Keynotes

Opening Keynote
Keynote | General
Presenter(s):
Rebecca Costa,

Closing Keynote
Keynote | General
Presenter(s):
Deborah Santiago, Excelencia in Education

Impact Sessions

Ethics in Action: The Ideal and the Everyday
Impact Session | General
Presenter(s):
Michelle Appel, University of Maryland; Jeffrey Johnson, Utah Valley University; Christine Keller, Association for Institutional Research

Supporting Student Success in the New Landscape of Higher Education
Impact Session | General
Presenter(s):
Laura Palucki Blake, Harvey Mudd College; Kristi Hottenstein, University of Michigan-Flint; Liz Orwin, Harvey Mudd College

Concurrent Sessions

A Classification Analysis of Student Course Outcomes
Speaker Session | Data and Technology
Presenter(s):
Nicola Richmond, Pima Community College; Ozlem Kacira, Pima Community College

A Framework for Implementation of an Enterprise-Level Analytics Initiative
Speaker Session | Leadership
Presenter(s):
Loralyn Taylor, Ohio University
A Policy Framework for Improving the Quality and Use of CTE Data

Speaker Session | Policy
Presenter(s): Austin Estes, Advance CTE

A Review of Enrollment Census Data Reporting Procedures

Affiliated Organization Best Presentation | Policy
Presenter(s): Eric Atchison, Arkansas State University System

Academic Analytics – an Overview of New Products: Analysis on Demand and Alumni Placement

Sponsored Speaker Session | Data and Technology
Presenter(s): Caroline Alikonis, Academic Analytics; Molly Wilson, Academic Analytics

Advocating for Student Success Through Data-Informed Decision Support

Speaker Session | Decision Support
Presenter(s): Georgeanna Robinson, Grinnell College; Kristin McKinley, Lawrence University; Bethany Miller, Macalester College

Answering the Call for Better Data: The Postsecondary Data Partnership

Speaker Session | Data and Technology
Presenter(s): Eric Godin, State Higher Education Executive Officers Association (SHEEO); Laurie Heacock, Achieving the Dream, Inc.; Michelle Blackwell, National Student Clearinghouse Research Center

Automate Your IPEDS Data Collection and Reporting

Sponsored Speaker Session | General
Presenter(s): Ryan Lujan, Evisions

Boards, Budgets, and Benchmarks: How IR Can Support Engaged Governance

Speaker Session | Decision Support
Presenter(s): Armand Alacbay, American Council of Trustees and Alumni; Kyle Beltramini, American Council of Trustees and Alumni
Boost Response Rates and Get Up and Running Quickly with EvaluationKIT by Watermark  
*Sponsored Speaker Session | Data and Technology*  
**Presenter(s):**  
Peter Pravikoff, *Watermark*

Building and Maintaining an Assessment Dashboard  
*Affiliated Organization Best Presentation | Data and Technology*  
**Presenter(s):**  
Justin Rose, *Southeastern University*

Closing the Loop in an Online Learning Environment: Assessment Process Challenges and Solutions  
*Sponsored Speaker Session | General*  
**Presenter(s):**  
Margarita Olivera-Aguilar, *Educational Testing Service; Christine Mackrell, ETS*

Combining Federal Data Sets with Institution Data  
*Affiliated Organization Best Presentation | Decision Support*  
**Presenter(s):**  
Sandra Kinney, *Georgia Institute of Technology; Jason Wang, Georgia Institute of Technology*

Confidently Reopen Campus: Contact Tracing Strategies for Higher Education  
*Sponsored Speaker Session | General*  
**Presenter(s):**  
Larry Burns, *Oklahoma State University; Christie Hawkins, Ph.D., Oklahoma State University; Shaun Barry, SAS*

Creating a Data-Informed Decision Environment: Case Studies  
*Speaker Session | Decision Support*  
**Presenter(s):**  
Henry Zheng, *Ohio State University; Chris Puckett, Indiana University*

Customized and reproducible graphics with Stata  
*Sponsored Speaker Session | General*  
**Presenter(s):**  
Gabriela Ortiz, *StataCorp LLC*
Data Science: A Journey Not A Destination
*Sponsored Speaker Session | General*
**Presenter(s):**
Craig Rudick, *Heliocampus*

Demystifying Data Preparation and Creating Self-Service Reports
*Speaker Session | Data and Technology*
**Presenter(s):**
Shweta Doshi, *University of Georgia*

Designing and Conducting Faculty Salary Studies to Inform Decision Making
*Speaker Session | Decision Support*
**Presenter(s):**

Development of Education Informatics in Korea
*Affiliated Organization Best Presentation | Policy*
**Presenter(s):**
Jang Wan Ko, *Sungkyunkwan University*; Yuting Wei, *Sungkyunkwan University*; Eun Jin Kim, *Sungkyunkwan University*

EAB’s Education Data Hub, Data Management to Power Strategic Analytics
*Sponsored Speaker Session | General*
**Presenter(s):**
Danielle Yardy, *EAB*

Effect of High-Impact Practices on the Sense of Belonging and Retention
*Speaker Session | Assessment and Evaluation*
**Presenter(s):**
Anupma Singh, *Drexel University*

Empowering Faculty: Advancing a Data-Informed Culture
*Speaker Session | Educate*
**Presenter(s):**
Linda Shepard, *Indiana University-Bloomington*; George Rehrey, *Indiana University-Bloomington*; Dennis Groth, *Indiana University-Bloomington*
Engaging Faculty with Data to Enhance Student Success  
*Sponsored Speaker Session | Data and Technology*

**Presenter(s):**
Kelli Rainey, *Campus Labs*

Entering a Third Decade of Student Engagement and Institutional Improvement  
*Sponsored Speaker Session | Educate*

**Presenter(s):**
Jillian Kinzie, National Survey of Student Engagement; Allison BrckaLorenz, Indiana University Bloomington; Robert Gonyea, Indiana University Bloomington; Kyle Fassett, Indiana University Bloomington

Evaluate Student Success Using Propensity Score Matching  
*Speaker Session | Decision Support*

**Presenter(s):**
Wendy Lin, Indiana University–Purdue University Indianapolis (IUPUI)

Examples of Text Mining Techniques for Decision-Support  
*Speaker Session | Data and Technology*

**Presenter(s):**
Jacqui McLaughlin, University of North Carolina; Carly Lupton-Smith, Johns Hopkins University

Faculty Data and Accreditation Reporting with Interfolio at Tulane University  
*Sponsored Speaker Session | Educate*

**Presenter(s):**
Jessica Shedd, Tulane University; David Schenirer, Interfolio

Free Money! Modeling and Reporting on Scholarships and Financial Aid  
*Affiliated Organization Best Presentation | Decision Support*

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

How Can We Move the Needle on Equity? Harnessing Data for Student Success  
*Speaker Session | Decision Support*

**Presenter(s):**
Amanda Roberson, Institute for Higher Education Policy (IHEP); Konrad Mugglestone, Institute for Higher Education Policy (IHEP); Elayne Reiss, Achieving the Dream
How DSU Built Its IDP Digital Advising Platform and Increased Retention

Speaker Session | Data and Technology

Presenter(s):
Kimberley Sudler, Delaware State University

Institutional Measures for Carnegie Community Engagement Classification

Speaker Session | Assessment and Evaluation

Presenter(s):
Carla Thompson, University of West Florida

Integrating Institutional Data for Student and Operational Success

Panel Session | Decision Support

Presenter(s):
Lindsay Wayt, NACUBO; Jonathan Gagliardi, Lehman College

Interactive Course Evaluation Dashboards for Department Management

Speaker Session | Decision Support

Presenter(s):
Rosa Belerique, New York Film Academy; Valeria Morales, University of California, Los Angeles

IR and HR: Partnering to Advance Decision Support for our Greatest Investment

Speaker Session | Decision Support

Presenter(s):
Sandi Bramblett, Georgia Institute of Technology

Learn How to Benchmark Your Institution Against Your Peers With U.S. News Academics Insights!

Sponsored Speaker Session | Data and Technology

Presenter(s):
Molly Stine, U.S. News & World Report

Leveraging Malleable Pre- and Post-Assessment Learning Disposition Inventor (Part 1)

Speaker Session | Decision Support

Presenter(s):
Marilee Bresciani Ludvik, San Diego State University
Leveraging Malleable Pre- and Post-Assessment Learning Disposition Inventor (Part 2)

*Speaker Session | Decision Support*

**Presenter(s):**
Marilee Bresciani Ludvik, *San Diego State University*

Mapping College Enrollment: A longitudinal Case Study Utilizing GIS

*Affiliated Organization Best Presentation | Data and Technology*

**Presenter(s):**
Matthew Suerth, *Illinois Valley Community College*

Meaningful and Reliable Academic Unit Data in a One-Stop Shop

*Speaker Session | Data and Technology*

**Presenter(s):**
Shoshannah Cohen, *Northwestern University*

Measuring Graduate Employment Outcomes: Lessons Learned From Law Schools

*Speaker Session | Educate*

**Presenter(s):**
Danielle Taylor, *National Association for Law Placement*

No More Gathering Dust on the Shelf: How to Succeed at Analytics Strategy

*Speaker Session | Data and Technology*

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

No One Can Hear You Scream in Space: Facilities and Their Impact Upon Their Organization

*Affiliated Organization Best Presentation | Policy*

**Presenter(s):**
Hector Govea, *University of Texas of the Permian Basin*; Nicolas Valcik, *The University of Texas of the Permian Basin*

Oh, the Places You Will Go: Navigating Transitions as an IR Professional

*Panel Session | Leadership*

**Presenter(s):**
Bethany Miller, *Macalester College*; Ann Marie Russell, *University of Massachusetts-Amherst*; Leeshawn Cradoc Moore, *University of LaVerne*; Angie Bauman-Power, *Cornell College*
Once Upon a Time: Using Storytelling to Captivate Audiences
*Affiliated Organization Best Presentation | Educate*

**Presenter(s):**
Brianna Moore-Trieu, *University of California, Office of the President*; Ola Popoola, *University of California, Office of the President*

Person-Centered Approaches to Inclusive Data Analysis
*Speaker Session | Educate*

**Presenter(s):**

Predictive Models for Efficiencies in Admissions Processes
*Affiliated Organization Best Presentation | Decision Support*

**Presenter(s):**
Emma Gyasi, *Central Michigan University*; Robert Roe, *Central Michigan University*

Presenting College Rankings Results to Institutional Leaders
*Panel Session | Decision Support*

**Presenter(s):**
William Knight, *Miami University*; Tom McGuinness, *Bates College*

Retaining Students: A Field-Tested Framework of Prediction and Prescription
*Sponsored Speaker Session | General*

**Presenter(s):**
Matt Swaffer, *Cognitell*; Michael Barber, *Cognitell*

Sanity in Statistics: Finding a Healthy Balance in a Stressful Field
*Affiliated Organization Best Presentation | Educate*

**Presenter(s):**
Carissa Coslow, *Bastyr University*

Say It Loud! Increasing Course Evaluation Response Rates
*Sponsored Speaker Session | General*

**Presenter(s):**
Ronald Jennings, *SmartEvals*
Scaling Information Literacy Through Professional Learning and Data Coaching

*Speaker Session | Educate*

**Presenter(s):**
Aeron Zentner, *Coastline College*

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Student Satisfaction Data: Overcoming Barriers and Facilitating Use

*Panel Session | Assessment and Evaluation*

**Presenter(s):**
Julie Bryant, *Ruffalo Noel Levitz*; Michael Smith, *Gateway Technical College*; Tracy Polinsky, *University of Pittsburgh at Greensburg*

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Success in the Crescent City: What Do the Numbers Mean? Unpacking Retention and Graduation Student Success Research Data

*Affiliated Organization Best Presentation | Data and Technology*

**Presenter(s):**
Mariam Aslam, *University of Toronto*; Wei Xiong, *University of Toronto*

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SUCCESSion Planning

*Speaker Session | Leadership*

**Presenter(s):**
Kristin McKinley, *Lawrence University*; Sarah Dunnagan, *Lawrence University*

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Support the Campus Sustainability Efforts With IR’s Expertise

*Speaker Session | Decision Support*

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

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Supporting Students in a Remote Learning Environment

*Sponsored Speaker Session | General*

**Presenter(s):**
Erin Pinkus, *SurveyMonkey*; Nichole Vine, *SurveyMonkey*

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Survival and Revival in an Academic Organizational Restructure

*Speaker Session | Leadership*

**Presenter(s):**
Raldy Laguilles, *Springfield College*; Mary Ann Coughlin, *Springfield College*
Telling the Story With Your Student Satisfaction Data  
*Speaker Session | Decision Support*  
**Presenter(s):**  
Julie Bryant, *Ruffalo Noel Levitz*

That’s a Lot of Words! Beginning to Work With Qualitative Data  
*Speaker Session | Data and Technology*  
**Presenter(s):**  
Georgeanna Robinson, *Grinnell College*

The Lydia Algorithm: An Addition to First-Year Assessment Moderation  
*Affiliated Organization Best Presentation | Assessment and Evaluation*  
**Presenter(s):**  
Herkulaas Combrink, *University of the Free State*

The Pivotal Role of IR in Creating Sustainable Co-Curricular Assessment  
*Affiliated Organization Best Presentation | Assessment and Evaluation*  
**Presenter(s):**  
Nichole Petersen, *Century College*

The Role of Data and Sustainable Change  
*Sponsored Speaker Session | General*  
**Presenter(s):**  
Rob Curtin, *Microsoft*; Rick Burnette, *Florida State University*; Jason Morales, *Microsoft*; Cimon Cox, *Microsoft*

The Story of Discovery: Reaching the Peak of Public Health Admissions  
*Speaker Session | Decision Support*  
**Presenter(s):**  
Emily Burke, *Association of Schools and Programs of Public Health*; Christine Plepys, *Association of Schools and Programs of Public Health*

Three Ways Data Can Help Your Students Find Jobs  
*Sponsored Speaker Session | Educate*  
**Presenter(s):**  
Bryan Shelly, *Chmura Economics and Analytics*
U.S. News Education Rankings: Review of Last Year and the Upcoming Rankings

*Speaker Session | Data and Technology*

**Presenter(s):**
Robert Morse, *US News & World Report*

What They Want. Understanding and Supporting Your Institution’s Broader Perspectives on Data Governance Needs

*Sponsored Speaker Session | Data and Technology*

**Presenter(s):**
Brian Parish, *iData*

What’s Next for Student Engagement and Institutional Assessment?

*Speaker Session | Assessment and Evaluation*

**Presenter(s):**

What’s Your Mosaic? Household-Based Consumer Lifestyle and Freshman Yield

*Affiliated Organization Best Presentation | Data and Technology*

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

Why Is There a Spreadsheet in My Database? I Need a Warehouse!

*Speaker Session | Leadership*

**Presenter(s):**
Sonia Schaible Brandon, *Ball State University*

Xitracs for Institutional Research: Building a Data-Informed Decision Culture

*Sponsored Speaker Session | General*

**Presenter(s):**
Stephanie Allen, *Xitracs by Concord USA, Inc.*
Poster Presentations

A Holistic Approach to Successful IR/IE
Poster Presentation | Leadership
Presenter(s):
Tomoko Torii, Ritsumeikan University; Nobuhiko Kondo, Tokyo Metropolitan University; Koichi Yamamoto, Meiji University

Automated Text Analysis: Advantages and Creative Interactive Visualizations
Poster Presentation | Data and Technology
Presenter(s):
Alba Karuni, Florida International University

Generalizability Theory and Its Application to Institutional Research
Poster Presentation | Assessment and Evaluation
Presenter(s):
Paul Sturgis, University of Central Florida College of Medicine

Graduate Students' Perceptions About IR
Poster Presentation | Educate
Presenter(s):
Karen Paulson, Penn State University

Helping Student Success and Student Retention
Poster Presentation | Decision Support
Presenter(s):
Kevork Horissian, Bucknell University; Xiaoyan (Rita) Liu, Bucknell University

Lost at the Crossing? Tips for Assessing Intersectional Experiences
Poster Presentation | Educate
Presenter(s):
Allison BrckaLorenz, Indiana University Bloomington; Thomas Kirnbauer, Indiana University Bloomington; Kyle Fassett, Indiana University Bloomington; Sylvia Washington, Indiana University Bloomington
Mapping Field Experience to Demonstrate Impact on the Local Community

*Poster Presentation | Educate*

**Presenter(s):**

What’s In It For Me? How Students Connect General Education and Their Majors

*Poster Presentation | Assessment and Evaluation*

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

Networking and other events

**Ethics in Action - A follow-up discussion from today’s Impact Session**

*Coffee Talk | Special Event*

**Presenter(s):**
Michelle Appel, *University of Maryland*; Jeffrey Johnson, *Utah Valley University*

**Graduate Student Coffee Talk**

*Coffee Talk | Special Event*

**Presenter(s):**
Eric Atchison, *Arkansas State University System*; Bethany Miller, *Macalester College*

**Guided Stretch Break Sponsored by Cognitell**

*Wellness Break | General*

**Guided Stretch Break Sponsored by HelioCampus**

*Wellness Break | General*

**Guided Stretch Break Sponsored by StataCorp**

*Wellness Break | General*

**Guided Stretch Break Sponsored by SurveyMonkey**

*Wellness Break | General*
Guided Stretch Break Sponsored By Xitracs  
*Wellness Break | General*

**Happy Hour Hosted by the AIR Board**  
*Happy Hour | Special Event*

**Presenter(s):**  
Marty Fortner, *Northeast Lakeview College*; Heather Kelly, *University of Delaware*; Junelyn Peeples, *Scripps College*

**Happy Hour with Microsoft**  
*Happy Hour | Special Event*

**Presenter(s):**  
Jason Morales, *Microsoft*

**Keynote Reflections - Practical Applications of Rebecca Costa’s Keynote**  
*Coffee Talk | Special Event*

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

**Leading in the Age of Covid - Sharing Strategies**  
*Coffee Talk | Special Event*

**Presenter(s):**  
Christine Keller, *Association for Institutional Research*; C. Ellen Peters, *University of Puget Sound*

**Making Analytics Your Superpower**  
*Coffee Talk | Special Event*

**Presenter(s):**  
Lisa Moore, *SAS*

**Measuring the Skills that Matter Most**  
*Happy Hour | Special Event*

**Presenter(s):**  
Christine Mackrell, *ETS*; Margarita Olivera-Aguilar, *Educational Testing Service*
Monday Meanderings - Takeaways from Today's Sessions
Happy Hour | Special Event
Presenter(s):
Raldy Laguilles, Springfield College; Mary Ann Coughlin, Springfield College

Morning Yoga Sponsored by SAS
Wellness Break | General

Morning Yoga Sponsored by SmartEvals
Wellness Break | General

Past Presidents Coffee Talk
Past Presidents Coffee Talk | Private Meeting

Strategic Services to Aid in Your Pandemic Response
Coffee Talk | Special Event
Presenter(s):
Craig Rudick, Heliocampus

Tuesday Takeaways- What Inspired You Today?
Happy Hour | Special Event
Presenter(s):
Mike Urmeneta,

Virtual Coffee with Xitracs for Institutional Research
Coffee Talk | Special Event
Presenter(s):
Stephanie Allen, Xitracs by Concord USA, Inc.
Virtual Exhibit Hall
Exhibit Hall Hours | Special Event

Virtual Exhibit Hall
Exhibit Hall Hours | Special Event

Walking the Talk on Equity, Inclusion
Coffee Talk | Special Event
Presenter(s):
Bethany Miller, Macalester College

We Want You! Student Retention Strategies for The New Normal
Coffee Talk | Special Event
Presenter(s):
Ronald Jennings, SmartEvals; Leanne Wagner, SmartEvals

Working Remotely, Ups and Downs, Tips and Tricks
Happy Hour | Special Event
Presenter(s):
Michele Hansen, Indiana University

Yoga FANatics - Meet Folks From Yoga Sessions
Coffee Talk | Special Event
Presenter(s):
Tinsley Smith, Association for Institutional Research