs | Exhibit Hall: Poster 44

Presenter(s): Kevin Fosnacht, *Indiana University;* Robert Gonyea, *Indiana University;* Polly Graham, *Indiana University*

Using Big Data to Assess the Impact of International Education

Poster Presentation | Data | Exhibit Hall: Poster 46

Presenter(s): Rachana Bhatt, *University System of Georgia*

Using Logistic Regression to Predict Early Graduation Candidates

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 76

Presenter(s): Drew Thiemann, *Bellarmine University*

Using Longitudinal Multi-Assessment Data to Improve Learning Outcomes

Poster Presentation | Plan-Evaluate | Exhibit Hall: Poster 72

Presenter(s): Guangming Ling, *Educational Testing Service*

Using Tableau to Map Student-to-Counselor Ratios by School District

Poster Presentation | Data | Exhibit Hall: Poster 8

Presenter(s): Melissa Clinedinst, *National Association for College Admission Counseling;* Pooja Patel, *National Association for College Admission Counseling*

What Is the Role of Full-Time Institutional Research Staff in Japan?

Poster Presentation | Leadership | Exhibit Hall: Poster 60

Presenter(s): Tomoya Hashimoto, *Shitennoji University;* Tetsuya Shiroishi, *Yamagata University;* Toshiyuki Shimada, *Ibaraki University;* Takuo Kominato, *Kyushu University;* Kenichi Ono, *Tottori University*

With 75% or More of Degree Requirements Completed, Many Students Quit. Why?

Poster Presentation | Data | Exhibit Hall: Poster 48

Presenter(s): Deoraj Bharath, *Broward College*

1:00 PM–2:00 PM

Dessert Break and Thank You to Our Sponsors

Break | Exhibit Hall (Four Seasons Ballroom)

2:00 PM–3:00 PM

CDS: Annual Update, How It Is Used by Publishers, Proposed New Questions

Panel Session | Data | Room 203

Presenter(s): Matthew Gazda, *Peterson's;* Ashley Robinson-Spann, *College Board;* Robert Morse, *U.S. News & World Report*

Implementation and Outcomes of Credit Momentum Campaigns at Three Distinct Universities

Panel Session | Data | Room 102

Presenter(s): Bethan Cantwell, *Michigan State University;* Pearl Iboshi, *University of Hawaii System;* Sunny Moon, *California State University- Los Angeles;* David Mongold, *University of Hawaii System;* Alan Yu, *California State University- Los Angeles;* Susan Richter, *Michigan State University*

Key Insights on Students' Experiences After 10 Years of the SERU Survey

Panel Session | Information-Needs | Room 201

Presenter(s): Lesley Lydell, *University of Minnesota;* Ronald Huesman, *University of Minnesota;* Gregg Thomson, *University of California, Berkeley;* Igor Chirikov, *University of California, Berkeley*

Text Mining for Gold: What Faculty-Course Evaluations Can Reveal

Panel Session | Data | Room 205

Presenter(s): Vince Darcangelo, *University of Colorado Boulder;* Catherine Scott, *Stony Brook University;* Sarah Banchefsky, *University of Colorado Boulder;* Annemieke Rice, *Campus Labs*

Unrequited Love: Tracking Admitted-But-Not-Enrolled Students

Panel Session | Data | Room 207

Presenter(s): Rachel Groenhout, *University of Maine System;* Robert Zuercher, *University of Maine System;* Justin Young, *University of Maine System;* Nathan Grant, *University of Maine - Farmington;* J.R. Bjerklie, *Hartwick College*

2:15 PM–3:00 PM

(RMAIR Best Presentation) Automating Custom Peer Reports Using IPEDS Data with SQL, R and LaTeX

Affiliated Organization Best Presentation | Data | Room 103

Presenter(s): Shiloh Bradley, *University of Nevada, Las Vegas*

Climate Surveys: Challenges & Solutions for Administering and Reporting

Discussion Group | Data | Room 204

Presenter(s): Adrea Hernandez, *Higher Education Data Sharing Consortium;* Macanda Myers, *Higher Education Data Sharing Consortium*

Connecting the Dots: Tracking Adult Student Success in Tennessee

Speaker Session | Information-Needs | Room 107

Presenter(s): Amy Moreland, *TBR College System of Tennessee;* Alex Gorbunov, *TBR College System of Tennessee*

Credentialing: A Study of Non-Credit-to-Credit Conversion Activities

Speaker Session | Information-Needs | Room 404

Presenter(s): Alexei Matveev, *SACSCOC;* Nuria Cuevas, *SACSCOC;* Kyle McCarrell, *Blue Ridge Community College*

Easy Analytics to Impact Student Success on Your Campus

Speaker Session | Data | Room 401

Presenter(s): Brent Drake, *University of Nevada, Las Vegas*

Enhancing Survey Data Insights with Longitudinal and Cohort Analysis

Discussion Group | Data | Room 212

Presenter(s): Lauren Conoscenti, *Tufts University;* Emma Morgan, *Tufts University*

Evidence-Informed, Gut-Inspired: Team Exploration of Student Success Data

Discussion Group | Data | Room 210

Presenter(s): Sandra Kahn, *San Diego State University*

Forward Thinking Recommendation for College Leaders

Speaker Session | Information-Needs | Room 108

Presenter(s): Ellen Peters, *University of Puget Sound;* Kayla Guilford, *Lackawanna College;* Soon Flynn, *Austin Community College*

How Did We Get Here? Curriculum Mapping as the Cornerstone to Good Assessment

Speaker Session | Data | Room 109

Presenter(s): Evan Widney, *Duke University;* Alessandra Dinin, *Duke University*

Let's Talk Teamwork! Cross-Campus Collaboration for a Successful Warehouse

Discussion Group | Stewardship | Room 101

Presenter(s): Bethany Crowell, *University of Utah;* Mike Martineau, *University of Utah;* Stephanie Nalbone, *University of Utah;* Luis Oquendo, *University of Utah*

New Data in the NSF-NIH Survey of Graduate Students and Postdocs (GSS)

Speaker Session | Information-Needs | Room 105

Presenter(s): Mike Yamaner, *National Science Foundation;* Pat Green, *RTI International;* Caren Arbeit, *RTI International*

Process Documentation and Cross-Training for IR Offices

Speaker Session | Educate | Room 403

Presenter(s): David Chase, *James Madison University;* Jacob Mayiani, *James Madison University;* Elisabeth Spratto, *James Madison University*

Should I Choose Professors Who Look Like Me? Implicit Bias in Final Grades

Speaker Session | Data | Room 402

Presenter(s): Adam Shick, *Wake Forest University;* Michael DeWitt, *Wake Forest University*

Utilizing Neural Networks to Estimate First-Year Student Retention

Speaker Session | Data | Room 111

Presenter(s): MeganClaire Cogliano, *Nevada State College;* Sandip Thanki, *Nevada State College;* Tony Scinta, *Nevada State College;* Mick Haney, *Nevada State College*

What Do You Call a Group of IR Professionals? Quandaries of Large Offices

Discussion Group | Leadership | Room 202

Presenter(s): Tim Stanley, *Utah Valley University;* Leisa Galloway, *Utah Valley University*

What Everyone in IR Needs to Know: An IR Guide for the Perplexed

Speaker Session | Leadership | Room 104

Presenter(s): Angela Ward, *Utah Valley University;* Jeffrey Johnson, *Utah Valley University*

What We Did on Our Summer Vacation: Qualitative Analysis Process Improvement

Speaker Session | Data | Room 110

Presenter(s): Rebecca Hatch, *Tufts University;* Lynne Freeman, *Tufts University*

3:15 PM–4:00 PM

(SAIR Best Presentation) Predicting Student Enrollment Using Markov Chain Modeling in SAS

Affiliated Organization Best Presentation | Plan-Evaluate | Room 103

Presenter(s): Samantha Bradley, *University of North Carolina at Greensboro*

(TAIR Best Presentation) Data-Informed Decision-Making: Establishing an Analytics Culture

Affiliated Organization Best Presentation | Leadership | Room 105

Presenter(s): Jason Simon, *University of North Texas*

2018 NCES Data Institute Research Reports

Speaker Session | Data | Room 108

Presenter(s): Melinda Whitford, *University at Buffalo;* Sheila DeRouen, *Louisiana Community & Technical College System;* Sophia Laderman, *SHEEO;* Jennifer May-Trifiletti, *University of Georgia*

Building an Institutional Data Culture: Fostering Natural Partnerships

Discussion Group | *Educate* | *Room 212*

Presenter(s): John Gonzalez, *University of Michigan;* Ida Faye Webster, *University of Michigan*

Getting $#*! Done: Communicating the Student Experience to Change Makers

Speaker Session | *Educate* | *Room 403*

Presenter(s): Danielle Martinez, *University of Iowa*

How Do Scores on the New SAT Relate to Admission & Retention Outcomes?

Speaker Session | *Information-Needs* | *Room 107*

Presenter(s): Emily Shaw, *The College Board;* Paul Westrick, *The College Board*

Identifying Course-Taking Trajectories Through Networks Analysis

Speaker Session | *Data* | *Room 110*

Presenter(s): Robert DeMonbrun, *Southern Methodist University;* Michael Brown, *Iowa State University*

Impact of Institutional Aid on Net Tuition Revenue at Private Institutions

Speaker Session | *Plan-Evaluate* | *Room 205*

Presenter(s): Warren Lord, *Northeastern University;* Rong Chen, *Seton Hall University*

Integrating Multiple BI Tools for Maximum Flexibility

Speaker Session | *Data* | *Room 203*

Presenter(s): Cindy Chang, *The University of Texas System;* Andrew Merrill, *University of Texas System*

IPEDS Tools Update

Speaker Session | *Data* | *Room 104*

Presenter(s): Tara Lawley, *National Center for Education Statistics*

IR Collaboration & Leadership in Academic Program Review

Speaker Session | *Plan-Evaluate* | *Room 404*

Presenter(s): Jerold Laguilles, *Springfield College;* Mary Ann Coughlin, *Springfield College*

It's Raining Measures: Staying Afloat in a Flood of "Accountability"

Speaker Session | *Plan-Evaluate* | *Room 109*

Presenter(s): Linda Makin, *Utah Valley University;* Tim Stanley, *Utah Valley University*

Postcollegiate Outcomes Research: Linking New Data to College Experiences

Speaker Session | *Information-Needs* | *Room 102*

Presenter(s): Lesley Lydell, *University of Minnesota;* Olena Horner, *University of Minnesota*

Q Methodology: An Introduction and Applications in IR

Speaker Session | Data | Room 111

Presenter(s): Sherry Woosley, *Skyfactor;* Linnea Stafford, *Kent State University;* Matthew Venaas, *Skyfactor*

The Effects and Costs of Undergraduate Class Size Reduction

Speaker Session | Plan-Evaluate | Room 402

Presenter(s): Mark Umbricht, *University of Michigan*

The Power of Prediction: Something Easier than Regression Analysis

Speaker Session | Data | Room 201

Presenter(s): Meg Sidle, *University of Pikeville*

U.S. News Rankings: Review of Last Years' Changes and the Upcoming Rankings

Speaker Session | Data | Room 207

Presenter(s): Robert Morse, *U.S. News & World Report*

Using Rate Statistics to Understand Changes in Course Enrollment Patterns

Speaker Session | Data | Room 401

Presenter(s): Matthew Gehrett, *Ohio University*

Visualizing Institutional Data to Measure Success Toward Diversity

Discussion Group | Data | Room 204

Presenter(s): Kari George, *UCLA;* Linda Sax, *UCLA;* Sarayu Sundar, *UCLA*

Yelp for Project Management Tools

Discussion Group | Plan-Evaluate | Room 210

Presenter(s): Geoff Matthews, *Utah Valley University*

4:15 PM–5:00 PM

A Storm of Surveys: Horror Stories and Solutions

Discussion Group | Data | Room 210

Presenter(s): Joseph Ludlum, *Georgia Tech*

Benchmarking Student Outcome Metrics Using Two National Data Systems

Speaker Session | Educate | Room 201

Presenter(s): Denise Nadasen, *Association of Public and Land-grant Universities;* Vaughn Alexander Hendriex, *American Association of Community Colleges*

Building a Data Institute: Leveraging Research Resources Outside IR

Discussion Group | Educate | Room 212

Presenter(s): Deseree Probasco, *Lone Star College;* Janet Flores, *Lone Star College*

Building a Model for Predicting Graduate Student Success

Speaker Session | Data | Room 402

Presenter(s): Melanie Simpson, *The University of Alabama in Huntsville;* Ginny Cockerill, *The University of Alabama in Huntsville*

Collaborating to Elevate High-Impact Course Completion Rates

Speaker Session | Educate | Room 403

Presenter(s): Scott Parke, *State College of Florida*

Early Intervention: Identify At-Risk Students Using Canvas LMS and Tableau

Speaker Session | Data | Room 108

Presenter(s): Rosa Gomez-Camacho, *Florida Gulf Coast University*

Engaging Satisfaction: Using NSSE & SSI Data Together on Campus

Speaker Session | Educate | Room 203

Presenter(s): Bethany Miller, *Cornell College;* Jacqueline MacNeil, *Eckerd College*

Ethics and Confidentiality, An IR Conundrum

Discussion Group | Stewardship | Room 204

Presenter(s): Kelly Sharp, *Columbia College;* Shonda Ireland, *Columbia College*

Evaluating Time-to-Degree to Increase Four-Year Graduation Rates

Discussion Group | Plan-Evaluate | Room 101

Presenter(s): Patrice Lancey, *University of Central Florida;* Uday Nair, *University of Central Florida;* Rachel Straney, *University of Central Florida*

Extending the AIR Code of Ethics to Data Analytics

Speaker Session | Stewardship | Room 105

Presenter(s): Jeffrey Johnson, *Utah Valley University*

Identifying Nontraditional Metrics to Increase Student Success

Speaker Session | Data | Room 205

Presenter(s): David Troutman, *University of Texas System;* Rebecca Karoff, *University of Texas System*

Making Graduation Matter: Initial Evidence and Implications for Policy

Discussion Group | Data | Room 202

Presenter(s): Ching-Hui Lin, *Sun Yat-Sen University;* Jyun-Hong Chen, *Soochow University;* Victor Borden, *Indiana University Bloomington*

One Tool to Rule Them All! How to Use R for Your Entire Data Pipeline

Speaker Session | Data | Room 103

Presenter(s): Matt Nickodemus, *Casper College*

Reaching the Summit: Leveraging Meta-Assessment to Build Faculty Engagement

Speaker Session | Plan-Evaluate | Room 104

Presenter(s): Katy Selinko, *Adler University*

Scholarly Writing and Publishing: Advice from Editors

Panel Session | Educate | Room 102

Presenter(s): Paul Gore, *Xavier University;* Kristina Powers, *Institute for Effectiveness in Higher Education;* Moderator: Stephan Cooley-Faussignaux, *Association for Institutional Research*

The Influence of Undergraduate School Experiences on Alumni Outcomes

Speaker Session | Educate | Room 111

Presenter(s): Yumi Huang, *Cal State LA;* Sunny Moon, *California State University- Los Angeles*

Tracking Employment Outcomes of Nongraduates at a Two-Year College

Speaker Session | Data | Room 401

Presenter(s): Christopher Doll, *Central Ohio Technical College*

AIR Professional Development and Training

Speaker Session | Leadership | Room 109

Presenter(s): Darlena Jones, *Association for Institutional Research;* Elaine Cappellino, *Association for Institutional Research;* Conor Griffiths, *Association for Institutional Research*

What's the Fuss? Tell Us What's Happening: Student Engagement and Retention

Speaker Session | Data | Room 107

Presenter(s): Melinda Whitford, *University at Buffalo*

5:15 PM–6:15 PM

Association for Institutional Research and Planning Officers (AIRPO)

Affiliated Organization Meeting | Room 102

California Association for Institutional Research (CAIR)

Affiliated Organization Meeting | Room 103

Canadian Institutional Research and Planning Association (CIRPA)

Affiliated Organization Meeting | Room 104

Indiana Association of Institutional Research (INAIR)

Affiliated Organization Meeting | Room 105

Kentucky Association for Institutional Research (KAIR)

Affiliated Organization Meeting | Room 107

Michigan Association for Institutional Research (MIAIR)

Affiliated Organization Meeting | Room 108

Ohio Association for Institutional Research & Planning (OAIRP)

Affiliated Organization Meeting | Room 201

Overseas Chinese Association for Institutional Research (OCAIR)

Affiliated Organization Meeting | Room 109

Southern African Association for Institutional Research (SAAIR)

Affiliated Organization Meeting | Room 110

Texas Association for Institutional Research (TAIR)

Affiliated Organization Meeting | Room 111

6:30 PM–8:00 PM

Community College Reception

Special Event | Room 406

End of day

2019 GREAT COLLEGES TO WORK FOR.
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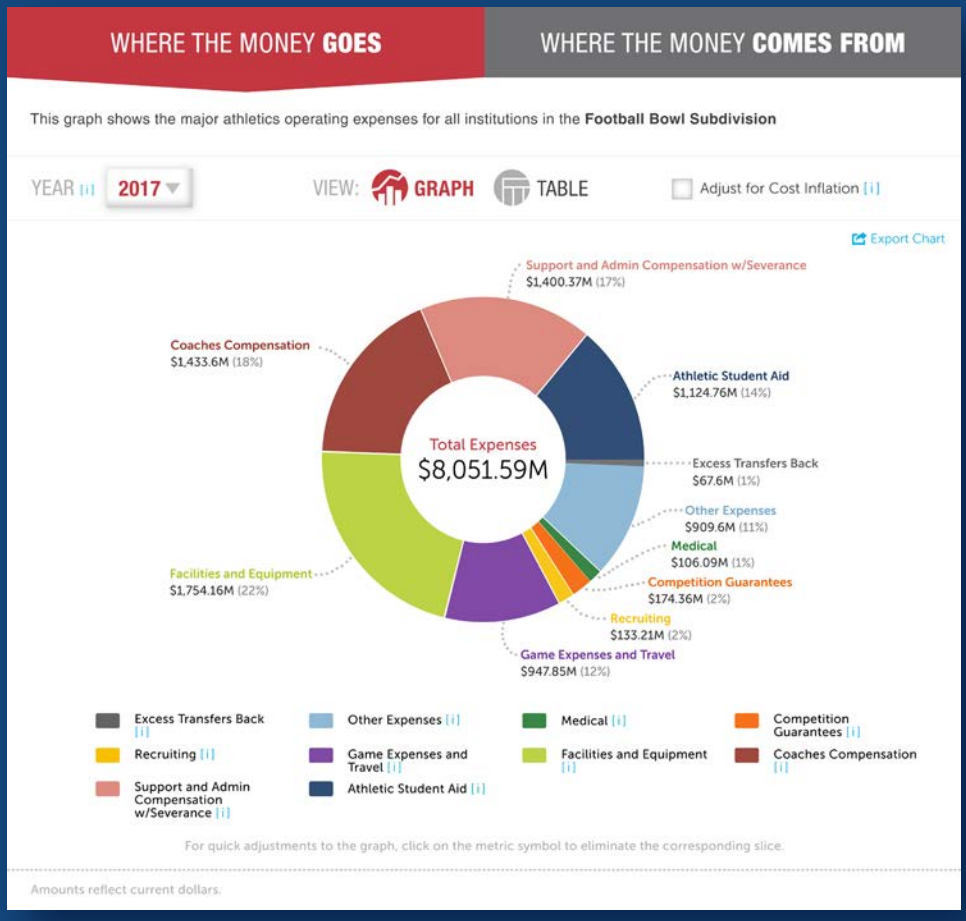
Knight Commission
On Intercollegiate Athletics

College Athletics Financial Information (CAFI) Database

cafidatabase.knightcommission.org



The CAFI Database provides unprecedented access to athletics revenues, expenses, and debt at more than 220 NCAA Division I public institutions.

8:00 AM–8:45 AM

(GAIRPAQ Best Presentation) When Planning Needs a Change of Scenery

Affiliated Organization Best Presentation | *Plan-Evaluate* | *Room 104*

Presenter(s): Wade Caldwell, *Augusta University;* Brittany Cipollone, *Augusta University;* Sherrie Jennings, *Augusta University*

(RMAIR Best Presentation) Central Washington University's Evolution of a Data Warehouse Solution

Affiliated Organization Best Presentation | *Data* | *Room 109*

Presenter(s): Nicolas Valcik, *Central Washington University;* Patrick Murphy, *Central Washington University*

A Model for Assessing Administrative Units

Speaker Session | *Plan-Evaluate* | *Room 103*

Presenter(s): Shavecca Snead, *Albany State University*

Almost Too Easy: A New Way to Wrangle IPEDS Data

Speaker Session | *Data* | *Room 102*

Presenter(s): Emma Morgan, *Tufts University;* Kathryn Aloisio, *Smith College*

Analyzing Pathways to Graduate School: A Law Schools Case Study

Speaker Session | *Information-Needs* | *Room 111*

Presenter(s): Tiffane Cochran, *AccessLex Institute;* Yuanqing Zheng, *National Student Clearinghouse Research Center*

Association-Rule-Based Learning of College Recruitment Effectiveness

Speaker Session | *Data* | *Room 110*

Presenter(s): Ying Lin, *Syracuse University*

Building Capacity and Cultivating a Culture of Excellence in IR

Speaker Session | *Leadership* | *Room 108*

Presenter(s): Christopher Pena, *University of Denver*

Identifying Roadblocks to Graduation Using Graph Analytics and Association

Speaker Session | *Data* | *Room 107*

Presenter(s): Stefano Fiorini, *Indiana University;* Mike Sauer, *Indiana University*

Navigating Change and Evolving Responsibilities: From IR to IE

Discussion Group | *Leadership* | *Room 204*

Presenter(s): Allison Cantwell, *University of California Riverside*

Sorting It All Out: Data Governance, Policy, and Compliance

Speaker Session | *Stewardship* | *Room 105*

Presenter(s): Bethany Miller, *Cornell College;* Becky Brodigan, *Colby College;* Colleen Wynn, *Claremont McKenna College*

9:00 AM–9:45 AM

Applying a Survival Model to College Transfer Students' Risk Prediction

Speaker Session | *Data* | *Room 105*

Presenter(s): Ying Liu, *Florida Atlantic University*

Cognitive Insights: Structured & Unstructured Data in Predictive Analytics

Speaker Session | *Data* | *Room 103*

Presenter(s): Ying Zhou, *East Carolina University;* Margot Neverett, *East Carolina University;* Hanyan Wang, *East Carolina University*

Did You Study Your Full-Pay Students? How?

Discussion Group | *Data* | *Room 204*

Presenter(s): Suhua Dong, *Gettysburg College*

Leading Indicators of Student Success: Using the VFA/AACC Pathways KPIs

Speaker Session | *Data* | *Room 109*

Presenter(s): Kent Phillippe, *American Association of Community Colleges*

Master the Three Facets of Data and Become a King Data Officer

Speaker Session | *Educate* | *Room 107*

Presenter(s): Rigoberto Rincones-Gomez, *Edward Waters College*

Pre-College Social Belonging Interventions and Student Achievement

Speaker Session | *Educate* | *Room 104*

Presenter(s): Yifei Li, *Bowling Green State University;* Julia Matuga, *Bowling Green State University;* Yihui Li, *East Carolina University*

Scholarships, Individual Students' Backgrounds, and Study Abroad

Speaker Session | *Plan-Evaluate* | *Room 108*

Presenter(s): Lanlan Mu, *College of William & Mary; Sophy Feng; Sylvia Mitterndorfer*

Strategic Planning for Institutional Research Offices

Discussion Group | *Leadership* | *Room 202*

Presenter(s): Lauren Conoscenti, *Tufts University;* Jessica Sharkness, *Tufts University*

The Role of Major Intentions and Measured Interests on Student Success

Speaker Session | *Information-Needs* | *Room 102*

Presenter(s): Justine Radunzel, *ACT, Inc.;* Jizhi Ling, *ACT, Inc.*

Understanding Community College Service Areas: A GIS Approach

Speaker Session | *Data* | *Room 110*

Presenter(s): Rahel Tekle, *American Association of Community Colleges;* Gregory S. Kienzl, *ACT, Inc.*

Where Did the Freshmen Go? Analyzing Students' Progress Using Visualization

Speaker Session | Data | Room 111

Presenter(s): Ali Oran, *University of Colorado at Boulder;* Robert Stubbs, *University of Colorado Boulder*

9:30 AM–12:00 PM

Keynote Speaker
Michelle Asha Cooper, *President of the Institute for Higher Education Policy (IHEP)*

Farewell Brunch and Closing Keynote

Four Seasons Ballroom 3 & 4

Program

9:30 AM - Doors open and seating begins

9:45 AM - Breakfast service begins

10:30 AM - Opening remarks and awards presentation

11:00 AM - Keynote begins

Looking at the Big Picture: Using Data to Promote Access, Success, & Equity

Dr. Michelle A. Cooper, President of the Institute for Higher Education Policy (IHEP) in Washington, D.C., talks about how "knowing your numbers" promotes institutional health, helps risk management, and provides a baseline for marking progress and improving student outcomes. Dr. Cooper explains how not more data but better data can lead to campus-wide student access, success, and equity.

Congratulations to our Award and Scholarship Recipients

AIR Awards

Outstanding Service Award
Glenn W. James, *Tennessee Tech University*

John Stecklein Distinguished Member Award
Lydia Snover, *Massachusetts Institute of Technology*

Sidney Suslow Scholar Award
Richard Voorhees, *Voorhees Group LLC*

AIR Scholarships

Julia M. Duckwall Scholarship
William Warfel, *Washington State University*
Brooke Kile, *Marian University*
India Hampton, *Southeast Missouri State University*

Edward Delaney Scholarship
Samantha Rogers, *Georgia Highlands College*

Post-Conference Education Workshops

Not included with conference registration; advance sign-up and additional fees required to attend.

8:00 AM–4:00 PM

Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies

Post-Conference Education | Workshop | Room 401

Presenter(s): Eric Atchison, *Mississippi Institutions of Higher Learning;* Braden Hosch, *Stony Brook University;* Erez Lenchner, *CUNY John Jay College of Criminal Justice*

Tableau Fundamentals for the IR Professional

Post-Conference Education | Workshop | Room 402

Presenter(s): Craig Abbey, *University at Buffalo*

End of day

Chiteng Kot, F.: *The Prevalence and Impact of Class Absenteeism in Engineering*. **Session**: The Prevalence and Impact of Class Absenteeism in Engineering (502984) Thursday 12:00 PM, Poster 28.

Deytia, I. & Rojas, L.: *Analytical Visualizations of Admissions Data*. **Session**: Analytical Visualizations of Admissions Data (523609) Wednesday 12:30 PM, Poster 53.

Feng, Y., Fiorini, S., & Shepard, L.: *Major Transitions in STEM: Transitions To Success*. **Session**: Major Transitions in STEM: Transitions to Success (503075) Wednesday 1:45 PM, Room 404.

Huang, Y. & Moon, S.: *The Influence of Undergraduate School Experiences on Post-Baccalaureate Outcomes*. **Session**: The Influence of Undergraduate School Experiences on Alumni Outcomes (503423) Thursday 4:15 PM, Room 111.

Johnson, I.: *Merit Aid Policy and Retention: Mediation Analysis*. **Session**: Merit Aid Policy and Retention: Mediation Analysis (502639) Thursday 10:45 AM, Room 105.

Kienzle, G. & Tekle, R.: *Understanding Community College Service Areas: A GIS Approach*. **Session**: Understanding Community College Service Areas: A GIS Approach (503346) Friday 09:00 AM, Room 110.

Lee, M.: *Exploring Student Retention Following Successful Completion of Co-Requisite Math Courses Using the Complete College America Model: An Exploratory Mixed-Methods Case Study*. **Session**: Exploring Student Retention after Completion of Co-Requisite Math Courses (498357) Thursday 12:00 PM, Poster 52.

Liu, X. & Borden, V.: *Using Dose-Response to Study the Effect of Student Loans on Retention*. **Session**: Using Dose-Response to Study the Effect of Student Loans on Retention (502772) Thursday 09:45 AM, Room 203.

Liu, Y., Ma, Z., & Arora, A.: *Applying Survival Model to Predict Degree Attainment of College Transfer Students*. **Session**: Applying a Survival Model to College Transfer Students' Risk Prediction (503224) Friday 09:00 AM, Room 105.

Lord, W. & Chen, R.: *Impact of Institutional Aid on Net Tuition Revenue at Private Institutions*. **Session**: Impact of Institutional Aid on Net Tuition Revenue at Private Institutions (503317) Thursday 3:15 PM, Room 205.

Luo, J.: *Interaction Across Ideological Boundaries and College Outcomes*. **Session**: Interaction Across Ideological Boundaries and College Outcomes (526138) Wednesday 12:30 PM, Poster 33.

Parvez, R., Brown, K., Deviyanti, D. Midgett, C., & Wiens, B.: *An Empirical Assessment of Factors Impacting Student Retention: Risk Factors and Student Services in an Urban Community College*. **Session**: An Empirical Assessment of Student Retention in Community Colleges (503334) Wednesday 2:45 PM, Room 402.

Shepherd, J.: *Measuring Institutional Efficiencies in Producing Student Outputs for Legal Education*. **Session**: Doing More with Less: An Empirical Evaluation of Rankings and Efficiency (503148) Wednesday 10:15 AM, Room 401.

Shi, Q., Drum, C., Crooker, J., & Drake, B.: *Do First-Year Seminars Produce Long-Term Effects: Tracking FTFT Cohorts*. **Session**: Do First-Year Seminars Produce Long Term Effects: Tracking a FTFT Cohort (503237) Thursday 10:45 AM, Room 202.

Shick, A. & DeWitt, M.: *Should I Choose Professors Who Look Like Me?: A Multi-Institution Study on the Influence of Instructor-Student Race and Gender Self-Similarity on Final Course Grades of College Students*. **Session**: Should I Choose Professors Who Look Like Me? Implicit Bias in Final Grades (503342) Thursday 2:15 PM, Room 402.

Smith, K. & Strickland-Davis, S.: *Preparing Data Consumers: Faculty, Staff, and Administration*. **Session**: Preparing Data Consumers: Faculty, Staff, and Administration (502761) Thursday 08:00 AM, Room 109.

Thiemann, D.: *Fast Track to Success: Using Logistic Regression to Predict Early Graduation Candidates*. **Session**: Using Logistic Regression to Predict Early Graduation Candidates (500680) Thursday 12:00 PM, Poster 76.

Yu, H.-Y., Hu, Y.-H., Liu, W.-Y, & Tsai, P.-W.: *Exploring Faculty Acceptance of IR-Data Visualization Information System*. **Session**: Exploring Faculty Acceptance of IR-Data Visualization Information Systems (502832) Wednesday 12:30 PM, Poster 65.

Our Sponsors

12Twenty [Booth 714]

12Twenty is the first company to integrate career services management, student outcome tracking, and employer relationship management in a single, streamlined system. Our mission is to bring innovation to career services so schools are empowered to make smarter, data-driven decisions. Join hundreds of schools worldwide using 12Twenty today to engage students, employers, and staff in career recruitment.

Academic Analytics [Booth 707]

Academic Analytics provides its clients with comprehensive data on faculty research activity and solutions drawn from analyses of national disciplines and custom comparisons at the institutional, department, program and individual faculty levels. These data support strategic investment decisions, benchmarking research activity, reviewing academic units, and developing the university research enterprise. Combining Academic Analytics data with university data, Academic Analytics has developed Discovery Suite, a customizable search environment enabling university leaders to curate faculty profiles, identify faculty experts, create multi-disciplinary research projects, locate federal or private funding, identify candidates and nominators for disciplinary awards, and to showcase the university research enterprise.

AccessLex Institute [N/A]

AccessLex Institute is a nonprofit organization committed to helping talented, purpose-driven students find their path from aspiring lawyer to fulfilled professional. In partnership with its nearly 200 Member law schools, improving access and positively influencing legal education have been at the heart of the Company's mission since 1983. AccessLex Institute has offices in West Chester, PA and Washington, D.C., with a team of accredited financial education counselors based throughout the United States. Learn more at AccessLex.org.

AIR [Booth 114]

AIR is a global association that empowers higher education professionals at all levels to utilize data, analytics, information, and evidence to make decisions and take actions that benefit students and institutions and improve higher education.

Alteryx [Booth 214]

Revolutionizing business through data science and analytics, Alteryx empowers everyone in an organization to experience the thrill of getting to the answer faster. The modern, end-to-end Alteryx analytics platform enables analysts and data scientists alike to discover, share and prep data, perform analysis – statistical, predictive, prescriptive, and spatial – and deploy and manage analytic models. Thousands of people in enterprises all over the world rely on Alteryx daily to deliver game-changing results.

Campus Labs [Booth 700]

Campus Labs empowers institutions to make valuable connections with their data. We offer a complete set of integrated solutions for areas such as assessment, retention, teaching and learning, student engagement, and institutional effectiveness. We're proud to serve more than 1,300 public and private colleges and universities. To learn more, visit campuslabs.com.

Chmura Economics & Analytics [Booth 310]

Chmura Economics & Analytics is an applied economics consulting firm and the developer of JobsEQ, the nationally recognized and preferred labor market platform. With JobsEQ, educators and researchers answer questions about labor availability, degrees and talent that employers need, and forecasts for education. Our services are backed by nationally recognized Ph.D. economists, Blue Chip forecasters, big data scientists, black-belt statisticians, a dedicated data governance team, and transformation strategists. As new demands for talent emerge and shift, educators must adapt and innovate from a foundation of reliable data and analysis. Let us be your research partner.

CLA+ [Booth 212]

The CLA+ evaluates the critical-thinking and written-communication skills of college students. Students use their results to verify their competency and showcase evidence of their skills to employers. CLA+ results help institutions better understand how well students are learning these skills, providing a snapshot of proficiency, growth, and program efficacy.

EAB [Booth 211]

EAB's mission is to make education smarter and our communities stronger. We harness the collective power of more than 1,300 schools, colleges and universities to uncover proven practices and transformative insights. And since complex problems require multifaceted solutions, we work with each school differently to apply these insights through a customized blend of research, technology, and services. From kindergarten to college and beyond, EAB partners with education leaders, practitioners, and staff to accelerate progress and drive results across three key areas: enrollment management, student success and institutional operations and strategy.

Elsevier [Booth 710]

Elsevier's Research Intelligence portfolio offers solutions to the most pressing challenges faced by researchers and research managers. We provide innovative services that improve your ability to establish, execute, and evaluate research strategy and performance via rich data assets and metrics from tools such as SciVal, Pure, and custom analytical services.

EMSI [Booth 608]

Emsi is a labor market analytics firm that helps higher education professionals articulate their regional economic impact, align programs with local industry, give students a career vision, and track alumni outcomes. Emsi data include traditional labor market data, job postings, and online profiles and résumés. It is frequently cited in prominent publications, including Forbes, USA TODAY, The New York Times, and The Wall Street Journal. Visit us at economicmodeling.com.

Equifax [Booth 108]

Solve your graduate outcome data dilemma. With Graduate Outcome Metrics, institutions can access the largest source of authentic, up-to-date employment and income information to glean insight on graduates and programs. Equifax helps alleviate the pain of traditional data collection methods – surveys, calls, etc. – offering stakeholders better output. Learn more by contacting GradOutcomes@equifax.com.

ETS [Booth 708]

At nonprofit ETS, we advance quality and equity in education for people worldwide by creating high-quality assessments based on rigorous research. Institutions of higher education rely on ETS to help them demonstrate student learning outcomes and promote student success and institutional effectiveness. Visit us at www.ets.org/highered.

Evisions [Booth 709]

Evisions helps higher education organizations work better. Our software eases your administrative load—so you can get back to the process of learning and discovery. Built and optimized for administrators, our solutions help you stay on top of your many tasks and responsibilities, reduce hassle and waste, and work more efficiently.

Explorance INC [Booth 109]

Explorance is a Learning Journey Analytics provider that empowers institutions in making the right decisions with fact-based feedback data. Through our offerings Blue and Bluepulse, Explorance is at the heart of the institution's continuous improvement strategy. Blue is a powerful evaluation software that includes course evaluations, 360 reviews, institutional surveys, and more. Bluepulse is a social feedback tool that enables instructors and students to communicate candidly to enhance teaching and learning. Our clients include the University of Pennsylvania, Northwestern University, University of Maryland-College Park, Indiana University Bloomington, Ohio State University, University of Michigan, University of Minnesota Twin Cities, and more.

Gravic [Booth 609]

Collect and analyze data from paper and web forms (surveys, tests, evaluations, and assessments).

HEDS [Booth 615]

The Higher Education Data Sharing Consortium (HEDS) is an organization of colleges and universities committed to sharing data, knowledge, and expertise to advance undergraduate liberal arts education, inclusive excellence, and student success at member institutions.

HelioCampus [Booth 508]

HelioCampus helps colleges and universities increase enrollment, improve student success, ensure financial sustainability, and accelerate gift giving. We enable institutions to ask and answer their most pressing questions through data analytics, data storytelling, and data science. Originated within the University System of Maryland, HelioCampus offers a unique perspective on the impact of data across the student lifecycle. By combining an extensible data platform with ongoing data science services, HelioCampus leverages enrollment, student success, and institutional financial and advancement data to facilitate meaningful conversations that fuel higher value analyses and spur action, leading to greater institutional performance and financial sustainability.

Higher Education Consortia University of Delaware [Booth 712]

The Higher Education Consortia, organized and managed by staff in the Office of Institutional Research and Effectiveness at the University of Delaware, is composed of a diverse group of four-year, non-profit colleges and universities that contribute data to the National Study of Instructional Costs and Productivity – otherwise known as the Delaware Cost Study. The consortia annually produces data and analysis for a group of approximately 200 institutions. These institutions, which are both publicly and privately governed, compose the foundation of consortia. In addition, the consortia works with a number of state systems of higher education, regional university associations and public policy economists, and higher education researchers to collaborate on projects to better understand the dynamics of instructional productivity and costs at the academic discipline level.

Higher Education Research Institute [Booth 510]

The Higher Education Research Institute (HERI) is one of the premier educational research and policy organizations in the country. Housed at UCLA, the nonprofit institute is an interdisciplinary center for research, evaluation, information, policy studies, and research training in postsecondary education. HERI administers the Cooperative Institutional Research Program (CIRP), the nation's largest and oldest empirical study of higher education, with data collected from over 15 million students at more than 1,900 colleges and universities since 1966. CIRP consists of the Freshman Survey, Your First College Year Survey, Diverse Learning Environments Survey, College Senior Survey, and the triennial HERI Faculty Survey.

i3 Group [Booth 715]

i3 Group provides a channel for schools to strengthen and sustain the relationship with the student. After millions of student-borrower interactions, we know that an established rapport is the key to meeting financial priorities.

IData Inc [Booth 209]

IData is a leader in higher education data management with reporting services, data governance (Data Cookbook), system integration (IDataHub), and technology consulting.

Interfolio [Booth 409]

At Interfolio, we're dedicated to increasing transparency, equity, and efficiency around the academic decisions at the heart of the university mission. Interfolio's products address the complex, shared-governance workflows of hiring, promotion, and tenure, and provide advanced faculty activity reporting technology to help faculty harness the voluminous and varied activity data – from research publications to program evaluations – that must be reported regularly to administrators for internal reviews, compliance, and accreditation.

IPEDS [Booth 612]

IPEDS is the core postsecondary education data collection program for the National Center for Education Statistics (NCES). Data are collected from all primary providers of postsecondary education in the United States in areas including: enrollment, program completion, graduation rates, faculty, staff, finances, institutional prices, student financial aid, and academic libraries. These data are made available to students, researchers, and others through the IPEDS website: http://nces.ed.gov/ipeds.

JMP. A division of SAS institute INC [Booth 509]

JMP® data analysis software from SAS is the tool of choice for hundreds of thousands of scientists, engineers, and other data explorers worldwide. JMP links dynamic data visualization with powerful statistics, in memory and on the desktop. The analytic capabilities of JMP reveal insights often hidden by raw tables of numbers or static graphs. JMP simplifies data access from various sources and accelerates data cleanup and processing with quick, reliable preparation tools. Sharing results and communicating discoveries is easy with the interactive visualization capabilities in JMP.

Microsoft [Booth 201]

Microsoft (Nasdaq "MSFT" @microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world. Its mission is to empower every person and every organization on the planet to achieve more.

ModernThink [Booth 210]

Founded in 2004, ModernThink is a strategic organizational development and management consulting firm with particular expertise in workplace quality, organizational assessment, and stakeholder engagement. In partnership with The Chronicle of Higher Education, ModernThink co-founded The Great Colleges to Work For® program in 2008. As the survey, research, and analysis engine for that program, we have surveyed over 1,000 colleges and universities. In addition to working with participants in recognition programs, ModernThink has been engaged by individual organizations to conduct specific research and analysis and provide guidance to leadership on the path to improving their workplaces.

National Center for Educational Statistics [Booth 614]

The National Center for Education Statistics (NCES) is the primary federal agency for collecting and analyzing data related to education. NCES collects data on all levels of education, from pre-primary education through graduate and professional education.

National Center for Science and Engineering Statistics [Booth 610]

The National Center for Science and Engineering Statistics (NCSES) provides high-quality information on the science and engineering enterprise to policy makers and the public. NCSES is responsible for collecting and disseminating statistical data on Research and Development (R&D); the science and engineering workforce; U.S. competitiveness in science, engineering, technology, and R&D; and the condition and progress of STEM education in the United States. We conduct our work from the perspective of a federal statistical agency and strive to address information needs of our constituents, improve our data collections, and disseminate our information broadly.

National Student Clearinghouse [Booth 613]

The National Student Clearinghouse® helps education go further with innovative solutions that meet reporting, research, verification, transcript, and data exchange demands across the K-20 to workforce continuum. The mission of the National Student Clearinghouse is to serve the education and workforce communities and all learners with access to trusted data, related services, and insights. Our vision is to be a premier resource in serving and supporting the opportunities created by lifelong learning.

National Survey of Student Engagement [Booth 308]

The National Survey of Student Engagement (NSSE), Beginning College Survey of Student Engagement (BCSSE), and Faculty Survey of Student Engagement (FSSE), help institutions assess quality in undergraduate education and strengthen the learning environment. NSSE is administered annually to first-year and senior students. Participating institutions receive diagnostic information about the extent to which students engage in educational practices related to learning and development, customizable comparison groups, and resources for interpreting and using results. NSSE's Annual Results highlights findings and documents institutional improvement efforts. Updated reports and online tools are available to improve visual display and facilitate campus decision making.

NORC [Booth 113]

NORC at the University of Chicago is a non-partisan and objective research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Our clients partner with NORC to transform increasingly complex information into useful knowledge. NORC offers a full range of services to higher education stakeholders including institutional and departmental benchmarking, assessment of the learning environment via qualitative data collection and quantitative campus climate surveys, and educational and career pathway assessments.

Public Insight [Booth 115]

Public Insight transforms complex, disparate public data into actionable information for strategic planning, peer benchmarking, program analysis, and environment scanning. Public Insight Interactives are a unique combination of topical, curated data and the Microsoft® Power BI business intelligence software to analyze vast quantities of data effortlessly. Insight for Higher Education is an easy-to-use executive planning and analysis application for benchmarking higher education institutions across a wide range of topical areas such as enrollment, graduation rates, degrees awarded, and staffing. 360-Public is a market analysis application that breaks down the silos of regional demographics.

QS Intelligence Unit [Booth 513]

As the leading rankings publisher in higher education, we believe that for an institution to enter the rankings, as well as to improve its position, it needs to go through a step-by-step journey. Through our Professional Services division, we have developed a range of solutions that enable institutions to more efficiently navigate that journey and to reach their destination faster. Wherever you are on the rankings journey, our services offer you a platform to build your reputation and brand, understand your strengths and areas of improvement, and develop a strategy that helps your institution to meet its goals successfully.

Rapid Insight [Booth 511]

Rapid Insight is an analytics software solutions company founded in 2002 with a mission of empowering professionals of all skill levels with the simple, intuitive tools they need to turn raw data into actionable information. Today, the company offers a growing portfolio of solutions within the Veera analytics platform that enable thousands of higher education users worldwide to easily prepare data, build predictive models, and perform advanced data analysis. To learn more or download a free trial of the award-winning Veera platform, please visit www.rapidinsight.com.

Researchfish [Booth 611]

With over £45B of tracked international funding, funding organisations across the globe use the Researchfish platform to measure research impact of over 2M outcomes of over 100K research awards. Comprehensive reporting gives a broader and deeper understanding of the activities of research, showing pathways to research impact. This enables organisations to inform future funding strategies and increase opportunity for collaboration. Members include Bill & Melinda Gates Foundation - Grand Challenges Explorations Initiative, Alberta Innovates, Novo Nordisk Fonden, and Wellcome.

Ruffalo Noel Levitz [Booth 111]

Ruffalo Noel Levitz (RNL) is the leading provider of higher education enrollment, student success, and fundraising solutions. More than 1,900 colleges, universities, and nonprofits rely on RNL for advanced analytics, personalized engagement, and industry-leading insights to achieve their missions. Our student success services help campuses assess students, analyze data, intervene early, and remove barriers to persistence. Assessments include the Student Satisfaction Inventory, the College Student Inventory, the College Employee Satisfaction Survey, plus surveys for other campus populations. RNL conferences, research reports, and resources help clients stay on top of current trends. Visit www.RuffaloNL.com.

SAS [Booth 501]

At SAS, we believe that an analytics platform can orchestrate your journey from data to tangible results with the perfect balance between choice and control. SAS is a trusted partner and adviser with an enduring commitment to education and decades of domain expertise. More than 3,000 educational institutions rely on SAS® to gain the fastest insights to ensure student success across the student life cycle. Affordable software and services help solve your data, reporting and analytics problems – now and as your institutional needs evolve. Learn how you can unleash your data's full potential with SAS at sas.com/education.

Scantron [Booth 410]

Do more with less! Scantron's solutions automate course evaluations and testing for high-quality student feedback and reliable assessment results

SmartEvals [Booth 106]

SmartEvals is a flexible web-based platform designed to meet the diverse needs of colleges and universities. Offering solutions for course evaluations, student retention, learning outcomes, academic advising, Title IX, and benchmarking, SmartEvals is a comprehensive resource to support strategic planning and data-driven decision making at your institution. With cutting edge survey and reporting tools, SmartEvals delivers valuable insight into the quality of academic curricula, the quality of instruction, and overall student achievement and satisfaction. Learn more at info.smartevals.com.

SPOL [Booth 208]

SPOL helps colleges and universities improve institutional effectiveness and better prepare students for success. Our integrated strategic management software encompasses planning, accreditation, assessment, credentialing, and budgeting.

The Knight Commission [N/A]

The Knight Commission was formed by the John S. and James L. Knight Foundation in October 1989 to promote reforms that support and strengthen the educational mission of college sports. Over the years, the NCAA has adopted a number of the Commission's recommendations, including the rule that requires teams to be on track to graduate at least 50 percent of their players to be eligible for postseason competition. The Commission's College Athletics Financial Information database (cafidatabase.knightcommission.org) provides financial data for more than 220 public Division I institutions, creating greater financial transparency for college sports finances.

U.S. News Academic Insights [Booth 312]

U.S. News Academic Insights is the top peer benchmarking and performance assessment tool in higher education. Containing unpublished rankings and data, Academic Insights allows college, university, and graduate school administrators the ability to create custom peer groups and compare their relative performance to that of others.

Watermark [Booth 200]

Watermark's mission is to put better data into the hands of administrators, educators, and learners everywhere. Our goal is to empower these groups to connect information and gain insights into learning to drive meaningful improvements. Through its innovative educational intelligence platform, Watermark supports institutions in developing an intentional approach to learning and development based on data they can trust. For more information, visit www.watermarkinsights.com.

Xitracs [Booth 601]

Xitracs™ for Assessment, Planning, and Compliance. Xitracs™ is the simple to use, yet feature-rich solution for all levels of assessment reporting including program, course, and student outcomes. Additionally, Xitracs provides curriculum and outcome mapping, strategic plan reporting, credentials management and reports, as well as agency compliance reporting. Discover how Xitracs gives you more reports while taking less time for you and your faculty. Learn more about Xitracs and the Assessment and Data Extraction modules by vising our website, www.xitracs.com.

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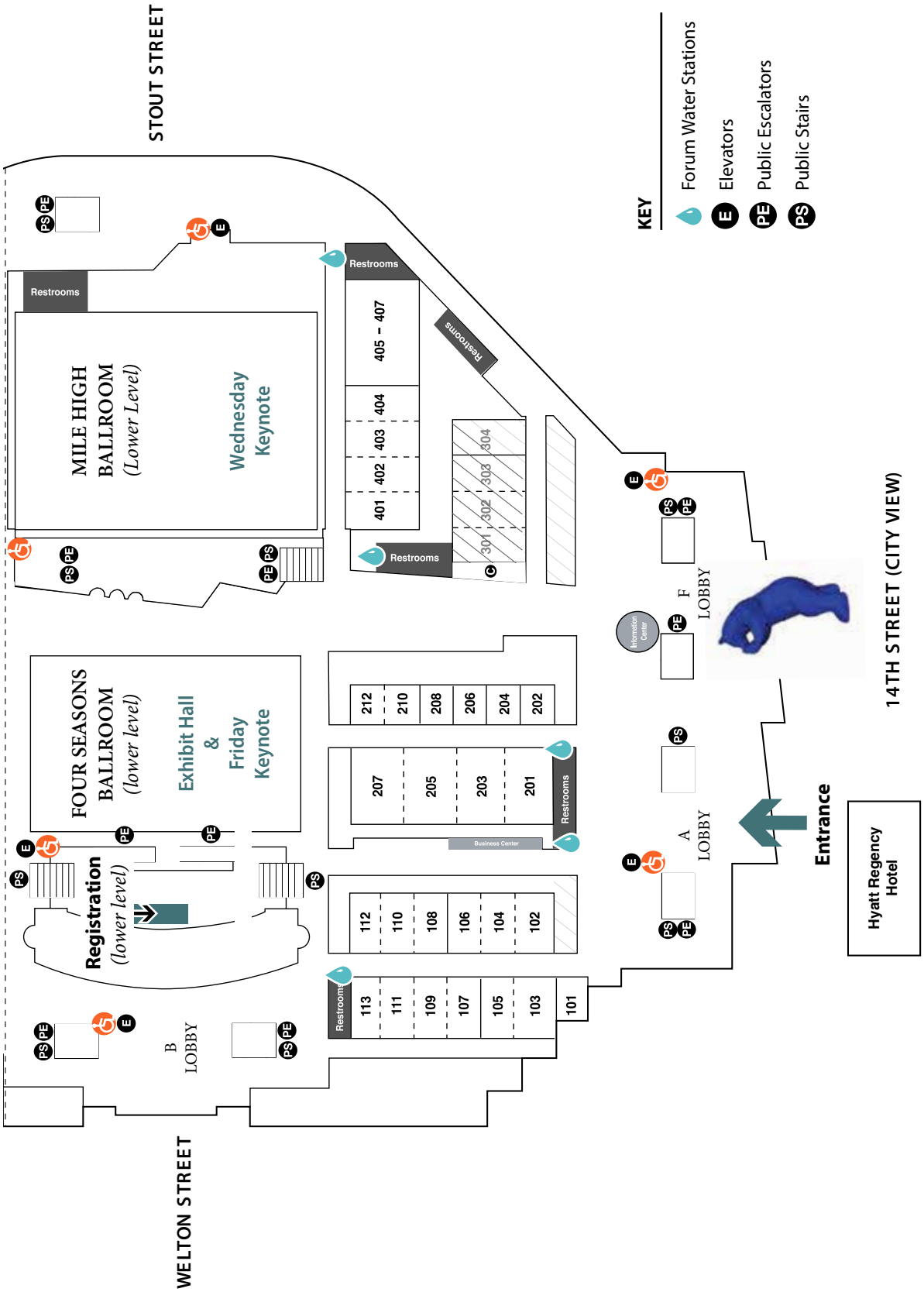
Convention Center Map



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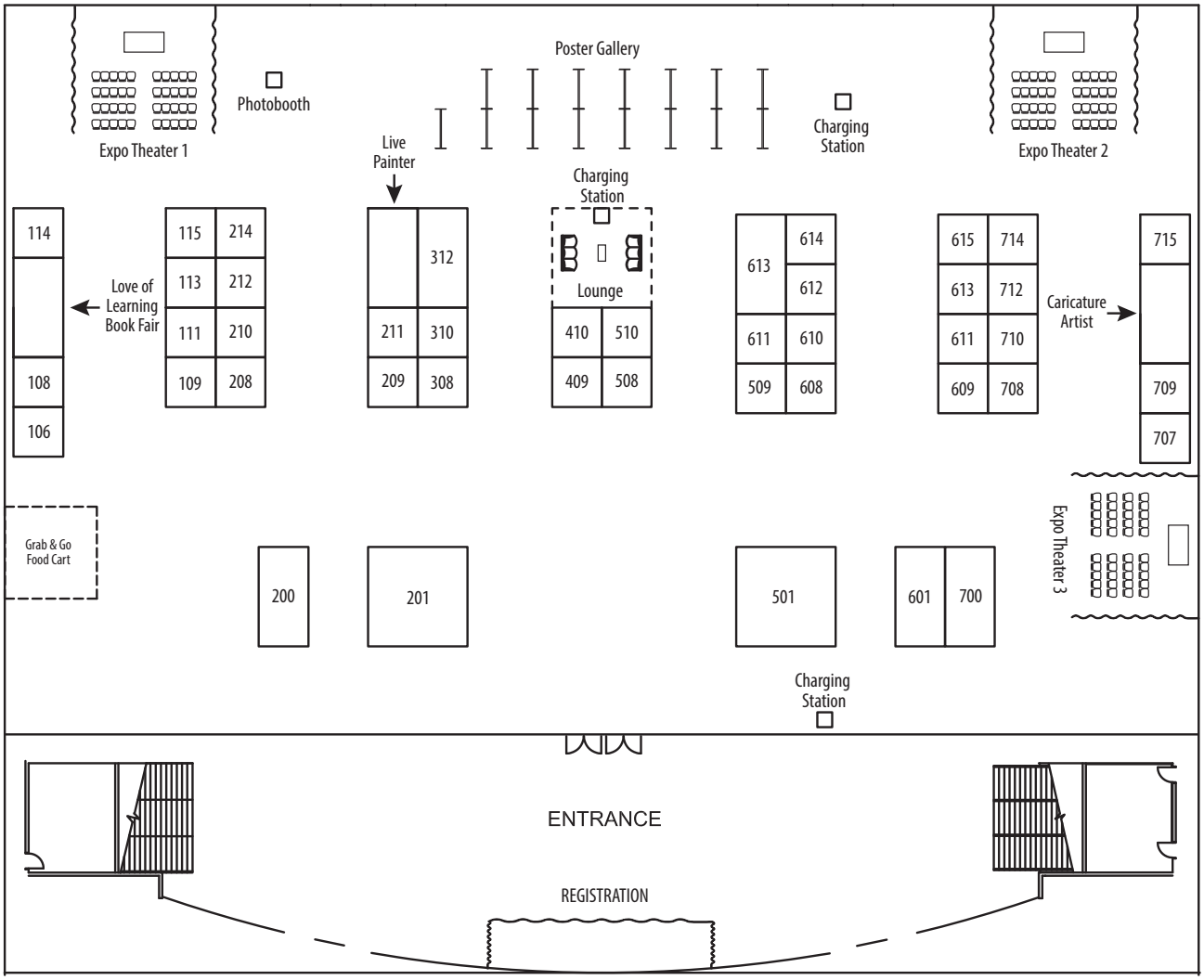
* Participants must complete at least one scan to be eligible for entry in the drawing.
* The drawing will be held during the Thursday Dessert reception, May 30th, in the Exhibit Hall.
* You must to be present to win.

Bonus

Exhibit Hall Floor Plan



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Notes

SAS® Visual Analytics for Institutional Research

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Working with its First Year Success Office, OSU's IR experts team created a 360-degree view of the student to bolster freshman performance.

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