



DENVER, CO
May 28-31, 2024
Pre-conference: May 27-28

Program Guide

May 28 – May 31, 2024

ASSOCIATION FOR INSTITUTIONAL RESEARCH

Monday, May 27, 2024

Pre-Conference Education

8:00 AM – 11:30 AM

Imputation Methods for Nonresponse in Surveys (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 107

Survey researchers commonly encounter missing data during data analysis. This workshop is designed for researchers who are interested in methods to address missing data. The first half of the workshop will include a presentation of key concepts of missing data techniques, goals of imputation, imputation methods, and provide examples of imputation methods in a practical setting. Imputation methods used for the Integrated Postsecondary Education Data System (IPEDS) and Graduate Students and Postdoctorates in Science and Engineering Survey (GSS) will be used as examples. The second half of the workshop will involve hands-on activities to work through a series of imputation examples from the IPEDS and GSS data.

Presenter(s): Kimberly Ault; Joel Hampton; Brandon Hopkins

IPEDS Data Tools (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; SOLD OUT | Meeting Room 106

This workshop provides a hands-on deep dive into the IPEDS Use the Data website to better determine which of the various tools to use in applied higher education research. Participants can expect to learn when to use Data Trends, Statistical Tables, Summary Tables, Compare Institutions, and Custom Data Downloads leading to increased efficiency in responding to data requests. We will explore each of these tools and the benefits and limitations of each.

Presenter(s): Jessica Shedd

8:00 AM – 4:00 PM

Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education) | Meeting Room 108

This recently redesigned workshop provides intermediate-level keyholder training, and is specifically designed for individuals who have led IPEDS data submissions at their institutions for at least one full reporting cycle. It features best practices in IR, as well as technical efficiencies in data management through Excel and in review and submission of IPEDS survey data. The workshop expands on the use of IPEDS data for benchmarking to address key institutional questions and needs. Participants should have experience with the “Use the Data” section of the NCES website, and a working knowledge of Excel

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Presenter(s): Kurt Gunnell; John Ingram

**Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success
(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)**

Pre-Conference Education) | Meeting Room 109

This workshop is designed for individuals interested in utilizing IPEDS data to examine and measure student and institutional success. The first half of the workshop explores the five IPEDS surveys that contain academic performance metrics (Completions, Graduation Rates, 200% Graduation Rates, Fall Enrollment, and Outcome Measures). Through group discussion, activities, and lectures, participants will learn what the measurements can—and cannot—tell us about student and institutional performance. The second half of the workshop will involve hands-on activities to work through a series of case studies based on real-life scenarios. Participants will identify the question being asked in each case study; determine the best metric(s) to use to answer the question; extract data using the IPEDS tools; perform analyses; and present the data to answer the question. Participants will gain the knowledge needed to explore and answer questions at their institutions or organizations.

Presenter(s): Eric Atchison; Sandra Kinney

**Foundations Bootcamp: The Cornerstone for Any IR Professional
(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)**

Pre-Conference Education; Multi-Day Bootcamp | Meeting Room 104

Institutional research professionals are subject matter experts who help stakeholders answer questions in pursuit of data-informed decision making. Although this is an important aspect of IR, answering questions is not helpful if inquiries don't illuminate the true knowledge sought. IR professionals are more than just curators of information—we are partners in discovery, which requires helping institutional colleagues clarify goals and refine questions in addition to the analysis of data, making sense of results, communicating findings, and generating insights. This workshop is an intensive exploration of IR's agency in data-informed decision cultures and highlights the skills required to be effective in this field. It is an extension of AIR's highly successful virtual Foundations series and an essential experience for any IR professional. The workshop starts with a question and sees an IR project through to its culmination. Workshop elements include principles of research design, survey design, descriptive statistics, effective reporting and communication, and translating findings into recommendations.

**From Superhero to Super Efficient: Managing People, Processes, and Data
(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)**

Pre-Conference Education ; Institution Type: Any | Meeting Room 102

Overworked? Under-resourced? Rewarded for your good work with even more work? Institutions rely too heavily on their superheroes, but this can lead to frustration and burnout. This workshop will teach participants how to develop processes and guidelines to establish sustainable workflows and manageable workloads. The five-part agenda covers setting realistic expectations and establishing a life/work balance for yourself, for senior leadership, and for your staff. We'll focus on policies, documentation, and processes that can take you from "Wonder Woman" to "What a Wonderful World".

Presenter(s): Justin Shepherd; Jillian Morn; Wyntre Stout

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

12:30 PM – 2:30 PM

Meaningful Metrics: Eliminating Weasel Words to Measure what Matters Most
(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Institution Type: Any | Meeting Room 111

Weasel words and vague ideas render important goals immeasurable. Words like “amplify”, “enhance”, and “innovate” are motivational and aspirational, but what do they really mean? How do we know, for example, if our community partnerships have been sufficiently “amplified”? Or if our DEIJ investments have been adequately “enhanced”? On the surface, these words are used to motivate audiences to support well-meaning institutional initiatives. But, if we don’t take a moment to carefully examine the outcomes related to their measurement, the use of vague words might unintentionally stifle the very goals they are intended to support. In this workshop, participants will be led through the six layers of meaningful measurement, ranging from inputs, reactions, learning, application, impact, to ROI. Participants will then spend time refining the goals, objectives, or vision statements they identified into performance-based statements that can be meaningfully measured. We conclude with participants’ development of a customized measurement model designed to support their institutions’ most pressing challenges.

Presenter(s): Megan Masters

12:30 PM – 4:00 PM

Assessing and Improving Your Institution's Data Culture
(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education ; Institution Type: Any | Meeting Room 106

Many institutions of higher education may find themselves in a position of being data rich but information poor. For institutions in this position, learning how to build an effective data culture may be the key to bridging the gap towards becoming more information rich and ultimately creating a decision culture. This workshop will focus on providing an overview of data culture, augmented through real-world examples in application at the University of Arizona. The session will also incorporate hands-on learning experiences to support participants’ understanding of their own institution’s unique needs based on various self-assessments. Armed with this new understanding, the session will conclude with an overview of templates, tools and resources that can be leveraged to help participants begin building a customized toolkit to establish and enhance data culture for their campus.

Presenter(s): Ravneet Chadha; Ashley Hurand

How Can our work Promote Diversity, Equity, and Inclusion (DEI) on Campus?
(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education ; Institution Type: Any | Meeting Room 110

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

While the majority of higher education institutions emphasize and make efforts toward promoting diversity, equity, and inclusion (DEI) on their campuses, institutional research (IR) professionals have not been an important part of these conversations and efforts. By nature of their work, IR professionals are well positioned to derive and provide crucial DEI insights for their institution that may influence institutional policies and practices to engender campus environments that are more equitable, inclusive, and conducive to remediating disparities in educational outcomes for underrepresented minority groups. Through learning and adopting equity-minded practices in data analysis, data disaggregation, survey design, and choice of language, IR can play a pivotal role in promoting DEI. This session seeks to demonstrate the impact that IR professionals may have in advancing DEI efforts within their institutions. The session will empower IR professionals to assess their own practices, language choices, and perceptions of DEI; initiate conversations about DEI; and take action within their IR offices. Attendees will also learn examples of more inclusive language to better enable them to create reports, surveys, presentations, and data stories that serve the needs of diverse stakeholders.

Presenter(s): Jihye Kwon; Rodolfo Nunez

Navigating Generative AI: A Practical Approach for IR/IE Professionals

(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; SOLD OUT; Target Audience: Any; Institution Type: Any | Meeting Room 107

In our field of institutional research and effectiveness, it's vital to delve into emerging technologies like artificial intelligence (AI) and natural language processing (NLP). Despite higher education's slower adoption rate, integrating AI into our daily tasks is essential for better data-driven decisions and institutional growth. Our strong foundation in meticulous research, thorough data analysis, and ethical data usage set a solid groundwork for exploring AI adoption. We're optimistic about AI's potential but emphasize a cautious approach. By adhering to good research practices and ethical standards, we can smartly innovate with AI. Each step should mirror our profession's values and standards. It's crucial that AI aligns with our established research traditions and ethical data responsibilities, propelling us forward technologically, unlocking new knowledge, and fostering a continuous learning and improvement culture within our institutions.

Presenter(s): Michael Urmeneta; Jason Simon

The Art and Science of Managing an IR Office

(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Multi-Day Workshop | Meeting Room 113

Most IR directors and other management staff move up from within the field. But when we are promoted into management positions, we rarely receive any formal or structured learning opportunities on what management means and how to do it well. Allocating resources, managing workflow, and leading a team require different mindsets and skills from the individual contributors we used to be. In this workshop, we will focus on building, managing and communicating with your team and effectively managing resources such as staff time and budget to achieve your office goals, including exercises designed to consider how you might apply what you've learned when you return to your institution. Whether you are new to managing an office or just never had the opportunity to learn about it in a structured way, this may be the experience for you.

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Presenter(s): Jeremy Goodman

2:45 PM – 4:45 PM

**Using Parameters in Tableau to Present Complex Retention & Graduation Data
(ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)**

Pre-Conference Education; Target Audience: Mid-level; Institution Type: Any | Meeting Room 111

Retention data is an important and complicated metric of student and program success. As IR professionals, our goal is to make data digestible through dashboards that our data consumers can intuitively navigate. Using 10 years of student data organized by incoming cohort, we will teach session participants to leverage parameters in Tableau to simplify the presentation of complex data. Participants will be given a simple Tableau dashboard at the start of the presentation, and they will learn how to combine different types of charts into a single view using the parameter feature. The audience will also learn to connect piped text in Tableau tooltips and titles to interactive filters to strengthen explanatory text around the dashboards. By the end of the session, the audience will be able to take this knowledge of parameters and apply it to their own institutional data. NOTE: This workshop is designed for current Tableau users.

Presenter(s): Amanda Adams; Zachary Dungan; Reina Li

Tuesday, May 28, 2024

8:00 AM – 11:30 AM

Culture Eats Strategy: Where Data Literacy Meets Data Governance (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Target Audience: Mid-level; Institution Type: Any | Meeting Room 107

Many data governance initiatives fail to deliver tangible value to their institutions. These programs focus on compliance and control while ignoring the need to develop a culture of data democratization. Data governance seeks to manage data as a first-class citizen - effectively, securely, and consistently. Data literacy empowers individuals to make informed and competent decisions using data through the development of a culture of democratization, data competency, and conversations for data-informed decision making. Unfortunately, data governance and data literacy are often treated as separate entities within organizations, resulting in institutional blind-spots that hamper the full potential of data to drive institutional change. This workshop will explore how data governance, driven by data literacy, is critical to unlocking the value of well-governed data.

Presenter(s): Heather Epstein-Diaz; Rick Burnette

Data & Analytic Literacy- Your Role in Leading Your Institution to Success (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 105

The joint statement by AIR, Educause, & NACUBO lays forth a clear challenge to act now. One major challenge in maturing analytic landscapes is the gap between IR methods and tools and the knowledge and data literacy of decision makers to harness and trust these approaches. This gap can lead to lost opportunities, distrust of analytic/data approaches. Using a theoretical framework of executive data literacy, this workshop provides attendees with an understanding of the core concepts of data literacy, analytic maturity, and analytic culture. Attendees will also learn how to address common pitfalls and how to navigate these for success. After assessing their own campus data maturity, attendees will use these concepts to build an action plan of short-term and long-term strategies to begin to impact student and institutional success.

Presenter(s): Jason Simon; Loralyn Taylor

Foundations Bootcamp: The Cornerstone for Any IR Professional (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Multi-Day Bootcamp | Meeting Room 104

Institutional research professionals are subject matter experts who help stakeholders answer questions in pursuit of data-informed decision making. Although this is an important aspect of IR, answering questions is not helpful if inquiries don't illuminate the true knowledge sought. IR professionals are more than just curators of information—we are partners in discovery, which requires helping institutional colleagues clarify goals and refine questions in addition to the analysis of data, making sense of results,

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communicating findings, and generating insights. This workshop is an intensive exploration of IR's agency in data-informed decision cultures and highlights the skills required to be effective in this field. It is an extension of AIR's highly successful virtual Foundations series and an essential experience for any IR professional. The workshop starts with a question and sees an IR project through to its culmination. Workshop elements include principles of research design, survey design, descriptive statistics, effective reporting and communication, and translating findings into recommendations.

How to Build an Analytical Workflow for Program Assessment (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Target Audience: Mid-level; Institution Type: Any | Meeting Room 108

This workshop is designed for IR analysts who are interested in learning about and applying statistical methodologies for program assessment, specifically propensity score matching and distance-based matching methodologies. The first half of the workshop will provide an overview of the methodologies, their usefulness for IR applications, and the core steps involved in a matching analysis. The second half of the workshop will involve applications of using matching approaches on a synthetic dataset and using a tool kit of resources that facilitates the rapid delivery of program evaluation analyses to campus stakeholders.

Presenter(s): Gina Deom

I Have a New Job in Institutional Research...Now What? (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education) | Meeting Room 110

This informative and interactive workshop is designed for individuals who are new to the field of institutional research. We review the typical roles and responsibilities associated with IR, highlight useful resources, and learn how to develop connections with others in the field.

Presenter(s): Jessica Shedd; Shama Akhtar

Introduction to Statistical Models for Institutional Research (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education) | Meeting Room 109

An understanding of statistical models can be valuable for institutional researchers. This workshop is aimed at building a solid understanding of basic statistical concepts and models, and their applications to solve the real-world problems in institutional research. The workshop will introduce the following statistical models: a) Correlation, b) Linear Regression, c) Logistic Regression, d) Chi-Square, e) t-test, and f) ANOVA. The workshop focuses on the interpretation of statistical analysis results. Each model covers the applications of the model in IR, how to test its assumptions, how to interpret the statistical analysis results, and how to calculate the effect size.

Presenter(s): Yuxiang Liu

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Rankings Unveiled: Modeling College Ranking Data to Inform Stakeholders (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 111

As institutional researchers, we are frequently confronted with the task of analyzing and explaining performance on college rankings to university stakeholders. This session will focus on analyzing rankings that use methodologies that rely on normalized weighted performance on metrics (e.g., US News Best College, Time Higher Education World University Rankings). Through hands-on examples using a sample dataset and an example generic ranking methodology akin to current common ranking formulas, participants will work through the process of reconstructing rankings to create a data model in Microsoft Excel that enables analyzing the degree to which a change in performance on an individual metric would impact overall score and rank. The session will emphasize normalizing data and the impact of normalization on changes in rank, shedding light on relative performance. Participants will gain a greater understanding of rankings and practical skills that can be used to inform strategic decision-making.

Presenter(s): Nigel Noll

Strategies to Assess Analytics to Improve Student Success (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education ; Institution Type: Any | Meeting Room 102

This session will provide participants with the opportunity to develop a plan for improvement on current work that is being done in student success analytics at their institution. Using the Student Success Analytics Rubric, participants will use results they have collected to develop a project plan for improvement and refinement of an existing student success initiative. Participants will have the opportunity to share challenges and success with others, and workshop facilitators will provide constructive feedback and resources. Various tools for project planning will be provided, along with a library of resources. Participants will come away with an actionable plan and resources to use to move forward when they return to their institution. In an environment with an abundance of data and entities seeking to help students, this rubric provides a path forward toward addressing the dynamic and extraordinary circumstances that our students are experiencing today.

Presenter(s): Tasha Dannenbring; Eric Atchison; Eric Godin

The Art and Science of Enrollment Forecasting (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Target Audience: Intro/Beginner; SOLD OUT | Meeting Room 106

In this workshop, participants will be introduced to an enrollment forecasting model used to project enrollments at a large (20,000+) public university for almost 20 years. Adaptable to institutions of any size, the model, which is based in Excel, can help institutions forecast future enrollments using historical data and sound reasoning. The model is not designed to project how many new students will attend an institution, but rather, how they progress, hopefully to graduation. Participants will receive a template to use with their institution's data and receive examples of how results are shared across campus.

Presenter(s): Chris Orem

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The Art and Science of Managing an IR Office (ADDITIONAL FEE/PRE-REGISTRATION REQUIRED)

Pre-Conference Education; Multi-Day Workshop | Meeting Room 113

Most IR directors and other management staff move up from within the field. But when we are promoted into management positions, we rarely receive any formal or structured learning opportunities on what management means and how to do it well. Allocating resources, managing workflow, and leading a team require different mindsets and skills from the individual contributors we used to be. In this workshop, we will focus on building, managing and communicating with your team and effectively managing resources such as staff time and budget to achieve your office goals, including exercises designed to consider how you might apply what you've learned when you return to your institution. Whether you are new to managing an office or just never had the opportunity to learn about it in a structured way, this may be the experience for you.

Presenter(s): Jeremy Goodman

12:00 PM – 12:45 PM

First Time at Forum Session

Speaker Session | Mile High Ballroom 1 AB

Meet other newcomers and learn from volunteer leaders who will share tips about making the most of the conference experience; including networking tips, an insider's guide to the AIR Forum schedule, and insight on using the conference app to stay in the know, streamline your schedule, and make lasting connections.

Presenter(s): Jenny Chu; Christine Keller; Jonathan Gagliardi; Brent Drake

1:00 PM – 4:30 PM

Impact Sessions (included with AIR Forum registration)

The 2024 AIR Forum officially begins on Tuesday, May 28 with a series of curated Impact Sessions focused on a wide range of emerging and important topics and issues with impact for everyone in higher education. These sessions are open to all registered AIR Forum attendees and are included in your regular AIR Forum registration. Impact sessions include lectures, panel presentations, and interactive discussions.

Impact sessions are 90-minute sessions scheduled in two consecutive time blocks from 1:00–2:30 p.m. and 3:00–4:30 p.m.

1:00 PM – 2:30 PM

Building More Inclusive Systems for Who Counts

Impact Session | Mile High Ballroom 1 EF

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

While IR is a mainstay for providing replicable and standardized data about university populations such as faculty, staff, and students, our systems too often limit who can be counted, and in what ways those individuals can be described. Institutional data collection and reporting systems need better ways to identify who comprises our institutional communities, with attention to upholding the autonomy, confidentiality, and privacy of minoritized individuals. This session will feature discussion of ways to build systems for more inclusive representation, as featured in a forthcoming Special Issue of AIR Professional File edited by Elizabeth Jach.

Presenter(s): Adam Lalor; Wyntre Stout; Brent Drake

Faculty Activity and Impact: Attitudes Towards Openness Are Changing IR

Impact Session | Mile High Ballroom 1 AB

What issues do IR professionals face as data related to faculty activity and impact are deployed at an institutional level? Examples of these kinds of data include grant applications; public engagements; impacts on public policy and clinical practice; community-engaged research; and funding sources. Numerous products are currently being marketed to institutions for the collection and display of such data (e.g., Elsevier, Digital Science, VIVO). These platforms are powerful tools to promote a university and its researchers, but they can also raise concerns about how the data are used. What about privacy? Academic freedom? Advancement? Evaluation? Definitions of impact? This talk will explore kinds of faculty activity and impact data and discuss the challenges and opportunities in this growing area of IR. We will suggest that cultural and professional attitudes towards openness in the context of higher education contain significant implications for our institutions. How should we respond?

Presenter(s): Aurora Mendelsohn

IPEDS Update 2024

Impact Session | Mile High Ballroom 1 CD

This session provides a general update on the Integrated Postsecondary Education Data System (IPEDS), annual survey collected by the National Center for Education Statistics (NCES) of the U.S. Department of Education. The following information will be presented: changes to the upcoming 2024-25 through 2026-27 data collections, including changes to Admissions, Cost of Attendance, and Student Financial Aid; a brief overview of Research and Development, and a brief overview of major updates to IPEDS Tools and the IPEDS website. Note: an abbreviated encore presentation will be featured in the regular concurrent session line-up.

Presenter(s): Tara Lawley

3:00 PM – 4:30 PM

Building a Collaborative Data Lakehouse Environment

Impact Session | Mile High Ballroom 1 AB

Data silos are major barriers to delivering insights and values to campus stakeholders at most colleges and universities. Data live in multiple operational systems that often do not communicate with each

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other, and data governance barriers can prevent users from accessing relevant data that could inform process improvements and decision-making. In this session, we will discuss some of the barriers that have prevented progress on our campus, share technology solutions that have helped us start to break through these barriers, and highlight the collaborative work through a community of practices that has allowed those technology solutions to gain traction. Presented through the lenses of strategy, culture, and technology, we will present case studies of projects that have become possible because of our new collaborative data lakehouse environment.

Presenter(s): Matthew Hoolsema; Henry Zheng; Roman Mitz; Alexis Parker

Education Data in Federal Policy: A Look at 2024 and Beyond

Impact Session | Mile High Ballroom 1 EF

This interactive session will provide an overview and assessment of the current federal policy landscape in Congress and the Department of Education, with a focus on data, equity, and student success. Panelists will discuss as well as respond to audience questions on the potential impact of the regulatory agenda, current and prospective legislative proposals impacting today's students, and intersections with the work of states and postsecondary institutions. The expert presenters represent organizations that serve a broad array of constituencies, all of which play a crucial role in policy development.

Presenter(s): Diane Cheng; Bryan Cook; Jonathan Fansmith

The Analytics Playbook: Who's on Your Team?

Impact Session | Mile High Ballroom 1 CD

Everyone has a role in building an analytics-enabled culture, but we don't all have the same role. A new playbook from AIR, EDUCAUSE, and NACUBO operationalizes the Joint Statement on Analytics and features the leadership opportunities for data champions – including IR/IE professionals – in this work, regardless of an institution's status on the journey. In this interactive session, presenters will demonstrate how to conduct some of the plays and will engage participants in an exploration of how to customize plays for their own institutions' contexts. Join us to explore the playbook, to be released in August, which was developed as part of an initiative funded by the Bill & Melinda Gates Foundation.

Presenter(s): Betsy Reinitz; Leah Ross; Lindsay Wayt

4:45 PM – 6:30 PM

Opening reception in the Exhibit Hall

Exhibit Hall; Opening Reception | Four Seasons Ballroom

Join us for the Opening reception in the Exhibit Hall and be sure to visit sponsor booths while you're there!

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Wednesday, May 29, 2024

7:45 AM – 10:00 AM

Opening Keynote

Keynote | Mile High Ballroom 2-4

Join new colleagues and old friends for the official 2024 AIR Forum opening session featuring innovative ideas to carry through the week.

7:45 a.m. – 8:45 a.m. Breakfast buffet and keynote seating (meal function included with regular AIR Forum registration)

8:45 a.m. – 10:00 a.m. Program and Opening Keynote Speaker

Paul Zikopoulos, leading expert in artificial intelligence (AI), is an award-winning author and speaker, future trends expert, and the VP of skills at IBM. Widely regarded for his forward-looking insights, Paul has authored 21 books and more than 360 articles on AI, tech, data and analytics.

With more than 29 years of experience in data, Paul has been consulted by “60 Minutes” and NATO on this topic and has been named in dozens of global “Experts to Follow” and “Thought Leader” lists, including Analytics Insight’s “Top 100 Global AI & Big Data Influencers.”

10:00 AM – 6:00 PM

Exhibit Hall and AIR networking hub open

Exhibit Hall | Four Seasons Ballroom

Our Exhibit Hall is the central networking hub for all attendees and sponsors.

10:15 AM – 11:00 AM

Artificial Intelligence: Tool or Hindrance to Assessment Practices?

Speaker Session; Featured Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 104

This session will present the results of a study aimed at exploring the effectiveness of Artificial Intelligence (AI) tools in generating course learning outcomes, creating pedagogically aligned rubrics, and evaluating the quality of both AI-generated and human-generated rubrics. Through this mixed methods research approach, assessment experts in collaboration with content experts examine the accuracy of learning outcomes and rubrics generated by two AI-bots. Through this session, attendees will acquire a better understanding of how AI tools can be used by faculty and Institutional Effectiveness teams to support and/or enhance existing assessment practices for student success.

Presenter(s): Katherine Perez; Jennifer Doherty-Restrepo

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Beyond Tables: Enhancing Data Literacy Through an Institutional Fact Book

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 105

Many institution research offices maintain and publish fact books, summaries of key university statistics and trends, as a way to share important descriptive data with their campus communities. Fact books can help democratize data by making these statistics available through self-service tables and visualizations. And, when institutions take a deliberate and well-informed approach to the look, feel, and functionality of these tools, they can improve data literacy as well. This presentation will share the process that James Madison University went through to redesign its fact book from a series of static tables to a more robust series of visualizations, designed with the end user in mind. The presenter will provide guidance on how to use a fact book as a way to lay the foundation for an analytics strategy while striving to enhance data literacy in the process.

Presenter(s): Chris Orem

Breaking Data Silos: Desperately Disparate Data to Meaningful Metrics

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: Any | Meeting Room 402

In this presentation, we will share how we combined data from disparate data silos to annually produce consistent and meaningful operational metrics (OM) used by our president's and provost's offices to inform discussions with deans, directors, and department heads regarding the effectiveness and efficiency, and investments and returns related to their respective units. These OM are calculated at the "All Schools & Colleges," school and college, division, and department levels. Each unit's OM report includes values for the current reporting year and prior four years. Key sections in each report include statistics regarding student credit hours; instructor types; course offerings; majors; degrees awarded; employee FTE and compensation; expenditures; and key ratios of items already listed. In this session, we will pay particular attention to the challenges we faced and solutions we employed, and will reserve a significant portion of our time for Q&A.

Presenter(s): Jp Monroe; George Helbling

Collaborative Efforts to Build Equity Dashboards and Foster Student Success

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 210-212

This presentation examines innovative approaches to integrate equity dashboards into a centralized platform, facilitating the efficient data organization and dissemination to support diversity-related initiatives and metrics at a research university. Drawing from the experiences and challenges encountered during the creation of an equity dashboard, this session aspires and engages participants in seeking their own data-informed solutions. Participants will have the opportunity to exchange experiences and best practices in collaborating with key campus units to develop equity dashboards, fostering a collaborative environment for knowledge sharing. The distinctive complexity, volume, and structure of data showcased in this session serve as an exceptional source of inspiration for those dedicated to advancing equity and inclusion on their campuses. We invite you to join us in this endeavor, where we seek to learn, innovate, and collaborate for a more equitable future in higher education.

Presenter(s): Kanikka Wofford; Christina Drum; Skip Crooker; Joy Mariscal; Qingmin Shi; Ashley Guyer

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Considering Student Success: Course-Embedded Qualitative Research

Speaker Session; Featured Session; Assessment and Evaluation; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 203

Many aspects of student success, especially those that capture its diverse and individualized scope, cannot be quantified. To identify, assess, and support students in pursuit of their own definition of success, institutions need qualitative methods—an approach in which many IR offices lack expertise. This session describes how one institution harnessed undergraduate learning opportunities to gather qualitative data on student success, an approach accessible to offices without qualitative expertise. The session aims to provide practical information to IR professionals wanting to partner with faculty and/or engage students in the research process to gather such data. It uses as an exemplar for this approach the findings of a collaborative class research project—a qualitative study of 80 interviews on student success from the student perspective, which included themes of self-authorship, student development, belonging, and the role of individual experiences in constructions of success.

Presenter(s): Ben Newhouse; Elizabeth Neace; Sarah Wilts

Creating a Culture of Data-Driven Decision-Making at Auburn University

Speaker Session; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 207

As part of its current Quality Enhancement Plan, AUBURNACHIEVE, Auburn University recently established an applied research lab on campus within the Office of Academic Insight (OAI). The Insight Lab joins existing Academic Assessment and Data Collection efforts in their streamlined survey processes, which measure student learning outcomes, high-impact practice participation, and career outcomes. To support AUBURNACHIEVE, OAI staff collect, house, analyze, and share these data to promote a culture of data-driven decision-making at the university. This session will explore OAI's framework for using institutional data to empower academic and support units' involvement with improving student success. Attend to learn about the key practices, challenges, and benefits involved in establishing and incorporating the flow of these new and robust datasets into the fabric of the university.

Presenter(s): Charlie Wilder; Anna Claire Stinson; Rachel Whitman Rotch

Estimating the Impact of Academic Probation on Student Persistence

Speaker Session; Research & Policy; Target Audience: Mid-level; Institution Type: 2-year institutions | Meeting Room 109

Academic probation aims to warn at-risk students they need to change their strategies to be successful. It also enables staff to proactively connect students with necessary supports. Unfortunately, it may also make students feel isolated or out of place. This session shares the results of a study into academic probation at a large, urban community college. Using a regression discontinuity design and four years of student-level data, we found that probation reduced persistence by around 11.9 points. This finding is consistent with those from other institutions and adds to the discussion around how IR offices can use data to understand the student experience.

Presenter(s): Christopher Burnett

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Finding Substantial Academic Efficiencies to Close a Structural Budget Gap

Speaker Session; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 102

West Virginia University made national news in 2023 for its \$45 million structural budget deficit and its plans to address that deficit, in part, through reductions to academic programs and faculty. This presentation will provide a detailed description of the successful institutional initiative, completed in a little less than four months, to conduct a comprehensive academic portfolio review and identify academic efficiencies, including the review process, timeline, personnel, stakeholder input and appeals, results, board approval, implementation, and lessons learned.

Presenter(s): Louis Slimak

From 'Where Do I Even Start?' to Working Quite Smart

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 106

Starting a new role in Institutional Research can be very lucrative and rewarding. However, it can also be quite overwhelming, confusing, and stressful when first starting off—especially if you work in a small (but mighty!) IR Office, like me. There are simply a ton of processes, policies, files, acronyms, systems, databases, priorities, codes, passwords, data definitions, people, deadlines, formulas, and technical skills one must quickly learn in order to develop comfort in the job and experience success. If you are new to IR and/or are interested in learning ways to potentially save precious time and become more efficient in your role, I will share six effective strategies I implemented during my first year serving as an IR Analyst to not only survive—but eventually thrive—on the job. Specific organizational techniques, use cases, and accompanying handouts/resources will be shared. Audience participation will be encouraged to solicit additional best practices as well.

Presenter(s): Bryce Cain

Implementing Agile Project Management Practices to Manage IR/IE Workflows

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 107

Is your IR& A office struggling to deliver value for large-scale projects? Applying principles of Agile Project Management to projects that may change requirements during their time frame to collaborate with stakeholders more effectively was the path that our organization took to address these challenges. Join us to learn some concepts of the Agile Methodology and resources that will help you get started as we share the case studies in which we applied the methodology with success.

Presenter(s): Diana Lomelin; Matthew Hoolsema; Mark Chimel

IPEDS Update: Encore Session

Speaker Session; Collaborating with Stakeholders | Meeting Room 201

This is an encore session, which is a shorter session from the Impact Session presented earlier this week. However, this session provides an opportunity for those who missed the Impact Session to receive the

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general update on the Integrated Postsecondary Education Data System (IPEDS), annual survey collected by the National Center for Education Statistics (NCES) of the U.S. Department of Education. The following information will be presented: changes to the upcoming 2024-25 through 2026-27 data collections, including changes to Admissions, Cost of Attendance, and Student Financial Aid and a brief overview of Research and Development.

Presenter(s): Tara Lawley

Leveraging Tableau Prep for Survey Data

Affiliated Organization Best Presentation; Target Audience: Intro/Beginner; Institution Type: 2-year institutions | Meeting Room 403

Survey data can often times be difficult to analyze, interpret, and visualize efficiently. This 45-minute presentation focuses how Tableau Prep, a robust data preparation tool, can help to combine, shape, and clean data for easier analysis. Tableau Prep's intuitive automation interface allow users to prep survey data for visualization in just a few clicks by taking wide format survey data and pivoting it into long format data needed for easy visualizations in Tableau Desktop. Keywords: Data Visualization, Tableau Prep, Survey Data Analysis

Presenter(s): Elizabeth Wakefield

Playing With fIRe: Stop Putting Out Fires and Start Lighting Some

Speaker Session; Featured Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 205

Your institution is getting burned on their student success metrics by being too reactive and not proactive enough. Rather than focusing on putting out fires, institutional research is uniquely positioned to light fires under some people to get them moving to become more proactive with data. This presentation will focus on the current transition at Emory to shift from static snapshots to more dynamic, live data that regularly alert campus partners about at-risk students and promote proactive intervention strategies. Learn how to do what is best for the success of your students and your institution by fighting fire with fIRe.

Presenter(s): Justin Shepherd; Smriti Ingrole

Portal to Barbieland! How to Make Your Numbers Bright, Clear, and Beautiful

Target Audience: Any; Affiliated Organization Best Presentation; Decision Support | Meeting Room 405

In our analytic and reporting roles, it's critical that we share data with decision-makers in a way that is easy and quick for them to interpret. Ideally, our presentation of data is also beautiful and memorable. We have a number of tips and tricks in Excel and Tableau to help in this endeavor. We'll share a variety of these ranging in topics. Some topics we'll discuss are editing default formatting, creating simple nonstandard graphs, hiding sheets dynamically, recording a simple macro, and more. For this presentation, we don't have anything big planned. Just a giant blowout party with all the Barbies and Kens, planned choreography, and a bespoke song. You should stop by. (There will be plenty of pop culture Barbie movie references thrown in to make this presentation a bit of fun).

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Presenter(s): Sasha Haywood; Bridgett Milner

Standard Tests Optional: To Be or Not to Be

Discussion Group; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 112

Does your college plan to make the standardized test optional or are you interested in such a topic? This multicollage study investigates the standardized test's predictive validity of the yearly college GPA. Specifically, this study is designed to answer the following questions: (1) To what extent do the SAT/ACT scores and high school GPA predict the yearly college GPA (i.e., the first-, second-, third-, and fourth-year college GPA)? and (2) Which variable is the strongest predictor of the yearly college GPA: SAT, ACT, or high school GPA?

Presenter(s): Yuxiang Liu; Ye Ji; Jasmine Yang

Understand Ratings of U.S. Universities on a Crowdsourced Review Website

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 110

In the era of big data, a growing number of crowdsourced review websites have become a highly powerful and affordable tool to collect feedback and opinions on universities. This study focuses on ratings and comments of 2,308 U.S. universities on Google Maps together with their characteristics retrieved from the National Center for Education Statistics. There are three topics of this session: (1) present a big picture of universities' ratings on Google Maps such as their distribution and key statistics; (2) explore the relationships between universities' ratings and various factors including their locations, four institutional characteristics, and twelve miscellaneous features; and (3) identify perspectives the ratings were given by mining comments associated with the ratings. The session aims to help attendees gain a deeper understanding of both reviews of U.S. universities on Google Maps and the value of crowdsourced review websites in higher education research.

Presenter(s): Yuhao Liu

Updates to the 2024 Carnegie Classifications

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 404

The Carnegie Classifications have played a pivotal role in understanding and organizing American higher education institutions for half a century. However, the changing landscape of higher education calls for a modern refresh of these classifications. In this session, Carnegie Classifications leaders will share the latest information about updates that will be adopted for the 2024 Carnegie Classifications, including changes to the Basic Classification, updated research methodology, and a new Social and Economic Mobility Classification.

Presenter(s): Sara Gast; Kyle Whitman

11:15 AM – 11:35 AM

Data Driven Decisions for Institutional Research Professionals with JobsEQ

Sponsor Product Demonstration | Expo Theater 1

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

For educators in academic and program development, having up-to-date, reliable labor market data is a non-negotiable when planning for student success.

This demonstration of JobsEQ by Chmura will show you how our labor market technology platform can identify what skills, certifications, and occupations will be high-paying and in-demand in the coming years. With these data, you can target occupations with potential demand gaps in your region and plan for the surplus or shortage of certificates & degrees. In addition to aligning educational programs to your community's needs, JobsEQ data can aid in the completion of grants and assist in your Comprehensive Local Needs Assessment through our reports which include Perkins V.

Keywords : Data, Student Success, Labor Market Data, Technology

Presenter(s): Eric Boyle

11:15 AM – 11:35 AM

UQ's Market Analyzer: market intelligence to guide program decisions

Sponsor Product Demonstration | Expo Theater 2

UQ's Market Analyzer is a powerful market intelligence platform that helps institutions optimize their program portfolios for enrollment growth, workforce alignment, and financial sustainability. Using market data that is highly customized for each institution's specific markets, it guides decisions such as which new programs to launch, how to manage current programs, and how to respond to the changing job market. The tool includes both interactive dashboards and printable, letter-sized reports— for each program at your institution and each new program you might consider. These are easy to share, easy to understand, and packed with decision-focused insights. Dashboards we will share include: 1) UQ's Program Management Matrix, which identifies areas to grow, improve, downsize, or discontinue; and 2) Workforce Supply and Demand, which identifies areas of unmet need— and potential oversaturation. UQ's Market Analyzer helps your institution align with opportunity. See you there!

Keywords : Academic Program Review, Portfolio Management, Program Strategy, Data Visualization

Presenter(s): Seth Houston; Dana Cruikshank

11:15 AM – 12:00 PM

Admissions Analytics: Curated Data, Visualizations, and Partnerships

Speaker Session; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 404

Higher education admissions is increasingly competitive to attract applicants and ensure enrollments. One strategy to help stay competitive is to deploy an integrated analytics solution to transform data into actionable intelligence for enhanced decision support. Key to this strategy are custom curated datasets, visual analytics, and meaningful partnerships with admissions and enrollment stakeholders who continually inform data and visual designs. A strategy like this can take many paths but an essential outcome is a multiperspective view of admissions activity to gain more holistic context and avoid misinterpretations. This session will feature the University at Buffalo Analytics Team's approach to

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facilitating and exemplifying an integrated analytics solution. This includes insights into curated SQL-based data systems that blend Slate-based data sources with enrollment data for visual analytics via Tableau, which together have supported increased actionable intelligence on campus.

Presenter(s): Mychal Ostuni

Becoming a Data-Culture: Communities of Practice to Improve Data Capability

Discussion Group; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 112

This session is designed to envision how institutional communities of practice (COP) can be organized and leveraged to advance data and analytics capabilities in higher education. Data and analytics (D& A) leaders from Undergraduate Studies, Marketing and Communications, the College of Engineering, and Institutional Effectiveness will share their experiences building and facilitating Clemson University's D& A Community of Practice. We will examine the pros and cons, limitations, and benefits of our group at the levels of individual contributors, functional areas, and the institution as a whole. Participants will consider the scope and nature of their own de facto communities of practice and identify when, where, and how to support or expand these communities based on the needs, objectives, or strategy of their own institutions.

Presenter(s): Ben Wiles; Kyle Phillips; Matthew Fields; Ashley Childers

Beyond Data: Empowering Student Success: How IR Leads the Way

Discussion Group; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 113

Join us for a collaborative discussion group session that moves beyond data to explore how IR can lead the way in empowering student success on your campus. This session will engage participants in a conversation about advocacy strategies, overcoming challenges, and fostering cross-functional collaboration to drive effective initiatives. IR/IE professionals will learn to leverage their unique strengths to elevate their leadership potential and significantly impact student success.

Presenter(s): Tara Webb; Eric Atchison

College Outcomes Unveiled: A Data-Driven Approach to Showcasing ROI

Sponsor Speaker Session; Target Audience: Any; Institution Type: Any | Meeting Room 111

In today's complex educational environment, utilizing verified data can serve as the foundation for colleges and universities to establish credibility in terms of return on investment (ROI) and affordability. Moreover, it can allow institutions to showcase tangible evidence of the value their educational programs provide, reassuring prospective students and their families that their educational investments are worthwhile. In this session, we'll discuss how verified wealth, income, debt, and credit data from Equifax can help: Students make informed decisions about their education investments; Colleges prove institutional and program effectiveness over time; Educational institutions confidently report outcomes to regulators and governing bodies. Keywords: ROI, Program and Institutional Effectiveness, Graduate Outcomes, Verified Data

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Presenter(s): Jason Berman; Brandi Recker

Developing a Dashboard Process in Support of Strategic Initiatives

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 402

With increasing demand of data visualization to support decision-making in the University System of Georgia (USG), the Office of Research and Policy Analysis (RPA) developed a dashboard solution methodology to support system-level initiatives. This session will illustrate the details of the solution process, from conceptualize to visualize, and eventually finalize, followed by a quick show of the recent accomplishments as the Georgia Degrees Pay website, RPA Credit Hour Dashboard, and suite of executive dashboards that support the USG Strategic Plan.

Presenter(s): Lori Hagood; Cherry Zhang

Developing Strategic Analytics as Part of the IR/IE Portfolio

Speaker Session; Featured Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 102

Strategic analytics is a relatively new concept for institutional research and effectiveness in higher education. Currently, a small number of universities have adopted “strategic analytics” as part of the name for their IR/IE offices, including Vanderbilt, Lehigh, and Clark. Strategic analytics is defined as the process of applying a variety of quantitative methods, in conjunction with structured and unstructured data, to help inform and shape strategic decision-making in an organization. In this presentation, the author would like to introduce this new concept to IR and IE professionals as an important addition to their portfolio of professional responsibilities and add value to their institutions’ data-informed decision process. Given the rise of generative AI, the strategic analytics paradigm focuses on the human factors and connects data with the context of the changing decision environment to provide meaningful data intelligence and data stories. Use cases will be shared.

Presenter(s): Henry Zheng

Implementation of Machine Learning to Aid Student Retention Efforts

Speaker Session; Featured Session; Technology & Tools; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Meeting Room 104

Student retention is a metric for measuring success. For students, retention means successfully pursuing a path toward a degree. For institutions, retention is an indicator of meeting student needs and has financial impact. Institutions often rely on experience and key performance indicators, such as GPA, completed credit hours, class rank, and campus involvement to guide their efforts in retaining students. There is value in anecdotal experience in retention efforts, however Artificial Intelligence (AI) Machine Learning (ML) methods are gaining increased use as another tool to aid retention. The ubiquitous use of ML techniques has led us to implement them to aid our retention efforts. To this aim, we have developed our own ML models, based on past student data, to identify students who may be a retention risk. The inspiration for our chosen model, data collection, cleaning, and preparation processes will be discussed. The preliminary results and action plan will be presented as well.

Presenter(s): Jason Morrill

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

IPEDS Upload Files: A Primer

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 110

This presentation outlines the methodology to create IPEDS (Integrated Postsecondary Education Data System) reporting files using both Oracle SQL and WebFocus and subsequently upload these files in IPEDS. The purpose is to aid institutions in streamlining the IPEDS reporting process. The primary objectives of this presentation are as follows: (1) Show how to create tables structured for IPEDS reporting files in an Oracle SQL database. (2) Share how to develop the SQL queries and scripts to extract and transform the data. (3) Show how to develop the fixed length .txt file for uploading these files to the designated repository. (4) Demonstrate how to build a key value file in WebFocus and upload it to IPEDS.

Presenter(s): Grace See; Ted Cain

Monitoring Report: How an R1 Institution Came Back Into Compliance

Speaker Session; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: Any | Meeting Room 105

This session will cover how one R1 institution fell into noncompliance with SACSCOC on standard 8.2a student learning outcomes and how the institution's Office of Institutional Research, Effectiveness, and Assessment worked to overcome the issue. The session will cover step by step how the office communicated and worked through every issue of noncompliance to bring the institution out of a Monitoring Report and the measures taken to do so effectively. The session is important to the attendee because an institution will never know when they may fall into a noncompliance situation, and this session will cover ways to avoid the potential mistakes that this R1 institution faced. The objectives are to be able to identify student learning outcomes and how to monitor them for compliance, to determine ways to come out of noncompliance, and to identify ways to collaborate effectively to meet necessary deadlines.

Presenter(s): Melanie Jenkins-Simpson; Misty McFadden

Planful Implementation: It's More Than Just the Tech

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 107

Implementing a new tool may often seem a matter of plugging in to the technology, loading the data, and starting to work. However, this approach often misses steps critical to user engagement, adoption, and appropriate use. This session will take a case study approach to demonstrating a successful cloud technology implementation utilizing the implementation of Academic Analytics at a large public research university. The implementation is considered a success by both the community and the vendor because it was approached not as a simple tech project but as a strategic initiative that required planning and attention to user support and data governance. These elements and the lessons learned will be demonstrated throughout the presentation.

Presenter(s): Michelle Appel; Julie Wilson; Mike Passarella-George

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Postsecondary Data Partnership (PDP) Roadmap and Feedback

Speaker Session | Meeting Room 108

Hear from the National Student Clearinghouse's Postsecondary Data Partnership (PDP) staff, including the product manager, about the work done in the past year and work planned for the upcoming year to improve the PDP. Additionally, attendees will be invited to give feedback both during the session and during other times at the Forum. Given the scope and content of the presentation, current PDP users will benefit the most (those who have at least completed their initial data submission) but all folks interested in the PDP are welcome to attend.

Presenter(s): Marty Schmidt

Predicting Student Outcome: SVM vs. Random Forest vs. Neural Networks

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: Any | Meeting Room 405

Predictive analytics has become integral in driving student success within higher education. This session will critically examine three leading machine-learning methods: Support Vector Machines (SVM), Random Forest, and Neural Networks. Attendees will gain insights into the functionality, strengths, and limitations of each model, particularly in the context of the unique challenges posed by college data imbalances. Why is this important? Imbalanced datasets, a frequent occurrence in college data, can bias predictive outcomes. By attending, you'll learn not only how each method navigates this challenge but also learn strategies to enhance predictive accuracy. Key takeaways: (1) in-depth understanding of SVM, Random Forest, and Neural Networks; (2) strategies to address data imbalances in predictive models; and (3) empowered decision-making in selecting the most suitable method for institutional needs.

Presenter(s): Zhi Zhang; Joshua Moran

Prevalence, Forms, and Consequences of Racism Among Students of Color

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 106

In this presentation, we share findings from the National Assessment of Collegiate Campus Climates (NACCC) to offer insight into how students of color from across the country are experiencing their campus racial climate. These insights are crucial for arming higher education leaders and stakeholders with compelling data points that affirm the importance of maintaining DEI policies and programs that improve the material realities of marginalized students. We examined survey questions on racism experiences, racial trauma, and the perception of the prevalence of racism by different race/ethnicity students. Our analyses indicate that a higher portion of Black/African American and multiracial students experienced racism and racial trauma. In addition, they consider their campus climate as racist more than other student groups.

Presenter(s): Jihye Kwon

Tuition Reset in Private Institutions: Policy Impact Research

Speaker Session; Research & Policy; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Meeting Room 109

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

This research examines the effects of tuition resets on institutional outcomes at private, four-year, nonprofit colleges, using IPEDS data from 2017 to 2021. It provides an in-depth analysis of tuition reset patterns during and postpandemic. The study delves into the influence of tuition resets on key metrics such as enrollment, net tuition revenue, and student retention. It highlights the role of institutional characteristics as a pivotal factor in determining the relationship between tuition resets and institutional outcomes. The findings offer valuable insights for institutions contemplating tuition reset strategies and propose recommendations to enhance outcomes across various types of private colleges.

Presenter(s): Linli Zhou

Understanding Grad Rates by Evaluating Student Interactions with Faculty

Affiliated Organization Best Presentation; Any | Meeting Room 403

This presentation discusses a research study that used the Theory of Student Departure as a guide to identify student interactions with faculty and advisors as potential factors impacting student persistence to degree completion and assessed whether satisfaction with faculty and advisors varied based on the sex of the student and their academic college. Results revealed that while male and female students did not differ in terms of satisfaction, all students in the male dominated College of Engineering expressed lower levels of satisfaction with their interactions with faculty and advisors, suggesting that part of the reason for the graduation rate gap between men and women may be due to the academic colleges that students gravitate to and their experiences with faculty and advisors within those colleges. Attendees will be encouraged to evaluate student interactions with faculty and advisors by college at their institutions to better understand male and female graduation rates. Keywords: Graduation Rates, Student Persistence, Student-Faculty Interaction, Academic Advising, STEM

Presenter(s): Michael Bolen

11:15 AM – 12:15 PM

Bridging the Gap: Generative AI and the Challenged IR

Panel Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 203

Is your office being asked to implement AI approaches? Do you know where to start? Have you thought through potential costs and benefits? This session revolves around the planning needed to develop a generative AI-based conversational business intelligence platform to improve access to IR data for the campus community. Key topics to be covered include the technical architecture required; the importance of functional subject matter expert engagement; campus infrastructure needs and prerequisites; and the overarching leadership culture necessary to foster the adoption of this approach. Throughout the session, we will present both the exciting opportunities and the potential hurdles in a balanced manner. Our goal is to empower attendees to evaluate their own institutional contexts and determine whether embracing Generative AI is a feasible and advantageous endeavor.

Presenter(s): Mahdi Ahmadi; Jason Simon

Building a Modern, Scalable Academic Analytics Environment: Lessons Learned

Panel Session; Featured Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 207

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

The University System of Georgia (USG) and its partners at the University of Georgia's Carl Vinson Institute of Government adopted Microsoft's Power BI and Azure to enable scalable and accessible development and deployment of dashboards across multiple policy and departmental areas within the USG. This session will focus on the lessons learned in transitioning dashboards to Power BI and designing and building the Azure environment. Presenters will discuss their learning in defining and establishing design principles for dashboards, data governance and security, and other administrative and technical protocols to enable the USG to host dashboards for public consumption and ones requiring authenticated access to confidential data.

Presenter(s): Angela Bell; David Tanner; James Byars; Scott King

CDS: Annual Update, How It Is Used by Publishers, and Other Issues

Panel Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 201

Every year, hundreds of IR offices fill out the Common Data Set (CDS) and use those CDS data to complete the U.S. News, College Board, and Peterson's annual statistical surveys. This panel session will describe how the U.S. News, College Board, and Peterson's surveys overlap; how publishers use the CDS data in their many products including in the U.S. News rankings; and how IR offices can most efficiently fulfill these data requests and reduce their survey burden. An explanation will be given on the new questions that were added to the current CDS and preliminary plans for what changes are being contemplated for the upcoming Fall 2024 CDS and future CDS editions. The session will also discuss the basics of the CDS. The session is important to attendees since hundreds of IR offices fill out the CDS yearly, post it on their college's websites, and use the CDS for external surveys. The objective of the session is to provide basic knowledge about the CDS and how it is used by publishers.

Presenter(s): Robert Morse; Ashley Robinson-Spann; Jeremy Serna

Navigating New Horizons: A Dual Exploration of Freshman Transitions

Panel Session; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 210-212

Facing the looming enrollment crisis, higher education institutions are devising a plethora of strategies to mitigate the potentially significant downfall in the college-going population in the coming years. Given that the freshman transition plays a critical role in student education and their overall college experience, this panel will present different ongoing practices, including direct and indirect assessment methods, at two four-year residential campuses in supporting first-year college student transition with the goal of improving student success and retention. Strategies for learning students' first-year transition experience and the applications of information gathered through these processes will be addressed. The lessons learned and improvement opportunities associated with data-informed decisions using survey research methodology and first-year, student-experience course(s) will be shared to facilitate further exploration of these or similar applications at other institutions.

Presenter(s): Timothy Chow; Xiaoyan (Rita) Liu

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11:45 AM – 12:05 PM

Categorizing Credentials: Macro, Macro, and Maintenance Credentials

Sponsor "Ask an Expert" session; Target Audience: Any; Institution Type: Any | Expo Theater 1

Believe it or not, there were more than 144 local time zones in the United States before 1883. This made it difficult for railroads to schedule and coordinate routes, resulting in train collisions. So, the country adopted standard time zones to end the confusion. Public and private education and training providers now offer a wide range of badges, certificates, and certifications. As a result, it's hard to understand the strength of our nation's most valuable asset: its people. After about four months of research and talking to experts I learned a lot and put my findings in a 57-page paper, "Aligning Certificates, Diplomas, Degrees, and Emerging Forms of Credentials: Macro, Micro, and Maintenance Credentials." This session will give a quick overview of the findings designed to create a path forward, where the various types of credentials—certificates, degrees, diplomas, and emerging credentials—acknowledged and supported across federal agencies are aligned. Join the discussion! Keywords: Credential, Graduation, IPEDS

Presenter(s): Christopher Mullin

12:00 PM – 1:30 PM

Lunch break, poster presentations, and networking in the Exhibit Hall

Lunch Break; Exhibit Hall | Four Seasons Ballroom

Grab-and-go options for purchase will be available in the Exhibit Hall on Wednesday, May 29, and Thursday, May 30. Be sure to visit sponsor booths you're there

12:30 PM – 1:30 PM

Balancing Womanhood and Career in The Ivory Tower

Poster Presentation; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Poster 23

This session will cover the important topic of Balancing Career and Womanhood in The Ivory Tower. Each year thousands of women are appointed as leaders into one of the most coveted organizations of modern-day society. However, many refer to their journey as twofold: either one of the most exhilarating experiences of their lives or one of the most isolating, immense delays of the pursuit of happiness. Most find themselves engulfed in the euphoria of landing the dream role yet feel like they are on an island alone. The very roles often lead to a sacrificial juggling that often inhibits their ability to develop a sense of belonging among colleagues.

Presenter(s): Sonya Okoli

Bio Course Success and Persistence by Course Modalities in a Community College

Poster Presentation; Decision Support; Target Audience: Any; Institution Type: 2-year institutions | Poster 19

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

The pandemic had a profound impact on the way of people live, and college education wasn't immune from that impact. Distance learning was increasingly becoming an important feature of college teaching and learning. One question is whether an institution should continue to implement multiple course-delivery methods after the height of pandemic so that students can have their choices in course modalities or if course design should restore the "in-person" learning. When attending this poster presentation, attendees will have an opportunity to learn about how course modalities were associated with or predicted students' course success and persistence in biology courses before, during, and after the height of the pandemic in a community college. Second, this poster presentation will be helpful for attendees to acquire knowledge and skills about statistical analysis, which could be used in their future research.

Presenter(s): Ying Dong

Evaluating the Test-Optional Paradigm in Undergraduate Admissions

Poster Presentation; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Poster 25

In response to the COVID-19 pandemic, our university implemented a test-optional policy for undergraduate admissions. Currently, the Board is requiring a review of this policy, raising questions about its influence on both student retention and performance. This session presents a rigorous analysis, utilizing regression models, to investigate the relationship between test-optional policies and these vital academic indicators. By examining multiple factors affecting student outcomes, we challenge assumptions and provide evidence-based insights. Our findings aim to inform decision-making to establish effective practices that support student success while maintaining academic standards.

Presenter(s): Eric Wang

Exploring ChatGPT: Faculty and Student Perspectives and Experiences

Poster Presentation; Research & Policy; Target Audience: Any; Institution Type: Any | Poster 21

Generative artificial intelligence technologies like ChatGPT have garnered widespread attention for their human-like text generation capabilities, creating unique opportunities and challenges in higher education. While some argue these technologies could revolutionize the college experience, their recent adoption underscores the need for research to gauge faculty and student perspectives, which we surveyed at a private Northeastern university. The findings presented in this poster session reveal a nuanced picture. Despite extensive discussion and concerns, classroom experiences show minimal change. Cautious optimism hinges on academic leadership's ability to foster productive use of ChatGPT. Significant differences exist between undergraduate and graduate students: the latter are more hesitant and concerned. Attendees will better understand the use and perception of ChatGPT in higher education, gaining valuable information for policy design that is relevant to any higher-ed institution.

Presenter(s): Simone Rambotti

Flexible Pass/Fail Grade Options Benefit Long-Term Student Success

Poster Presentation; Research & Policy; Target Audience: Any; Institution Type: Any | Poster 13

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At the height of the pandemic, many institutions pivoted to pass/fail grading systems or relaxed restrictions on this grading option. In Spring 2020, the University of Toledo (1) extended the deadline to elect pass/fail grades from the second week of classes to the end of term and (2) added a passing grade designation for letter grades of D- to C- to the existing one for grades of C and higher. Although students who chose a pass/fail grade in at least one course had lower starting cumulative GPAs and were more likely to be members of groups with historically higher attrition rates, those earning a C- or lower had higher cumulative GPAs and persistence rates than students receiving letter grades of C- or lower for every term through Spring of 2023. Results were presented to senior leadership and a new grading policy was enacted to make these more flexible standards permanent. This poster presentation will share the research design, detailed results, and process for enacting policy change.

Presenter(s): Anne Fulkerson; Md Ayubur Rahman Khan

Fostering Excellence: FAMU's Commitment to At-Risk Student Success

Poster Presentation; Decision Support; Target Audience: Any; Institution Type: Any | Poster 1

This research study, "Fostering Excellence: FAMU's Commitment to At-Risk Student Success," delves into Florida Agricultural and Mechanical University's (FAMU) dedicated efforts to support at-risk students and enhance their academic journey. The primary focus of this investigation is to understand the multifaceted approaches and initiatives implemented by FAMU to bolster the success and retention of at-risk students. By examining a comprehensive dataset encompassing academic, socioeconomic, and personal variables, this research explores the factors influencing at-risk student success at FAMU. Initial findings highlight the significance of mentorship programs, academic support services, financial aid accessibility, and a nurturing campus environment in fostering excellence among at-risk students.

Presenter(s): Roddrick Jones; Ping Wu

Going With the Flow ... the IR Workflow

Poster Presentation; Technology & Tools; Target Audience: Any; Institution Type: Any | Poster 27

With IR offices having to manage countless recurring surveys and ad hoc reporting tasks, it is increasingly important to have a process in place to help navigate the collection and reporting of data in a reliable, efficient, and accurate manner while also being timely and ensuring data integrity. We will discuss and share our IR team's processes and workflow strategies that we use to manage our day-to-day data collection and reporting responsibilities. We will discuss tracking of surveys and reports; survey notification; collaboration; data analysis; internal review process; submission, documentation, feedback, and results and outcomes of reports and surveys; and how you can incorporate them into your own IR workflow. This presentation will provide you and your IR office an understanding of IR strategies that can be implemented at your institution.

Presenter(s): Amy Kusmiesz; Bismah Qureshi

Harness Innovation: Leveraging Project Management to Enhance Program Review

Poster Presentation; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: Any | Poster 15

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This poster presentation will showcase the implementation of innovative project management techniques and tools that were new to Institutional Effectiveness staff at the University of South Florida, which transformed the Academic Program Review process. This poster will provide an overview of the complex and time-consuming tasks involved in Program Review and highlight the importance of cross-unit collaborations. The poster will also demonstrate how the use of project management software, such as Jira/Confluence, can increase efficiency in the process. Attendees will gain valuable insights and key takeaways for how to leverage technology and project management techniques that can be applied to the program-review process at their respective institutions.

Presenter(s): Joe Boyd

Leveraging R Markdown for Process Narratives

Poster Presentation; Technology & Tools; Target Audience: Mid-level; Institution Type: Any | Poster 11

Markdown (RMD), while often used for data analysis, can be employed to create detailed narratives for ETL processes, to supplement data dictionaries, and in general to help analysts share and document their work. This poster presentation will describe the process of consolidating disparate SQL queries and SPSS scripts used for creating survey weights and response rates into an R Markdown document with annotations describing each step in detail and will highlight advantages of this approach.

Presenter(s): Brendan Dugan

Mental Health and Diversity Perceptions: International vs. U.S. Students

Poster Presentation; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Poster 9

This session highlights outcomes of investigation of differences in the mental health status and perceptions about inclusion and diversity between international and U.S. undergraduate students. The sample of the study consisted of undergraduate students (N = 6276) enrolled at a large public research university, who participated in the SERU survey during the spring 2022 semester. There were (N = 267, 4.3%) international students among respondents. The evidence suggests that international students perceive less inclusion and diversity on campus compared to U.S. students. Furthermore, international students presented more mental health issues like stress, depressive symptoms, and loneliness, compared to U.S. students. These results have strong implications for educational policy-making and future research.

Presenter(s): Maria Idrees; Christina Smith; Olivia Perrin

Multiple Withdrawals and Dismissals and Their Impact on Student Outcomes

Poster Presentation; Research & Policy; Target Audience: Any; Institution Type: 4-year institutions | Poster 17

Students who have term withdrawn or been academically dismissed multiple times are a very understudied population in the higher education literature. Since many of the students in this population overlap with those already facing barriers to degree achievement (as found in this study), they are a population worth investigating. As part of a larger research agenda focused on readmissions policies across the United States, this study examined this specific student population due to the higher scrutiny their readmission applications receive. Our findings suggest that taking an extended break from

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postsecondary study might be more beneficial for these students than encouraging persistence at any cost, to the point of an increase in degree attainment for those that took a break. In this session, we will share both our findings and the potential proposed application of them to degree-completion campaign outreach.

Presenter(s): Katherine Gipalo; Samantha Nix

Navigating Crossroads: Strategies for Evaluating Intersectional Experiences

Poster Presentation; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Poster 7

In both higher education research and institutional research, an awareness of the significance of intersectional student characteristics is increasingly vital. Neglecting this consideration could result in incomplete or ineffective analyses. This poster presentation focuses on women of color in engineering and Asian international students at the undergraduate level as two diverse case studies at the intersection of race, gender, and more. The intersectionality perspective guides the approach of the studies, enabling us to transcend traditional analytical limitations. We utilize logistic regression and crosstabulation to examine the impact of race, gender, and fields of study on postgraduation plans, as well as the influence of race, gender, and international status on sense of belonging responses using NSSE module datasets. Our poster aims to inspire IR professionals to embrace intersectionality approaches and develop tools for a nuanced understanding of student experiences.

Presenter(s): Xiaoxia Zhang; Yih Tsao; Allison BrckaLorenz

Retention Studies at Florida Tech

Poster Presentation; Research & Policy; Target Audience: Any; Institution Type: 4-year institutions | Poster 29

This session focuses on a scholarly research paper on student retention at a STEM university. Student and institutional factors affecting student retention at Florida Tech were analyzed. A logistic regression model was built. The presentation will include how to detect significant factors and ways to improve student retention on campus.

Presenter(s): Xingming Yu

Student Experience, Alumni Activities, and Loyalty in a Japanese University

Poster Presentation; Assessment and Evaluation; Target Audience: Any; Institution Type: 4-year institutions | Poster 31

The purpose of this session is to report on the relationship between alumni behaviors and perceptions and their learning experiences while in college, using a survey of alumni of private universities in Japan. The case study for this research is Waseda University, one of Japan's leading private universities located in Tokyo. An alumni survey conducted in 2022 (n=965) provided the data. In this session, we use graduates' behaviors related to the university as the objective variable and examine the relationship with items related to reasons for entering university and learning at university, as well as items related to after graduation. The multiple regression analysis revealed that the items most closely related to alumni behaviors related to the university were: "I took the entrance exam because I liked Waseda University's

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traditions and positive school culture," "I met good faculty members at the university," and "I am still interested in my academic studies."

Presenter(s): Takeshi Endo

The Impact of ChatGPT and Academic Program Assessment: Business Ethics Focus

Poster Presentation; Technology & Tools; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Poster 33

This poster presentation explores ChatGPT's role in assessing "Business Ethics" learning outcomes in business schools. In striving for AACSB accreditation, validating learning outcomes, especially in "Business Ethics," becomes crucial. With digital tools' ascent, leveraging them effectively in institutional research presents a challenge. Participants will learn about ChatGPT's utility in institutional research; its impact on business ethics assessment; and ways to optimize ChatGPT's potential in this domain. Our aim is to shed light on language models' significance in institutional research, highlighting their transformative capacity.

Presenter(s): Yung-Hsiang Hu

The Impacts of High-Impact Practices (HIPs) on Student Success

Poster Presentation; Featured Session; Research & Policy; Target Audience: Mid-level; Institution Type: 4-year institutions | Poster 3

While previous studies have provided various evidence of HIPs' educational benefits, a comprehensive study is necessary to help campus leaders effectively respond in HIPs implementation and evaluation. Employing a combination of descriptive and regression analysis, this study offers valuable insights into the impacts of HIPs on student outcomes. One of the key contributions of this study is the successful linkage between NSSE survey data and administrative data from institutions. The study merged the NSSE data and student records to investigate the impact of HIPs on student success metrics. Join us in this poster session to gain a deeper understanding of how HIPs can positively impact student success and how campuses can leverage these findings to foster equitable educational opportunities. We invite you to explore our comprehensive study, offering valuable insights and practical recommendations for higher education institutions.

Presenter(s): Lixia Qin; Sue Buth

The Use of Generative AI in IR/IE

Poster Presentation | Poster 34

Generative AI has the potential to disrupt many of the the typical IR/IE tasks. In the fall of 2023, AIR conducted a survey to understand the use of generative AI within the IR/IE community; this poster highlights findings from that survey.

Presenter(s): Zehra Raza; Darlena Jones

Value of Three Quantitative Approaches for Evaluating Persistence

Poster Presentation; Decision Support; Target Audience: Any; Institution Type: Any | Poster 5

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How do institutional researchers navigate the often conflicting priorities between theoretical statistics with the requirements and assumptions of each statistical technique and the realities of applied research? Using a qualitative lens, I explored how three nested quantitative approaches fit into the research demands of institutional researchers, identifying their strengths and weaknesses. Key decision criteria common among researchers came to the forefront, highlighting how we as a profession bridge this gap.

Presenter(s): Angela Rockwell

1:30 PM – 1:50 PM

Academic Analytics: One Resource to Support the Entire University

Sponsor Product Demonstration | Expo Theater 2

How many software tools do you use to provide data to support your institution's strategic plan? How many do you use for faculty development? Academic Analytics can be that one resource.

Faculty are an invaluable asset driving the success of your institution. Are you proactively mentoring, supporting, and encouraging faculty development? Our tools can help create a plan to showcase faculty achievements publicly. Internally, academic unit leaders can leverage these same data and tools to engage in strategic discussions with faculty regarding their impact on institution goals.

We will highlight the use of Academic Analytics Benchmarking, Research Insight, Analysis on Demand and Faculty Insight Suite. Our tools give peer comparisons at the institution, college, unit, and individual faculty levels. This level of detail can help leaders find specific actions to optimize the institution's endeavors.

Keywords : Faculty Development, Data, Analytics, Strategic Planning

Presenter(s): Kathy Felts; Stephanie Faulkner

Data Cookbook: Full-featured and Affordable Data Intelligence Solution

Sponsor Product Demonstration; Target Audience: Any; Institution Type: Any | Expo Theater 1

Improve data governance and data intelligence at your higher education institution with the Data Cookbook by IData. In this 20 minute session, we will quickly cover how the Data Cookbook solution: 1) helps document your business definitions of data as well as the technical details, 2) provides a collaborative framework for gathering important requirements for your reports 3) enables all data users to see and understand the meaning of the data that is used by your institution, 4) tracks and governs the lineage and quality of your data across the institution, and 5) integrates with data systems to automatically monitor for quality issues and unplanned changes in your data structures and codes. Join us to get a feel for what the Data Cookbook can do for your institution. Keywords: data, governance, intelligence, catalog, framework

Presenter(s): Brian Parish

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1:30 PM – 2:30 PM

AIR Annual Business Meeting

Panel Session | Meeting Room 205

The Annual Business Meeting of the association is scheduled at each year's Forum and all AIR members are invited to attend. The meeting is led by the current Board of Directors and attended by newly elected Board members as well. The Annual Report of the Board of Directors is released at the meeting to provide an overview of Board activities in the previous year. Also included is the official count of membership, election results, and the Board Treasurer's report to the membership about the association's financial position. Board members will answer questions and discuss future plans for AIR.

Presenter(s): Jonathan Gagliardi; Christine Keller; Karen Vance; Karen Webber

Pursuing and Valuing Student Voice: Strategies to Enhance Survey Completion

Panel Session; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 207

Students' feedback is critical to institutional data and decision-making. Yet, survey efforts are challenged by low response rates, ever-changing technologies, and limited appreciation for student voice. Join us to discuss new and improved approaches to reaching students, including innovations at the National Survey of Student Engagement (NSSE) given technologies impinging on and advancing students' survey participation. We also consider strategies at two institutions that have achieved robust response rates while implementing other innovative technologies to ensure student voice. Panelists will share approaches and invite audience interaction on a framework for student voice and insights for survey research innovations.

Presenter(s): Jillian Kinzie; Shimon Sarraf; Kurt Gunnell; Elizabeth Williams

Researching Postsecondary Value With the Equitable Value Explorer

Panel Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 201

It is essential that institutions and state systems understand how data can promote and contextualize equitable postcollege outcomes for students of color, students from low-income backgrounds, and women. The Equitable Value Explorer, an interactive data dashboard managed by IHEP, helps further the field's understanding of the return on investment in postsecondary education, allowing users to explore institutional performance for more than 4,000 colleges and universities in comparison to the Postsecondary Value Commission's economic value thresholds. This IHEP-moderated panel discussion will include (1) an overview of the Equitable Value Explorer, including recent updates to the tool; (2) a first look at findings from researchers who are using Equitable Value Explorer data combined with student-level records in Michigan and Texas; and (3) a discussion on how institutions can leverage publicly available data to inform practice and policy recommendations related to postsecondary value.

Presenter(s): Kim Dancy; Monica Brockmeyer; Navi Dhaliwal

The HEDS Alumni Survey: An Overview and Discussion of How Results Are Used

Panel Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 203

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

The Higher Education Data Sharing Consortium (HEDS) offers a suite of surveys to members and nonmembers. This session will be a panel discussion focusing on the HEDS Alumni Survey, which asks alumni about the quality and impact of their educational experiences on their lives after college. As the higher education field focuses increasingly on student outcomes, placement, and career preparation, the alumni survey is important to understanding how graduates' education connects to their current lives. There will be four panelists from different institutions. The session will start with an overview of the survey, and then the panelists will discuss how the survey and survey results are utilized on their campuses. This session will provide helpful information to attendees when they consider which alumni survey to use on their campuses. Attendees will learn how the HEDS Alumni Survey and results from it could be used at their institutions.

Presenter(s): Elissa Lu; Joseph Stankovich; Renee Orlick; Roz Hibbs

1:45 PM – 2:30 PM

Academic Program Review Dashboard: Empowering Programs With On-Demand Data

Speaker Session; Featured Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 111

Academic Program Review (APR) allows universities to examine the quality and productivity of programs with a goal to develop recommendations leading to program improvement. Institutional Research offices are frequently called upon to prepare data for programs going under review. This has traditionally meant that only departments with upcoming reviews have current, in-depth data on their programs. This session will demonstrate an institutionally developed Academic Program Review dashboard that allows any program to see data for key metrics on demand. The dashboard allows programs to slice the data according to variables relevant for that program, which can be rolled up to the department, college, and university levels. The development of the dashboard has freed up time to allow IR staff to work on other projects and has empowered departments to easily track metrics that have been identified as areas for improvement.

Presenter(s): Lisa Sklar

Am I Better Off Going to Your College? Financial Outcomes and Consequences

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 405

What is the economic value of attending your college? Can I buy groceries, pay back my debts, and enjoy a higher standard of living as a result of going to your college? Increasingly, everyone—students, parents, policymakers, and the general public—are asking these questions. These same questions are more frequently being used by students to determine whether to attend a college, by policymakers to determine how to fund or regulate an institution, and by the general public to form an impression of whether or not a college is good. Using the Post-Secondary Value Commission's Equitable Value Outcomes framework and ideas, this presentation teaches leadership and research professionals at institutions what are Post-Secondary Financial Outcomes, how to identify their own institutions' outcomes, and as a result use them to improve student outcomes and institutional success.

Presenter(s): Godfrey F. Noe

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Boosting Survey Engagement: Strategies for Effective Institutional Research

Discussion Group; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 112

Online surveys have become an integral part of the research toolkit for institutional research professionals. However, it can be a challenge to get adequate student engagement in surveys to ensure an appropriate sample size for robust statistical analyses. This discussion group will provide participants with the opportunity to explore advantages and challenges of online surveys and methods used to augment survey engagement. The group will collaboratively develop best practices to foster student engagement in surveys, prevent survey fatigue, and raise response rates for IR offices. Participants will leave the discussion with concrete ideas for how to improve student survey engagement in their own institutional research context.

Presenter(s): Leah Halper; Erica Szeyller

Building and Sustaining Inclusive IRPE Offices

Speaker Session; Leadership & Career Development; Target Audience: Any; Institution Type: Other Organizations or offices outside of an institution (e.g. research institute/system office/association) | Meeting Room 105

This session will focus on practices that researchers can employ to build and sustain inclusive institutional research offices. The Research & Planning Group for California Community Colleges (RP Group) will share the central tenets of our resource guide to help analysts, managers, and executives organize a comprehensive approach to ensure that institutional research offices reflect inclusive work environments that are capable of recruiting and retaining diverse, informed, motivated, and talented personnel. The presentation will also include “case story” examples of innovative practices that several colleges are using to advance inclusivity within and beyond research offices.

Presenter(s): Brad Trimble

Empowering Action: Transforming Employee Climate Surveys

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 109

In today's dynamic higher education landscape, institutional researchers play a crucial role in leveraging the power of data and analytics to instigate positive change that benefits students, employees, and institutions as a whole. This session aims to introduce tried-and-tested practices that empower professionals to effectively tap into the potential of data and evidence gleaned from surveys. We will delve into six vital stages essential for crafting and proficiently utilizing an employee climate survey: (1) Preparing for an Assessment; (2) Survey Development; (3) Data Collection; (4) Data Analysis; (5) Reporting Results; and (6) Taking Action. Attendees will acquire valuable insights into optimal survey practices and develop the skills needed to convert survey data into tangible, transformative improvements. By attending, participants will uncover the means to harness the potential of survey data to drive constructive change within their institution.

Presenter(s): Jennifer Schneider

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From Burden to Benefit: Turning Collected Information into Useful Insights

Sponsor Speaker Session; Target Audience: Mid-level; Institution Type: Any | Meeting Room 210-212

The time and effort institutions spend to submit data impacts their ability to draw useful insights for their colleges. Another limitation is exposure and access to state and national conversations that are informing the educational ecosystem. The purpose of this session is to highlight ways that data provided by institutions to various entities are being used to inform national and state conversations. Efforts to be highlighted include a revised Undergraduate Degree Earners report, an expanded Education Data Explorer, and a new partnership of ACE to bring student and faculty perspectives to the forefront. IR/IE professionals will leave the session with a better grasp on pressing issues in the education ecosystem, the data being used to advance the conversations, and ways they can use their own data to replicate what is shared. In this way we shift the balance between burden and benefit experienced as part of the data collection process. Keywords: Aligning Data, IPEDS, Student-level, Data Use, Education and Workforce

Presenter(s): Christopher Mullin; Doug Shapiro; Bryan Cook; Hironao Okahana

Likert Scale Questions: Writing Tips and Analysis Options (No Means, Please!)

Speaker Session; Technology & Tools; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 102

This session will provide survey developers with tips and options for both developing and analyzing Likert Scale questions. The session will begin with the development of scale categories and tips for wording of the items. The second part of the presentation will focus on how to analyze the information collected. This will begin with an examination of why means should not be used to summarize the data from Likert items and move to recommendations for numerical and graphical presentations of the information. The session will conclude with an overview of when and how to use three chi square tests (goodness of fit, independence, and homogeneity) for comparative analyses. The presenter will share applications to easily conduct these tests. Attendees should leave with helpful tips for scaling and writing Likert Scale questions, as well as tips for how to select the best approach for analyzing the results.

Presenter(s): Laura Boyles

Low Cost Dashboards for Visualizing Data and Supporting Decisions

Speaker Session; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 404

While many software options supporting data visualization are available to institutions, budget constraints can make it difficult to fully adopt these tools. To be able to provide data on variables that influence student success in formats that are usable by all faculty, staff, and administrators, Hamline has used Google Looker Studio, a free tool that allows for combining several data sources to aid in making data-informed decisions. We built dashboards to visualize and analyze disaggregated data on student learning outcome assessment, final grade distribution, and retention and completion rates. The data can be easily tracked at different levels, from individual courses to programs, as well as campus-wide general education requirements, and the data can be disaggregated for various student demographic and

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enrollment characteristics. Presenters will discuss the ways these dashboards supported program review, retention tracking, and other processes.

Presenter(s): Tracy Williams; Sally Gerlach

Optimizing Graduate Stipends to Meet Cost of Living: Data-Driven Insights

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 402

In 2022, Virginia Tech initiated the Graduate Assistantship Support Task Force to tackle the concerns raised by graduate students regarding insufficient stipends. The task force collaborated with the Analytics office to investigate the disparity between the current stipends and the cost of living. Thorough 'what-if' scenario analyses, utilizing graduate stipend data, were conducted to project potential budget allocations required to narrow this gap. The capacity to simulate diverse scenarios empowered the task force to establish a phased strategy to raise the minimum stipend threshold to better support graduate students financially. In addition, the Analytics office developed informative dashboards to effectively convey complex information regarding the cost of stipend adjustments and to identify any students whose stipend falls below the minimum level, ensuring that stipend adjustments align with the approved minimum stipend level and reflect approved increases in stipend rates.

Presenter(s): Jaeo Han; Kacy Lawrence

Simplifying Academic Advising: IR's Ability to Augment

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 104

Effective advising is a key to student success and directly impacts retention and graduation rates of the institution. At the Cleveland Institute of Art, the Office of Institutional Research collaborated with Student Affairs to examine and dig deeper into an advising model to create a robust, user-friendly dashboard that can serve as a one-stop shop for the advisors. Power BI was used to create a dashboard with the intention to provide advisors access to live data for effective advising as well as to create an efficient process for the Office of Institutional Research. Advisors' input was taken to understand the process and was coded to simplify their work. In this session, I will share the process, data elements, logic (query), and steps to create a robust dashboard for advisors for effective advising.

Presenter(s): Ambreen Hasan

Unlocking Survey Responses as a Datasource: A Centralized Survey Data Model

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 106

IR/IE offices are often charged with managing internal surveys, rich with data on the subjective experiences of campus community members. Without careful planning, survey data exist as disparate and disconnected data files that are then underutilized. In this session, we will describe a centralized process for managing survey data. This standardized approach allows us to efficiently (1) manage responses across multiple iterations of a recurring survey; (2) connect responses across multiple surveys; (3) connect responses to demographic and academic institutional data; and (4) visualize survey results.

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We will discuss initial development and implementation of our centralized survey data model as well as give examples of how these data are visualized in Tableau dashboards.

Presenter(s): Wyntre Stout; Zane Kratzer

Who Is Doing What? Moving Beyond Self-Reporting to Track HIPs

Speaker Session; Collaborating with Stakeholders; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 110

Historically, universities have relied on self-reporting HIP activities through postgraduate surveys or nationwide surveys, such as NSSE. These tracking mechanisms aren't always accurate and do not provide a comprehensive understanding of what is happening across campus. Our presentation highlights a collaboration between Institutional Research (IR), Assessment, and the Center for Integrative Learning (CIL), the office supporting HIPs, in order to better integrate records with existing student data, resulting in better tracking of HIP participation. Highlighting our strategies and processes for tracking HIPs will provide a roadmap for other colleges and universities who seek to uniformly report and ultimately assess student participation on their campuses.

Presenter(s): Sarah Brackmann; Hal Hoepfner

Accelerate your AI and Analytics with the Datatelligent Platform

Sponsor Product Demonstration | Expo Theater 1

The Datatelligent Platform for Higher Ed combines the power of Unified Data Solutions to enable AI and Analytic Solutions in a complete end-to-end platform. The key features of the platform will be reviewed: Data from your source systems and third-party sources can be combined into one location to serve as the single source of truth; Predefined data model includes key metrics that can be customized to track metrics that are most important to you; Student Lifecycle Suite of analytic solutions enable data-informed decisions for improving enrollment, student retention, and student success. Come hear how other schools have achieved big results with a small investment, to improve enrollment and retention, reduce time spent on gathering and analyzing data, and improve efficiencies in data-driven decisions. Keywords : Data Platform, Data Visualization, Student Enrollment, Student Retention

Presenter(s): Larry Blackburn; Steve Hume

2:00 PM – 2:20 PM

Collibra AI Governance: AI Starts with Trusted Data

Sponsor Product Demonstration | Expo Theater 2

While AI is crucial to the success of organizations around the globe, without trusted data, your strategy may fall flat. Specifically designed for today's data leaders, AI and risk teams, Collibra AI Governance provides full visibility and control, while ensuring the use of reliable data, across any tool, for every AI use case. Learn how Collibra AI Governance can improve AI model effectiveness and reduce data risk with capabilities that enable you to: Catalog and manage AI use cases; Capture business context and value; Ensure legal/compliance details are documented; Gain full transparency into data driving AI models. Keywords : AI Governance, AI, AI use case

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Presenter(s): Bill Connelly

2:45 PM – 3:30 PM

Adventures in Analytics: Implementation, Roll-out, and Beyond!

Sponsor Speaker Session | Meeting Room 111

As institutions continue to be challenged to use consistent and rigorous data for decision making, it is important to use a methodical, comprehensive approach to achieve a successful data analytics initiative. Although success hinges on a high-quality implementation process, many IR practitioners and leaders may not be familiar with what constitutes a successful implementation. In this session, two institutions discuss how they used a change management process to launch institution-wide analytics platforms in just one year, roll it out to their respective campus communities and where we are 4-5 years down the road. We will highlight crucial relationships, how planning a successful implementation sets an institution up for long term success, best practices and challenges, and how the shifts in data culture have affected the institutions.

Presenter(s): Krisztina Filep; Loralyn Taylor

Bridging from Data to Equity-focused Action

Affiliated Organization Best Presentation; Target Audience: Mid-level; Institution Type: Any | Meeting Room 403

How does the IR professional move forward when data and analysis fails to lead to institutional action? Inaction can stem from sources outside of IR control but some of the most common roadblocks are ones that the IR office can influence. The presentation shares how one institution uncovered the points of disengagement and worked collaboratively with institutional leadership to build bridges from data to action. This presentation will detail how the IR office built a structure grounded in grassroots engagement, leveraged existing structures, debunked myths, created strategies for addressing data conversational pitfalls, and, as a result, boosted institution-wide data fluency and engagement. The presentation will also share how the IR office couched these efforts within an equity framework to bring an intentional focus on closing equity gaps and boosting student success in support of institutional and system-wide equity priorities. Keywords: Data fluency, Action oriented outcomes, Student Success, Institutional Effectiveness, Equity

Presenter(s): Nichole Petersen

Career Trajectory of Unit-Level IR Professionals

Speaker Session; Leadership & Career Development; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 106

As IR continues to grow in scope, more analysts are hired at the unit level, such as academic colleges, branch campuses, or supporting units separate from the central IR/IE office. The challenges for these analysts are many: bandwidth, lack of peers with whom to bounce ideas, lack of appreciation for the complexity and difficulty of the work, and very often, lack of career advancement opportunities. When ready to move up, they tend to take jobs at the central level, causing project interruption and brain drain

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at the unit. The speaker will explain how her role evolved, within seven years, from a sole data analyst to the chief officer of analytics who now leads a team of four in her college. Unit-level analysts or smaller IR offices will benefit from the many tips the speaker will share. The recommendations on how to handle high-volume requests while maintaining a focus on strategic priority and work-life balance could benefit all.

Presenter(s): Jennifer Wu

Faculty Academic Careers and Environments (FACE) Project: Pilot and Plans

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 105

The Faculty, Academic Careers, and Environments (FACE) Project is a national study of faculty working conditions, characteristics, experiences, and motivations. The need for updated comprehensive data on faculty that reflect changes over the past 20 years has been acknowledged widely. FACE fulfills that need for data at the national level through a survey focused on understanding who faculty are, their academic careers, and their work environments. Improving equity and inclusion for faculty is key to improving hiring and retention, especially among faculty from underrepresented and marginalized backgrounds. The FACE project aims to capture the experiences of tenure-line and contingent faculty across disciplines and across not-for-profit sectors of higher education (e.g., public and private, two-year and four-year). Participants in this session will provide input to the planned 2025 full-scale survey.

Presenter(s): Caren Arbeit; John Curtis

Federal Regulation Reporting (Part 1): Updates on Requirements, including FVT/GE

Speaker Session | Meeting Room 407

This session will provide the latest updates on the data reporting requirements for federal regulations including financial value transparency and gainful employment, licensure program state compliance, and career services and experiential education requirements. The recently released standards for reporting federal data on race and ethnicity will also be covered.

Presenter(s): Colby Cesaro; Christine Keller; Carolyn Mata

Housing Counts? Connecting Housing and Success Metrics at the U of New Mexico

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 405

Several well-known and prominent studies conclude that living on campus, even for one year, has a positive influence over a student's academic success at an institution, improving retention, academic performance, and graduation rates in comparison to peers who live off campus. Is this always the case? This study reviews academic performance and success metrics of students living on campus at the University of New Mexico compared with their peers who did not live on campus, presented through a variety of considerations (gender, ethnicity, college generation, and financial need). Results may lead attendees to question blanket on-campus living requirements and/or encourage future research at their own institutions, based on the demographics they serve.

Presenter(s): Charla Orozco

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Investigating Co-Curriculars: An Analysis of Academic Support Programming

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 104

In the era of direct enrollment, how will state universities support academically vulnerable students' successful transition to college? This presentation examines the Pathway for Success (PFS) program at the University of Wisconsin-Whitewater in terms of its efficacy and inclusivity using a regression model that defines success in terms of the rates of retention and graduation amongst those who complete the program. It also discusses the benefits and drawbacks associated with using regression analysis to evaluate the "success" of smaller, cohort-based programs whose composition varies from year to year.

Presenter(s): Jess Clayton

Leveraging NSC Data to Understand Enrollment Dynamics

Speaker Session; Featured Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 201

In the rapidly evolving landscape of higher education, informed decision-making is paramount for institutions striving to enhance student success, optimize resource allocation, and adapt to changing student demographics. Explore how Wayne State University has incorporated the National Clearinghouse Student (NSC) Tracker data in an operational way to support enrollment management strategies for recruitment and student success initiatives for retention/graduation. We discuss how Wayne State University has automated the request, transformation, and integration of Student Tracker data into our Operational Data Store to provide greater visibility into our students. Furthermore, we will highlight the importance of how we leverage these data to help support decision-makers with dashboards to identify missed recruitment opportunities and take action to improve retention and graduation rates.

Presenter(s): Minh Ha; Carly Cirilli; Kurt Kruschinska

Leveraging the PDP for Academic Equity

Speaker Session | Meeting Room 108

Understanding equity is fundamental to ensuring our students' success in higher education. Institutions aiming for equitable outcomes must delve into their students' experiences and acknowledge the disparities present. The Postsecondary Data Partnership (PDP) dashboards offer comprehensive metrics on student progression and completion, enabling participants to identify inequities for various student populations. Come to this session to explore how the PDP can enhance your efforts to improve student outcomes.

Presenter(s): Aurelia Kollasch; Darlena Jones

LMS-Assisted Early Course Outcome Warning System

Speaker Session; Technology & Tools; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 107

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Educational Data Mining (EDM) continues to expand as Learning Management Systems (LMS) include a greater volume and variety of data that are becoming easier to download and utilize. Our institution has for several years used data-mining models to predict at-risk students. In those models LMS logins were strong predictors of the semester GPA. Knowing in the opening weeks of the term which students appear to be struggling has allowed for early interventions. Building on the success of these models, we are expanding our modeling to evaluate real-time assignment grades (e.g., quizzes, papers, discussion posts) to determine which students may be on track to earn a low grade in a particular course. This information can be used for targeted interventions designed by various stakeholders, customized for groups of courses, departments, or colleges. The amount of faculty involvement is built into the intervention plans, with the goal of conserving faculty time, particularly for large courses.

Presenter(s): Nora Galambos

Nancy Drew Doesn't Work Here: Systems to Track and Document Constant Change

Discussion Group; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 113

Today's constant change is creating stress cracks in traditional IR processes. Documentation is more important than ever before but is also the last thing on everyone's list. Our department had to adopt a more flexible project structure to cope, and we created new workflows and changed the vocabulary we used to talk about our projects. We'd like to share our strategies as well as learn from other professionals who have dealt with similar challenges in a variety of ways. This discussion group session will be an opportunity to share ideas and brainstorm.

Presenter(s): Susannah Livingood

Reading Institutional Culture to Deliver Custom Data Literacy and Governance

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 110

In this session, we will discuss the benefits of developing a tailored approach to data literacy and data governance programming at a small liberal arts institution. As two newcomers to our college, the Director of Institutional Research & Analytics and the lead for Data Governance conducted a thorough evaluation of the organization's data ecosystem in order to develop programming that is specifically designed for the opportunities and challenges present in their new institution's culture. We will share the methods we used to assess the institution's data strengths and needs; how we engaged the broader campus community in a dialogue about those needs; and the data governance and data-literacy activities we are employing to continue to improve our data, elevate data utilization, and, ultimately, enable ethical and strategic data-informed decision-making.

Presenter(s): Rachel Groenhout; Christopher Hourigan

Relaunching an IRP Office to Advance Student Success and Faculty Eminence

Speaker Session; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 402

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

This presentation shares how the Joint Statement on Analytics and the Statement of Aspirational Practice served as frameworks for relaunching an Office of Institutional Research and Planning (IRP) focused on building analytics capacity around student success and faculty eminence at The Ohio State University. IRP functions were reorganized around three pillars: (1) Institutional Research and Reporting; (2) Institutional Effectiveness and Climate Studies; and (3) Advanced Analytics. Presenters will report on year one of relaunching IRP to focus on creating data-informed decision cultures. We will explain how we transformed our operational and leadership functions to ensure effective decision-making across campus by integrating data from diverse sources, promoting data literacy, building relationships, deploying a matrix network model for leveraging analytics, and ensuring that IRP is nimble and responsive to questions around student success, well-being, and faculty eminence.

Presenter(s): Michele Hansen; Jay Johnson

SLDN: Switching From Institutional- to Student-Level Reporting

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 205

Will the federal government start collecting student-level records? If so, when and how can my institution and I be more prepared than we are now? Come and learn more about potential future changes in federal reporting related to a Student-Level Data Network (SLDN). RTI and IHEP provide an overview of the work we have done over the last four years—including holding forums, publishing papers, and conducting a pilot student-level data collection—with a focus on lessons learned that are pertinent to this community. We will use a mix of styles (presentation, polling, Q& A) to improve attendees' level of understanding about the proposed SLDN, how it could alter reporting for institutions, and how institutions could benefit from the changes.

Presenter(s): Joshua Pretlow; Jamie Isaac; Diane Cheng

The Decision-Making Domains of Higher Education Institutions

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: Any | Meeting Room 207

Institutional researchers provide information and analysis to college and university leadership across a broad range of decision domains, but the work typically focuses on student enrollment and the broader educational mission. This presentation presents a framework that attempts to capture the comprehensive range of decision-making required to run a college or university, including areas that IR practitioners less frequently deal with (e.g., finance, facilities, staffing, research). The framework is being developed for two purposes: (1) assess an institution's dashboard and reporting systems to determine where there are redundancies and gaps, and (2) develop a comprehensive data model as a basis for reporting data systems (warehouses, marts, lakes, etc.) development.

Presenter(s): Victor Borden; Yumeng Liang; Xiaoxia Zhang

The Relationship Between High-Risk Courses and Fall-to-Fall Retention

Target Audience: Any; Affiliated Organization Best Presentation; Assessment and Evaluation | Meeting Room 102

The purpose of this study is to examine the relationship between high-risk courses and fall-to-fall retention. In this study, a high-risk course was defined as a first-year, for-credit course with 50 or more students enrolled in five years, with less than 80% of the enrolled students passing the course. The data of 8,220 first-time, full-time students between Fall 2016 and Fall 2020 cohorts at the University of Wyoming were analyzed using descriptive statistics, correlation, and logistic regression. The findings suggested that the students who took more high-risk courses tend to have lower fall-to-fall retention rate, and the number of high-risk courses taken in the first year was a significant negative predictor for fall-to-fall retention of first-time, full-time students. The findings of this study will provide useful information to identify the high-risk courses, improve the student success in these courses, and increase the fall-to-fall retention rate.

Presenter(s): Chen Zong

The Road to the Aspen Prize: Our Journey Through an IR Lens

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: 2-year institutions | Meeting Room 109

Imperial Valley College was the cowinner of the 2023 Aspen Award for Community College Excellence. This presentation will reflect on the institutional research perspective and outline the success metrics, innovation, and interventions that led to the Aspen Award. Focusing on the key areas of equity, access, completion, and transfers, this presentation will expand on campus culture, partnerships, and student support programs at the college. We will discuss the student outcome metrics and key indicators and the rigorous two-year process of the Aspen Prize. This session will outline the journey from a rural Hispanic-Serving Institution and the challenges and successes that paved the way to this recognition of being one of the top community colleges in the nation.

Presenter(s): Jose Carrillo; Oliver Zambrano

Toward Inclusive Graduate Programs: Leveraging Qualitative Exit Survey Data

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 210-212

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

In this session, presenters will share their work from an exploratory study of how 335 graduate students of color—both master’s and doctoral—experienced inclusion and exclusion at a predominantly White research university. Attendees will learn how the study team leveraged seven years of qualitative data from open-ended survey questions to better understand the particular challenges and supports experienced by graduate students of color as they navigated predominately White academic and social spaces. Presenters will also discuss the process they used to code and analyze the data, and will share a coding framework developed for the study, which attendees can adapt to their own institutional contexts. Session attendees will have the opportunity to engage with the coding framework, identify complementary data tools and sources, and discuss ways to adapt the study methods to their own institutional contexts.

Presenter(s): Ayse Okur; Nick Sigmund

Unlock the Power of Data Sensemaking to Support Student Momentum

Speaker Session; Featured Session; Decision Support; Target Audience: Any; Institution Type: 2-year institutions | Meeting Room 203

Our analysis of student data has allowed us to use data sensemaking to identify the path for success for degree-seeking students. Data sensemaking is the process of making sense of data to identify patterns, trends, and relationships. It is a critical skill for institutional researchers and decision-support personnel who want to use data to improve student success. In our presentation, we will describe and visualize the Power BI tools Harper developed to successfully integrate data from multiple systems, which allows us to monitor student progression at the individual level and at the cohort level. We will share the findings related to our “Path for Success” framework and discuss some strategies the college is employing to support student momentum.

Presenter(s): Matthew McLaughlin; Ron Serio; Katherine Coy

3:45 PM – 4:30 PM

Am I Problem-Solving or Solving Problems? An IR Dialogue

Speaker Session; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 404

Problem-solving is an integral part of the work in an institutional research office. However, this can be confused with solving a problem, or utilizing a set method to arrive at a solution for a problem that has already been solved. Knowing the difference between the two and recognizing when we are engaging in one or the other can support office efficiencies and building teamwork. In this session, the speakers will engage in a mock dialogue between a veteran and a novice IR professional as they work through different tasks such as an annual survey or an ad hoc request. The interactive conversation will cover how to recognize and shift mindsets depending on the context and will additionally present the scientific method as a framework for problem-solving in an IR setting. The objective of this session is to offer perspectives around problem-solving that may help either a novice IR professional learn to engage in more problem-solving or a veteran tasked with training new hires.

Presenter(s): Jason Wang; Donyell Francis

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Analyzing Academic Program Efficacy With Dynamic Dashboards

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 107

In the constantly evolving landscape of higher education, the ability to rapidly evaluate and communicate the effectiveness of academic programs is essential. This presentation introduces attendees to the power of dynamic analytic dashboards, marrying rigorous evaluative methodologies with intuitive, real-time visualization tools. Delving into the nuances of matching techniques for program assessment, we spotlight the practical application of these methods using the case study of the Intensive English Language Program (IEP) at Pratt Institute. The session underscores the value of presenting intricate data analyses in interactive and user-friendly formats. With these dynamic dashboards, stakeholders can glean insights, spot trends, and make informed decisions with unprecedented immediacy and clarity. By the end, attendees will have both a solid grounding in robust program-evaluation techniques and the skills to visualize and share their findings effectively through dynamic dashboards.

Presenter(s): Osundwa Wanjera

Dashboard and Predictive Model on Faculty Research Productivity

Speaker Session; Featured Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 102

An extensive national dataset from Academic Analytics Research Center (AARC) was utilized to measure faculty productivity at Florida Atlantic University (FAU). The dataset contained information from various public databases on faculty publications, grants, and patents. We benchmarked FAU's faculty with peer institutions in a Power BI dashboard. We also conducted a Structural Equation Model to explore predictive relations between publications and grants. The findings provided a practical solution for measuring faculty productivity and making tenure decisions.

Presenter(s): Ying Liu; Zhiyuan Ma

Every Leader is a Data Leader: Inspire Data-Informed Action Across Campus

Sponsor Speaker Session | Meeting Room 111

Data is an institutional asset, and stakeholders in every department can be catalysts for change. Effectively integrating data into workstreams is integral to success—especially given limited staff capacity. Today's data work also requires you to foster collaboration across campus and address the concerns of skeptics to convert them into allies for your data efforts.

In this session, we'll discuss how a lifecycle approach to data brings data creators and consumers together to make joint progress on key initiatives from student success to financial sustainability.

Attendees will leave with a better understanding of how to: Consolidate and standardize data to facilitate its integration into workflows; Collaborate with IT to make progress on your key initiatives; Elevate data for executive-level conversations; Attendees will also have the chance to share their own experience via. Interactive polls and questions. Keywords: Data Management & Leadership, Institutional Effectiveness, Collaboration, Information Technology

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Presenter(s): Matt Hagerty; Matthew Feger

Federal Regulation Reporting (Part 2): Tips and Strategies for FVT/GE Reporting

Speaker Session | Meeting Room 407

Join us for a session designed to assist with the federal data reporting requirements of the Financial Value Transparency and Gainful Employment regulations. Data policy experts will help untangle definitions and offer strategies, tips, and examples based on the most current guidance from the U.S. Department of Education. Bring your questions and your own examples of effective approaches and strategies.

Presenter(s): Colby Cesaro; Carolyn Mata; Christine Keller

Increasing Data Literacy and Promoting a Data-Informed Culture

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 110

Institutions today are generating staggering amounts of data. Equally impressive is how much of these data are not used. Data literacy, which is the ability to read, understand, analyze, and communicate effectively with data, plays a crucial role in unlocking the full potential of your data. Investing in data-literacy training and fostering a culture of data-informed decision-making creates a strategic advantage for institutions. This session covers one system office's approach to increasing data literacy by developing and administering a survey to evaluate the current state of data literacy across the institution, assessing the survey results to create a 12-month roadmap to increase data literacy through literacy and awareness events and training and reference materials. Attendees will learn approaches to assessing data literacy, gain ideas and a template for creating a data-literacy roadmap, and hear lessons learned from executing our events and training materials.

Presenter(s): Lauren Schoenheit; Melissa Mercer

Leveraging Public Data Sources to Enhance Postgraduate Outcomes Reporting

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: Any | Meeting Room 109

With mounting accountability pressures and more states introducing performance-based funding models, student outcome statistics are of particular interest when gauging performance of higher education institutions. This presentation shows how two institutions are addressing the need for a transparent reporting system that offers ready access to comparative data on postgraduate student outcomes. Using a Business Intelligence (BI) platform for cloud-based reporting, the presenters demonstrate hands-on the broad application of BI reports that leverage public data sources (e.g., IPEDS, U.S. Census, Opportunity Insights, AHRQ SDH, HPSA, ACS, IRS, CrimeGrade) to enhance postgraduate outcomes reporting from the top down to department levels and individual programs. This presentation draws on the experience of two distinctly different institutions to develop more meaningful performance metrics for accountability assessment, program review, accreditation, and economic impact assessment.

Presenter(s): Serge Herzog; John Stanley

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Oceania in the Desert: IPEDS Undercounting and Minority-Serving Institutions

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 106

In this session, we discuss the implications of the IPEDS racial classification system. Framed by Quantitative Critical Race Theory (QuantCrit) principles, we demonstrate how the IPEDS racial classification misrepresents and undercounts students. Specifically, we show how IPEDS logic misrepresents the number of Asian American, Native Hawaiian, and Pacific Islander (AA& NHPI) undergraduates, with particular attention to students identifying as NHPI, at a single institution. Based on IPEDS, most undergraduates identifying as NHPI are classified as Two or More Races and Hispanic or Latino. A similar pattern of suppression is found to varying degrees for students identifying as American Indian or Alaska Native, Asian, and Black or African American. The often-taken-for-granted nature of IPEDS classification has implications for serving racially minoritized student groups and for institutions that may meet eligibility for enrollment-based Minority-Serving Institution designations.

Presenter(s): Kristine Jan Espinoza; Brent Drake

Online Learning Post COVID: Changes in Student Grades

Affiliated Organization Best Presentation; Any | Meeting Room 403

Past research in online learning environments at Oakland University suggested that students enrolling in online courses may not have been as successful as students enrolling in traditional face to face courses.

More recent data suggests the complete opposite. Online learners now have slightly better outcomes than their face to face counterparts.

Could the events surrounding COVID have changed the way that students and faculty approach online learning environments? Or were past results explainable by the types of students that tended to enroll in online courses? Join us for an examination of online grades from before and after the pandemic to see if there is any evidence that student learning in online courses has changed. Keywords: Online Learning, Student Success, Research Methods

Presenter(s): Reuben Ternes

Reflecting From Within: Assessing our Own Effectiveness

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 405

The mission of Stanford's Institutional Research & Decision Support (IR&DS) office is to provide University decision-makers with research, analysis, and data. Over the past decade, IR&DS has substantially improved its reporting and analytical capabilities but has not equally invested in assessments of its effectiveness. We find ourselves asking ourselves questions like, Are our dashboards useful? Can leadership find the information they need to make data-driven decisions? What happens after we publish dashboards? Join us as we embark on a journey of introspection and self-evaluation. This presentation will discuss a pilot study looking at the effectiveness of our Tableau dashboards. We will discuss our methodology, challenges, findings, and implications, offering attendees both the insights we gleaned as well as ideas for conducting similar studies at their respective organizations.

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Presenter(s): Lisa Lambeth

Roadmap to Enhance Academic Program Quality Through Data-Driven Evaluation

Speaker Session; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 104

Academic program reviews have been used extensively throughout the United States for decades as a tool of accountability, improvement, and strategic planning. The process for conducting academic program reviews usually follows specific models that integrate the use of data for decision-making, programmatic improvement, or policy-making. This presentation will provide an overview of the program review process, its value to continually offering high-quality programs, and a snapshot of the types of data most useful for program review. We will also explore different models that may be used depending on the type of institution; why the data are important; and how the data can inform the evaluation of a program's productivity, quality, and effectiveness. In this interactive session, participants will have the opportunity to examine case studies and identify questions that stimulate additional probing of data to promote in-depth evaluation of program quality, productivity, and effectiveness.

Presenter(s): Sundra Kincey

Shaping Our Profession: The Impact of Advising and Recruitment Efforts

Discussion Group; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 113

Join this group discussion on how the language we use in discussing careers in institutional research and the language in job postings either encourages or dissuades potential new institutional researchers. How well does our language represent the work functions of IR professionals, the aptitudes necessary for success, and the various intelligences needed within a strong IR office?

Presenter(s): Karen Paulson; Karen Vance

Test-Optional Policies and Changes in Student Demographics and Retention

Speaker Session; Featured Session; Research & Policy; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 210-212

This study explores the effects of changes in test-optional policies on the composition of the incoming first-time freshmen classes on the one hand and retention on the other hand. The analysis is twofold. On the one hand, using IPEDS data and institutional websites, the presenter explores changes in student body composition and in retention for institutions of Southern University Group (SUG), SEC institutions, and AAU member universities. On the other hand, changes for three public research universities are analyzed using student-level data with a particular focus on three student groups: test-optional students who have their test scores available; test-optional students who do not have their test scores available; and those students who chose to use test in their applications. Use of these data for university policies on test-optional admissions is discussed.

Presenter(s): Iryna Muse

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

The Impact of Geography on Students' Transition From Education to Work

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 105

Student acquisition of postdegree employment is an important outcome from postsecondary education. Although we know that work-related experiential activities (e.g., internships) benefit student learning and employment, not all students have equal access to postsecondary opportunities. This study examined the impact of geography on students' access to work-related experiences and their perceptions of gains received from work-related experiences. Findings reveal that geographic location has a substantial impact on students' access to work-related experiential activities and their successful transition from education to work. Implications for IR collaboration, student success, and institutional policies are discussed.

Presenter(s): Karen Webber

Using Survey Response Rate Analysis to Inform Survey Best Practices

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 402

What is a "good" survey response rate? In recent years, declining survey response rates have emerged as a concerning trend in Institutional Research. In this presentation, research analysts at Tufts University will share how they analyze trends and factors associated with higher or lower response rates. Using distribution and response data from over 100 Tufts survey administrations from 2020 to 2023, we developed a dashboard to analyze and visualize how factors such as survey type, population, and schedule are related to response rates. We will demonstrate the capabilities of the dashboard, share results of our response-rate analyses, and discuss how our office plans to use this tool to better understand response-rate trends and inform survey practices. As survey participation changes over time, using data like these will allow an office to adapt its survey practices to ensure data quality for stakeholders and a positive survey-taking experience for respondents.

Presenter(s): Minyoung Jung; Kevin Mullen; Kimberly Livingstone

You've Got A Friend in Me: Peer Group Selection for Decision-Making

Discussion Group; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 112

Facilitators will support a discussion of how institutional peer groups can help institutional decision-making and how they may be constructed. To begin, facilitators will provide an overview of NCHEMS' extensive work in developing peer groups to support strategic decision-making at the state and institution levels. Facilitators will share examples of the different purposes current peer and aspiring comparison groups may serve and ideas for being responsive to those varied purposes. Facilitators will engage attendees in identifying institutional characteristics that are important to consider and potential data sources that can support the inclusion of those characteristics in comparison-group selection methodologies. Attendees will gain knowledge of potential uses for current peer and aspiring comparison groups and of how NCHEMS and other attendees consider context in their methodologies, which may be helpful for the attendees' own efforts to support student and institutional success.

Presenter(s): Louisa Hunkerstorm; Sarah Torres Lugo

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

A Leadership Mindset: Thriving in the Modern IR Landscape

Panel Session; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 207

Institutional research (IR) is a dynamic field that requires leaders to be adaptable, innovative, and collaborative. IR leaders face challenges and opportunities in four key landscapes: technical, social, emotional, and political. How can IR leaders develop and integrate these four dimensions into their leadership styles? How can they respond to the changing needs and expectations of their stakeholders, both internal and external? How can they prepare for the future of IR? In this session, attendees will engage in an interactive session with three established IR leaders who share their insights, experiences, and best practices on leadership in the four landscapes. Attendees will learn how to leverage technical skills, social networks, emotional intelligence, and political savvy to address modern challenges in the IR field. In addition, attendees will learn how to adapt to the evolving IR landscape and what leadership skills and competencies are needed to thrive in the future.

Presenter(s): Adam Caskie; Jason Simon; Ivana Fredotovic

Developing Dashboards to Understand Your Institution's Workforce

Panel Session; Decision Support; Target Audience: Mid-level; Institution Type: Any | Meeting Room 201

Historically, institutional research has focused on reporting of institutional data for IPEDS and campus strategic priorities. Personnel is one of the largest costs on any campus, yet most universities lack the tools needed to understand and analyze their workforce. This presentation will demonstrate dashboards built for the University System of Georgia leveraging personnel data from 26 institutions and the system office. The presenters will explain which data are of most importance to human resource leaders, fiscal officers, and academic affairs leaders. The presenters will show novel approaches to visualizing workforce demographics, salary data, data on retirement-eligible employees, and turnover data.

Presenter(s): David Tanner; James Byars; Angela Bell

Student Satisfaction: Utilizing Data for Institutional Effectiveness

Panel Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 203

Student satisfaction surveys are a key component in assessing the student experience. However, just collecting the satisfaction data is not enough. Representatives from four-year and two-year institutions will share how they have overcome barriers for administering satisfaction assessments and will provide examples of how student satisfaction data are being utilized for institutional dialogue and change. They will share how their IR offices are partnering with other college departments to actively use the data for planning and evaluation purposes. This session will share the perspectives of the panelists and the moderator to identify how campuses can effectively use student satisfaction survey results.

Presenter(s): Stephen Thorpe; Mary Goodhue Lynch; Ada Uch

4:45 PM – 6:00 PM

Networking reception hosted by AIR Board of Directors in the Exhibit Hall
Networking Reception; Exhibit Hall | Four Seasons Ballroom

Join us for a networking reception hosted by AIR Board of Directors in the Exhibit Hall. Be sure to visit sponsor booths while you're there!

6:00 PM – 7:00 PM

AAU Data Exchange Auxiliary Meeting
Auxiliary Meeting | Meeting Room 106

A meeting of members of the AAU Data Exchange at the AIR Forum to discuss matters of organizational interest, to plan for the future, and reflect on the practice of institutional research.

Black IR Professionals Networking Event
Auxiliary Meeting | Meeting Room 112

Please join us for this informal networking event designed for Black IR professionals to meet and network with each other.

Presenter(s): Leeshawn Cradoc Moore; Jared Avery; Jacqui Broughton

Graduate Student Gathering
Auxiliary Meeting | Meeting Room 208

Come and meet fellow graduate students who love data-informed decision making as much as you do! Along with a few higher education faculty members, we will share areas of interest for research and graduate study, possible ideas for research, and considerations to strengthen possibilities for publication.

Presenter(s): Karen Webber; Karen Vance

MidAIR Affiliated Organization Meeting
Affiliated Organization Meeting | Meeting Room 107

Come network with other MidAIR members! We'll also make dinner plans for anyone interested. See you there!

NEAIR Affiliated Organization Meeting
Affiliated Organization Meeting | Meeting Room 105

This meeting will allow members of NEAIR and interested parties of NEAIR to learn about the activities of the organization in terms of professional development and the upcoming conference in November 2024.

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Presenter(s): Krisztina Filep; Melissa Hartz

PNAIRP Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 206

Members of PNAIRP will gather to meet each other and get updates from the board. PNAIRP is an international association with members from Alaska, British Columbia, Idaho, Oregon, Washington, and Yukon. We welcome IR-type folks from neighboring states, territories, and elsewhere!

RMAIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 109

The RMAIR business and networking meeting.

Presenter(s): Sarah Smith

SAIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 108

This is an exciting year as SAIR celebrates our 50th anniversary! Join us to hear important updates on the annual conference, upcoming professional development, and opportunities to get involved.

Presenter(s): Meaghann Wheelis

Thursday, May 30, 2024

8:00 AM – 2:30 PM

Exhibit Hall and AIR Networking Hub open

Exhibit Hall | Four Seasons Ballroom

Our Exhibit Hall is the central networking hub for all attendees and sponsors.

8:00 AM – 8:45 AM

Accelerating Institutional Analyses to Support Strategic Finance Efforts

Speaker Session; Decision Support; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 405

Institutional Research professionals are increasingly being asked to join or lead interdisciplinary working groups, which are tasked with applying diverse subject matter expertise to support unified planning, prioritization, and resource allocation activities. This session will engage attendees in discussion and review of NACUBO's recent framework and tools designed to support this profile of interdisciplinary work. Improving intersectional analysis of strategic financial decisions and institutional performance is the focus of a grant-funded project that NACUBO is undertaking in partnership with 26 institutions. Attendees will be provided with access to tools and resources to support analysis and collaboration between IR professionals, chief business officers, academic officers, and faculty/staff members who work to improve student outcomes and ensure financial sustainability and scalability of practices that align with institutional mission and strategic priorities.

Presenter(s): Kelli Rainey; Resche Hines

Advancing Analytic Maturity at Hispanic Serving Institutions

Sponsor Speaker Session; Any | Meeting Room 111

Major demographic shifts in the United States leading to lower enrollment among "traditional" students and an increasing number of Hispanic/LatinX enrollment provide new opportunities to serve. Recently shared findings from A Study of Data and Analytic Practices at Alliance for Hispanic Serving Research Universities (AHSRUs) assesses 1) patterns in data collection, storage and integration, 2) areas of opportunity to leverage data and analytic processes to improve institutional and student outcomes, and 3) the stage of analytic maturity that is most prevalent among study participants. Join us in a conversation with leaders from two universities who participated in this study as we explore strategies and tactics that are critical to advancing analytic maturity at Hispanic Serving Institutions. Keywords: Student Outcomes, Retention, Enrollment, Data Collection, Hispanic, Institutional effectiveness

Presenter(s): Jason Simon; Skip Crooker; Brock Matthews

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Curriculum Analytics: Analyzing Impact of Curricula on Degree Progression

Speaker Session; Decision Support; Target Audience: Expert/Advanced; Institution Type: Any | Meeting Room 109

Curricula provide structured pathways for disciplinary knowledge acquisition and determine students' progression to degree. As such, students' course performance and the timing of when they take certain courses can significantly impact degree progression and major retention. We present a project that integrates process mining and machine learning to answer questions such as these about the impact of curricula on Computer Science students' degree progression: Are there courses that bottleneck students from minoritized populations? Is there an ideal term to take course CSCI-XXXX? Are there course grades that correlate with major attrition? We will cover the methods and give examples of visualizations that provide actionable insights.

Presenter(s): Gina Deom; Stefano Fiorini

Developing an Analytics Tool for Undergraduate Advisor Resource Management

Affiliated Organization Best Presentation; Any | Meeting Room 403

Undergraduate advisors play important roles in student success. In 2022, the University established a special task force to examine undergraduate advisor resources. This, coupled with the need to replace existing reports, has triggered the Office for Institutional Research to start a new data analytics project. As a result, we have developed an analytics tool. Since its launching, University administration has used it to assess and to manage undergraduate advising resources; Academic units have used it to monitor case load to make appropriate advisor assignments and Enrollment Management has used it for data quality assurance in student information systems. The purpose of the presentation is to share our experiences in developing the analytics tool, to demonstrate key features and functions of the tool and to present use cases from campus wide constituents and practitioners. We will also share the lessons learned in hope to be helpful to others who are considering a similar project. Keywords: Institutional Effectiveness, Student Advising, Analytics, Resource Management

Presenter(s): Juan Xu

Empower Student Success using AIR's Data Literacy Institute

Speaker Session | Meeting Room 108

Amidst the importance of data-informed decision making and competing resources, institutions grapple with providing specialized data literacy training. AIR's Data Literacy Institute (DLI) addresses this challenge by offering training to up to a 30-participant cohort from diverse roles within the institution (e.g., faculty, advisors, administrators, and other staff) directly involved with student learning, development, or support. This 12-week collaborative learning experience culminates in group research projects tackling institutional challenges. Join us to explore DLI's components and its potential to enhance data literacy at your institution.

Presenter(s): Darlena Jones; Elaine Cappellino; Jason Lewis

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Empowering Effective Dashboard Use: Strategies for Research Professionals

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 106

Dashboards (e.g., Tableau, Power BI) are revolutionizing how data are reported in many settings, including higher education. Dashboard reports are more interactive and allow readers to dive deeper into data than static reports do. However, this type of reporting requires more stakeholder, or data user, skill to utilize effectively. This session will explore the challenges and opportunities of reporting data via dashboards and how to teach diverse audiences to utilize dashboard reporting for their needs. Presenters will share examples of division-wide dashboards, as well as lessons learned about what makes a dashboard the best medium. Presenters will facilitate a discussion among attendees about dashboard buy-in, communication, and education. The objective of this session is for institutional research professionals to have more resources and techniques for considering use-case scenarios for dashboards, as well as best practices for socializing dashboards to large audiences.

Presenter(s): Leah Halper; Erica Szeyller

Engaging and Empowering Stakeholders in Administrative Unit Assessment

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 105

This presentation showcases how a community college has optimized its administrative unit assessment, moving from a model of “pockets of excellence” to engaging and empowering stakeholders in a systematic, college-wide assessment process. Administrative unit assessment has energized the community and enhanced organizational alignment, both vertically and horizontally. Additionally, a recent accreditation visit acknowledged the college’s development of a robust assessment culture. Specific examples of how the college integrates administrative unit assessment into college planning and resource allocation, assesses its assessment, and further engages and empowers its stakeholders will be shared at the session.

Presenter(s): Shuang Liu

Enhancing Enrollment and Tuition Revenue Forecasting via Data Visualization

Speaker Session; Featured Session; Decision Support; Target Audience: Mid-level; Institution Type: Any | Meeting Room 201

This presentation features a demonstration linking tuition revenue modeling to enrollment forecasting, followed by a presentation of an interactive data visualization tool in Power BI. The session will highlight the importance of taking the next step beyond forecasting to make data more readily accessible to stakeholders. Attendees should come away with a firm concept on how to create a tuition forecast from an enrollment forecast as well as an understanding of the importance of data visualizations in making those forecasts accessible.

Presenter(s): David Mongold; John Stanley

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Examining Course Grades Through a Social Equity Lens Part 2: Implementation

Speaker Session; Decision Support; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Meeting Room 210-212

This session will present key research findings about course-grade distributions among variables such as race/ethnicity, Pell-eligibility, and first-gen status. Data visualizations that aid in identifying student achievement gaps in the intersectionality of key demographic factors will be displayed. Results of inferential statistical analyses comparing final grade distributions in gateway/student success courses and nongateway/student success courses for the past five academic years will be presented. In AY 2022–23, 40 academic programs were required to review and respond to the data as part of Program Review or the Department Health Check, and this session will cover specific strategies developed by academic departments to respond to the data. The presentation will include insights from additional workshops and one-on-one department consultations implemented in AY 2023–24 as part of a multioffice effort to expand the use of the data within the dashboard to address student success inequities.

Presenter(s): Rebecca Patterson; Robert Goldstein; Krista Young

Fairness in Institutional Research Predictive Models

Speaker Session; Featured Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 203

Is your office being asked to predict student retention, course outcomes, student graduation, or any other institutional metrics? Have you considered the impacts of your predictive-model outcome on your students' lives and whether the decisions that are supported by those machine-learning algorithms are "fair"? Join us to explore bias and fairness in institutional research predictive models. Key topics to be covered include different definitions of model fairness, model fairness assessment methods, and common practices to improve model fairness. Throughout the session, we will present the necessity and approaches of dealing with model fairness as institutional research offices seek to shift into more advanced and data-driven decision support.

Presenter(s): Mahdi Ahmadi

Hidden Figures: Using Latent-Profile Analysis for Institutional Research

Speaker Session; Technology & Tools; Target Audience: Mid-level; Institution Type: Any | Meeting Room 207

Latent-profile analysis (LPA) is an emerging statistical approach that tends to be highly underutilized, especially in the realm of institutional research. This session will provide an overview of LPA, including its assumptions, pros and cons, and examples for institutional application. Using recent National Survey of Student Engagement (NSSE) data from a large research university, this session will present a case study based on the primary steps of LPA as outlined by social science researchers. Attendees will also be given the opportunity to practice naming example latent student profiles and sharing practical strategies that they would apply to their respective institutions derived from the provided example results. The intended learning outcomes for this session are to (1) understand the conceptual basis and utility value of LPA; (2) interpret LPA results; and (3) acknowledge its applications for institutional research.

Presenter(s): Christina Smith; Olivia Perrin; Maria Idrees

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

How to Conduct a Linear Regression Analysis: Predicting College GPA

Speaker Session; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 102

This session elaborates on the steps involved in conducting a linear regression analysis. Through linear regression, our objective is to assess the correlation between independent and dependent variables, and predict numerical dependent variables. Utilizing Excel's "Data Analysis" feature, we analyze the significance of coefficients and the meaning of p-values and R-squared in linear regression results. Using the example of predicting college GPA, we bridge theory and practice. With practical skills and real-world applicability, participants will comprehend the broader relevance of linear regression. This session aims to provide participants with comprehensive skills and insights to effectively conduct a linear regression analysis.

Presenter(s): Yuchen Ji

Keep Calm and Carry On: Recognizing and Managing Feelings of Burnout

Discussion Group; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 113

Are you feeling loss of passion or energy? Are you dealing with feelings of chronic stress? You are not alone. According to the World Health Organization, burnout is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed. It is characterized by three dimensions: feelings of energy depletion or exhaustion; increased mental distance from one's job, or feelings of negativism or cynicism related to one's job; and reduced professional efficacy. This discussion group will summarize burnout and suggest coping mechanisms, then open the floor to participants to share their experiences and tips.

Presenter(s): Angela Ward

Leading Regional Organizations in the 2020s

Discussion Group; Leadership & Career Development; Target Audience: Mid-level; Institution Type: Any | Meeting Room 112

Not only have recent years thrown the higher education landscape into turmoil, they've done the same for the regional AIR-affiliated organizations where so many seasoned institutional researchers and AIR stalwarts cut their teeth. Membership is down, coffers are low, and at least two organizations were forced to cancel conferences in recent years due to low attendance. This discussion group will explore the current challenges facing regional organizations, consider the ongoing value of annual in-person conferences, and provide an opportunity to share strategies and look for inspiration. While this session is expected to be of particular interest to those in (or aspiring to) leadership positions with regional organizations, we welcome thoughts from the broader community about how regionals can better meet the needs of their members.

Presenter(s): Renee Orlick; Meaghann Wheelis; Melissa Hartz

Machine Learning for Student Success: A Journey in Institutional Research

Speaker Session; Featured Session; Technology & Tools; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 205

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Machine learning has emerged as a potent tool, yet its application within Institutional Research (IR) offices has been relatively limited. This session caters to beginners and provides an overview of machine-learning models, emphasizing their relevance in supporting student success strategies within IR, such as improving the accuracy of predicting student success metrics, including enrollment, retention, and completion rates, enabling targeted interventions. Using a real-world example of a decision tree model for predicting student retention, we highlight a small IR office's transition from external machine-learning services to an in-house machine-learning model. This transition involved the incorporation of previously overlooked student financial variables, resulting in improved predictive accuracy. Attendees will leave with sample R and Python codes to implement machine learning and a roadmap for learning and applying machine-learning techniques to various IR questions.

Presenter(s): Linli Zhou; Jing Zhang

Peer Salary Reimagined: Dynamic CIP Matching and Power BI Dashboard

Speaker Session; Technology & Tools; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 104

Oklahoma State University's Faculty Salary Survey is used by many institutions to ensure their faculty compensation is comparable to similar institutions. Matching OSU's data back to your institution's data can be tricky. We've developed a system using dynamic CIP-code matching and Power BI and thought we would share our process for those interested. The dashboard we built allows leadership to see comparisons and trends by College, Department, Instructor Level, Peer Groups, and more. It also provides six-, four-, and two-digit matching to allow for quick comparisons at a variety of levels. We also recently learned that many of our colleagues are newly transitioning to Power BI, so we thought we would provide a handbook of formulas recently used by our team in building out our new dashboards in Power BI, complete with Higher Education use cases.

Presenter(s): Sara Myers-Compton; Susannah Livingood

Programming and BI Tool to Build Data Quality Control Process in an IR Office

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 107

One phrase we often hear when handling data is “Garbage in, Garbage out.” Data accuracy and integrity are crucial for reporting and decision-making in every sector, including higher education. Most IR offices, such as the IR office at Florida Atlantic University, are responsible for reporting data to the state and federal agencies. Data quality checks performed by the IR office are one of the key steps to ensure data quality. In last year's AIR Forum, our poster presentation regarding data validation received significant attentions and positive feedback. In this presentation, in addition to demonstrating how to build a data quality control process utilizing SQL, SAS, and Power BI, we will further demonstrate our progress on coordinating with various aspects of data, such from admissions to enrollments to degrees. We will also demonstrate why we build the process differently for each area, depending on the difference in datasets and focuses.

Presenter(s): Zhiyuan Ma; Ying Liu

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Race and Ethnicity After SCOTUS: The View From the Common App

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 402

There were no changes made to the race and ethnicity questions on the Common Application itself in the wake of the Supreme Court decision on race and ethnicity in admissions. Because of concerns about compliance and potential misuse of these data under this new legal regime, we did institute new protocols in the ways that we communicate this information to our almost 1,100 member institutions. In this session, we delve into the challenges surrounding the continued collection of this information at the Common App, and the benefits of its responsible and ethical utilization at the aggregate level. Specifically, we examine how the Supreme Court decision may have impacted (1) how students self-report their race and ethnicity on the application, and (2) the types of institutions to which students apply. Understanding any changes that do emerge in the application process will be critical to explanations of enrollment patterns in the 2024–25 academic year.

Presenter(s): Mark Freeman; Trent Kajikawa; Elyse Armstrong

The Influence of Tuition Discounting on University Performance

Speaker Session; Research & Policy; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 404

Tuition discounting is the practice where the cost of attendance is subsidized for the student by the university. As costs of attendance rise year on year, tuition discounting takes on increasing importance for universities. Moreover, tuition discounting has been highlighted as integral to the process of creating a more diverse student body and ensuring equity in the attainment of higher education. Though tuition discounting drives enrollment, the longer-term implications of the practice with regards to the operational and financial performance of the university are still incompletely understood. Previous studies show equivocal results, which our study explores further. To do so, we have used secondary data and a retrospective, longitudinal, quantitative design. Universities are not only important as centers to educate and train future leaders across a number of fields, but they also hold a significant position as employers across the nation, warranting further attention.

Presenter(s): Seán Kerins; Amruta Kulkarni

8:45 AM – 9:45 AM

Coffee and networking in the Exhibit Hall.

9:45 AM – 10:05 AM

Using Student Financial Wellness Survey Data to Understand Wellbeing

Sponsor Product Demonstration | Expo Theater 1

Join us for an overview of the key findings from Trellis Strategies' Student Financial Wellness Survey (SFWS). The fall 2023 results include responses from more than 62,000 students from 142 colleges and universities, and provides insights into the basic needs security, mental health, and financial stressors

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facing students. Attendees will also learn how to participate in this free survey to better understand student wellness on their campuses. Keywords : Student Wellbeing, Survey, Mental Health, Basic Needs

Presenter(s): Allyson Cornett; Carla Fletcher

Watermark by the Numbers: Understanding How Our Tools Can Help Your Campus
Sponsor Product Demonstration | Expo Theater 2

Institutions are often challenged with both collecting data and using that data for decision making. This short-session introduces four different Watermark products that could help institutional research professionals better tell their story of institutional effectiveness. Topics to be covered include: faculty activity reporting, course evaluations and surveys, and market landscape data. Keywords : faculty activity reporting, course evaluations and surveys, market landscape data.

Presenter(s): Christian Cabazos

Assessing the Impact of DFW(s) on Student Success: A Multiyear Analysis
Speaker Session; Research & Policy; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 210-212

It's undeniably important to examine DFW rates and their influence on student success (e.g., first-year retention and four-year graduation rates) in the landscape of higher education. However, more comprehensive studies in this area are needed in order to inform effective educational practices and policies. Utilizing a multiyear dataset from a large university system comprising 13 four-year campuses, this study explores the impacts of DFW grades on student outcomes. Findings reveal a concerning increase in DFW rates since 2020 in most institutions, with disparities affecting first-generation, Pell-eligible, and historically underrepresented minority students. Even after adjusting for students' backgrounds, a higher number of DFW grades was linked to lower first-year retention and four-year graduation rates, disproportionately impacting disadvantaged students. The findings underscore the need for policy and pedagogical reevaluation to reduce DFW rates and disparities between student groups.

Presenter(s): Lixia Qin; Sue Buth

9:45 AM – 10:30 AM

Balancing Data and Well-Being: Strategies for Self-Care and Success
Discussion Group; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 113

Discover how to harmonize the demands of institutional research with personal well-being in this transformative session designed for IR and higher education professionals. Dive into self-care practices, strategies for creating a culture of care, and the keys to protecting your mental health and well-being while excelling in your career. Join us to unlock the secrets of thriving in the world of IR.

Presenter(s): Karen Egypt

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Beyond Waffle House: Transforming IR from Transactional Providers to Strategic Partners
Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 104

How is IR seen and treated at your campus? As a transactional data unit that is ready to answer any question at any time (like a glorified Alexa) or as a strategic partner who can inform and recommend courses of action (like a trusted advisor)? How do you move from the former to the latter? This presentation identifies common paradigms that stifle IR teams' abilities to contribute more fully to key decision-making processes. We will also explore what strategic partnership looks like and practical steps to get there from wherever your starting point may be.

Presenter(s): Phillip Wallace

Blueprint for Data-Driven Transformation

Speaker Session; Decision Support; Target Audience: Intro/Beginner; Institution Type: 2-year institutions | Meeting Room 107

Ever wonder what impact a strong data team could have on your campus? At Chattanooga State Community College (ChSCC), the journey to become a data-informed institution began with critical human infrastructure change. This session aims to shed light on how the ChSCC Data Team (led by our dedicated campus faculty) was able to catalyze institutional change and better prepare the college for adopting an analytics infrastructure that has since become a critical tool for understanding student populations, gaps, where to frame new programming, and how to track the impact of interventions. The ripple effects of this cultural shift have been profound, leading to tangible results in terms of completion rates and success rates for our Top 20 Enrolled Classes.

Presenter(s): Traci Williams

Build It and They Will Come: Start a Data and Analytics Community of Practice

Speaker Session; Featured Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 102

Over the past decade, our IR and IT offices have partnered to develop data governance, democratize access to data, and create a robust data warehouse. By design, this means that our teams no longer have sole access and rights to our University's data. And because we have a growing number of data users on campus, we decided to collaborate to launch a Reporting & Analytics Community of Practice. In this session, we will share how we started this effort, from defining our goals to identifying our audience, garnering support from senior leaders, planning meetings, and finding the right balance between developing hard skills and social networking. Ultimately, we have successfully connected people with parallel responsibilities; addressed the needs related to reporting and analytics; reviewed timely issues on University data; established standards for reporting internally and externally; and acted as a force for good when it comes to data integrity, data literacy, and responsible data use.

Presenter(s): Adrea Hernandez; Jessica Langager

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Building an Integrated Student Data Universe From Its DNA

Speaker Session; Featured Session; Technology & Tools; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 201

This presentation will demonstrate a successful, implementable strategy used at Nevada State University to integrate disparate data sources into a common institutionally understandable model. We will share the secret sauce, the DNA—upfront (D)etection, (N)aming, and (A)ssociation of critical student touchpoints (integration keys) from the mass of disparate ‘Datasets.’ We will also share how this DNA is used to create a stable framework upon which an integrated student database is constructed. We label this framework the Student Touchpoint Universe (STPU). This presentation will visually define the core levels of the STPU model through diagrams illustrating the critical data relationships. We will show how data from disparate sources are inherently integrated in the design at these newly defined levels. Finally, the presentation will share Tableau dashboards sourcing the STPU to demonstrate analysis concepts such as retention, graduation, and much more for any identifiable cohort.

Presenter(s): Mick Haney; Sandip Thanki; Danette Barber

Driving Institutional Effectiveness With Faculty Data

Sponsor Speaker Session | Meeting Room 111

Today’s higher education leaders face a host of strategic challenges, including declining faculty engagement. Faculty are essential to the success of your institution, so it’s crucial to understand who your faculty are, how they are contributing, and how best to support them throughout their career lifecycle. Do you have the right tools—and the right data—for the job? With reliable data and reporting tools, you can better analyze institutional information around faculty and make more informed decisions that contribute to the effectiveness of your institution as a whole.

Join our session to hear from University of Colorado, Anschutz Medical Campus and Interfolio about: The latest insights from our recent faculty survey with Hanover Research about faculty’s top challenges, perceptions of technology and career processes, workloads, and more. How centralized faculty data can enable greater accountability and transparency in critical processes like reviews and activity reporting.

Keywords : Centralized faculty data, faculty engagement, activity reporting

Presenter(s): Anthony Morris; Christopher Smith

Enrollment Projection and Tracking Dashboards for Budget Planning

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 109

In this presentation, we will demonstrate a set of dynamic enrollment projections and tracking dashboards designed to enhance budget planning at Rutgers University-Newark, a four-year public research university in New Jersey. These dashboards provide interactive features that enable budget personnel to create projection scenarios tailored to their requirements and monitor the enrollment progress throughout the cycle. Moreover, we will delve into the essential steps and potential challenges involved in both the creation and ongoing maintenance of these dashboards. The ability to develop

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interactive data tools to support enrollment and budget planning holds great significance within the university's Institutional Research (IR) office. By attending this session, participants will gain valuable insights into the essential concepts and effective practices necessary for creating and maintaining these dynamic dashboards.

Presenter(s): Chengbo Yin

Equity Promises at WGU: Living Our Mission

Discussion Group; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 112

Work, family obligations, lack of college readiness, emotional barriers—these are just a few of the things that keep today's would-be students from college enrollment, which could benefit their careers, their lives, and their families. Sixty-seven percent of WGU students are from one or more historically underserved populations. Providing equitable access to these students is the first step toward closing their opportunity gap. Equity in access and attainment is one of our Key Institutional metrics. In this discussion group, we will discuss the university equity commitments and activities from three different perspectives: (1) key institutional reportings that focus on equity measures; (2) targeted equity research efforts; and (3) university diversity and equity trainings. We intend to provide specific examples at WGU where we are investing in interventions, analytical resources, and institutional support for faculty/staff to promote more equitable outcomes of students.

Presenter(s): Kurt Gunnell; Jason Thompson; Paul Martinez

Essential Metrics, and a Framework, for Current Program Assessment

Speaker Session; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: Any | Meeting Room 402

Assessing current programs is a crucial element of every institution's work, whether as part of a five-year program review or an annual review process. There are many metrics that can be considered, but which ones are key? In this session, we discuss four essential metrics that we have found to be most critical for assessing current programs—and guiding strategic and resource allocation decisions. We will discuss the metrics, the questions they address, relevant benchmarks and thresholds, and best practices for communicating with stakeholders. We will also share additional metrics that we have found most useful for providing additional context for programs that need further review. Finally, we share a framework we have developed around these metrics, adaptable for each institution's needs, that facilitates a process in which each chair or program director can see a distillation of key insights on their specific program, and respond qualitatively, as part of a program review process.

Presenter(s): Seth Houston; Jennifer West

Evaluating the Effectiveness of Sexual Harassment Prevention Training

Speaker Session; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: Any | Meeting Room 405

Evaluating the effectiveness of sexual harassment prevention training is crucial in creating a safe and inclusive college campus. While such training is required for many institutions, it is frequently unassessed. In this session, we will demonstrate each step of the design, implementation, and reporting

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phases of evaluating the effectiveness of sexual harassment prevention training. We will discuss our institutional approach to collaborating with the Title IX office in developing an assessment cycle that includes designing pre and post surveys, collecting and analyzing data, and communicating our findings. This session (1) highlights the importance of nonacademic program assessments to determine whether the program is achieving its intended outcomes; (2) promotes institutional commitment to transparency and accountability; and (3) emphasizes the continuously evolving role of IR in addressing critical issues related to safety, inclusion, and equity within educational institutions.

Presenter(s): Fatema Ahad; Jon Daries

IE+ at the Cabinet Level: An Organizational Case Study

Speaker Session; Leadership & Career Development; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 404

This session provides an overview of how a leading research university consolidated institutional research, institutional effectiveness, academic assessment, program review, data warehousing, business intelligence, analytics, data governance, and accreditation functions into a single division with representation on the President's cabinet. The resulting organizational structure is highly matrixed and formalizes preexisting organizational affinities through direct, dual, and dotted reporting lines as well as a shared divisional mission, vision, and goals. In addition to a discussion of the evolution of this organizational structure, presenters discuss how disciplinary differences among institutional research, business intelligence, and assessment professionals lead to organizational opportunities as well as management challenges. Session attendees will learn how this structure facilitates activities like program review, communication, and connection with priorities of senior leadership.

Presenter(s): Braden Hosch; Catherine Scott

Implementing a University-Wide Institutional Effectiveness Initiative

Speaker Session; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: Graduate schools | Meeting Room 205

Launching an institutional effectiveness plan is a complex endeavor, with decisions around which data to collect, how best to engage and communicate expectations to an institution-wide audience, and how best to utilize the data for programmatic, school, and institutional decision-making. In this session, the presenters will share lessons from a recent institutional effectiveness plan—the Academic Program Assessment and Improvement Report (APAIR)—launched to evaluate all university degree and certificate programs annually. We seek to emphasize the importance of collaboration; standardizing and systematizing data collection; and designing a process that has university-wide value for institutional improvement and reporting.

Presenter(s): Karen Matthews, DM, MPA; Gregory Spengler; Lynn Chen

Involvement in Student Organizations to Promote Equity and Student Success

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 207

Student involvement consistently emerges as a significant factor predicting student outcomes. This study aims to estimate the effect of student involvement in registered student organizations (RSOs) on four-

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year graduation rates, with the primary focus on investigating potential equity gaps in involvement and its benefits for racially minoritized and historically underserved student populations. To address selection bias, we implement a propensity score matching (PSM) design to provide a more precise estimation of the impact. Preliminary findings reveal a positive impact of involvement on four-year graduation rates, particularly for racially minoritized and historically underserved student groups. We welcome colleagues to join the dialogue on campus involvement and its impact on student outcomes, gain insights into the PSM methodology for estimating such effects, and share their experiences in analyzing the influence of campus involvement or similar factors on student outcomes.

Presenter(s): Skip Crooker; Ashley Guyer; Qingmin Shi

Leveraging Markov Chains to Forecast Enrollment Trends

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 105

Is it possible to project fall-to-fall enrollment with an error rate of +/- 2%? It is, through the application of Markov Chains. Building on the work of Gandy et al. (2019), the presenter expanded the number of categories employed to not only divide the students into buckets of earned credit hours but also the enrollment status of part-time/full-time. The only variable that can be manipulated is the number of new students introduced into the system. To examine the accuracy of the projections, Monte Carlo studies were conducted using the actual number of realized new students producing error rates of less than 2% over a five-year period. This presentation will walk the participant through the steps of building a Markov Chain and its use in projecting enrollment.

Presenter(s): R. Edwin Welch

Mining Post-Secondary Earnings Data for Meaning

Affiliated Organization Best Presentation; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 403

Session Abstract: Feel like you're lost in a dark cave when it comes to earnings outcomes data? Between the College Scorecard, state-specific tools such as Illinois' College2Career tool, and the Post-Secondary Employment Outcomes Explorer (PSEO), there are so many different numbers and methodologies that it's hard to know which way to turn. To further cloud your vision, the fall 2023 U.S. News methodology revamp incorporated College Scorecard data into the rankings for the first time using a metric available only in the behind-the-scenes data. This session will shine a light (a headlamp, of course) on the various post-secondary earnings tools and datasets, highlighting the power and limitations of each one, and explore some safe passages through the data that others have already spelunked. Finally, we'll blast through some dense and raw datasets to mine for insights on the earnings power of your institution and its programs. Keywords: Outcomes, PSEO, College Scorecard, Earnings

Presenter(s): Chris Lehman

Strategies and Considerations for Data Warehouse and Analytics in the Cloud

Speaker Session; Featured Session; Leadership & Career Development; Target Audience: Mid-level; Institution Type: Any | Meeting Room 203

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As institutions work towards creating data-informed decision-making cultures on their campuses, the need for a robust, nimble, and flexible data warehouse that brings together data from various enterprise systems becomes critical. IR Leaders contemplating a change in data warehouse strategy are compelled to take advantage of the efficiencies, cost-savings, and increased functionality available in cloud-based technologies. This session will provide a guided tour starting from selection all the way through the implementation of a cloud-based data warehouse and analytics solution, using Snowflake and Power BI to illustrate key decision points and outcomes. Attendees will discover ways IR leaders can shepherd cloud data warehouse and analytics initiatives by learning how one institution cultivated the elements needed for success, overcame hurdles, and worked to ensure sustainability.

Presenter(s): Chris Urban; Nicole Hamler

Using NPSAS for National, State, and Sector Benchmarks

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 106

Have you ever wondered how many undergraduates experience food insecurity or homelessness? And if those figures differ by gender, race/ethnicity, and the type of institution attended? Or who, by state, received institution, state, and federal aid or a Pell Grant? And how much aid they received? Wonder no more! The 2018 and 2020 administrations of the National Postsecondary Student Aid Study (NPSAS) can be used to answer these and many other questions. Discover what NPSAS:18-AC and NPSAS:20 are capable of and how you can use the data to inform discussions among your colleagues at the institution, system, or state level. In this session you will learn how to leverage premade NPSAS estimates, including the new NPSAS State Financial Aid Summary reports, and how to produce your own for even more analysis possibilities.

Presenter(s): Joshua Pretlow; Austin Caperton

Villanova University's Data Evolution: A Path to Innovation and Insights

Target Audience: Mid-level; Speaker Session; Decision Support | Meeting Room 110

Villanova University transitioned from a siloed data infrastructure and decentralized reporting to a more robust, sophisticated, and agile data environment and governance model in less than two years. The comprehensive cloud-based data management and analytics platform predominantly housing data of the academic enterprise (i.e., student and faculty data) was launched in June 2022, allowing for a much-improved and secure environment for stakeholders to have easy access to curated and transformed data by way of dashboards and reports. This session will cover the planning process, challenges faced during implementation, lessons learned, efficiencies achieved for data stewards, current state, community adoption, and plans for enhancing the platform.

Presenter(s): Trina Das

10:10 AM – 10:30 AM

Explorance MLY: AI-Powered Qualitative Analysis

Sponsor Product Demonstration | Expo Theater 2

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Explorance MLY is an award-winning AI-Powered qualitative analysis solution that provides in-depth analysis of student feedback for institutions such as Harvard University, University of Newcastle, and The University of Chicago to understand student sentiment and priorities.

Key takeaways from this session will include: 1. How MLY's specialized machine learning models categorize feedback into academic terms, offering a deeper dive into sentiments about student experience-specific topics; 2. Learn how MLY analyzes comments from any source, including course evaluations, institutional surveys, social media, and external review platforms, to gather a comprehensive overview of student feedback; 3. Discover how MLY identifies actionable recommendations and alerts, empowering educational leaders with timely and effective strategies for enhancing the student experience.

Keywords : Qualitative analysis, Feedback, AI, Sentiment analysis, Machine learning, Student experience, Survey

Presenter(s): Umar Mushtaq

Graduate Outcomes Beyond First Destination Surveys with Steppingblocks

Sponsor Product Demonstration | Expo Theater 1

Evaluate Graduate Outcomes Beyond First Destination Surveys by utilizing Steppingblocks' database of over 130 million national workforce profiles, 25 million companies, and 7,000 universities. Steppingblocks provides the ability to view alumni placement, skill demands, and salary data analysis specific to your university or college. Alumni data are captured at the individual level and our user-friendly/interactive dashboards allow users to segment alumni populations by year (from present to 1950), geographic location, major, college, employer, degree type, age, and gender. Steppingblocks provides data and tools for Institutional Research to become a one-stop shop for alumni outcomes data and analyses.

Keywords : Graduate Outcomes, Data Analytics, Workforce, Alumni Data, Institutional Research

Presenter(s): Dave Ramsey

10:35 AM – 10:55 AM

A Peak into Power of the Postsecondary Data Partnership

Sponsor Product Demonstration | Expo Theater 1

The National Student Clearinghouse has been education's trusted data partner for 30 years. Looking to the future, NSC sees new opportunities to support student success with better access to better data. This session provides an introduction to our Postsecondary Data Partnership service (PDP). The PDP analytics platform can help institutions understand and improve equitable student access, progress, and completion. Its features include the ability to disaggregate by various student characteristics in KPI built dashboards as well as offers the ability to benchmark.

Keywords: Benchmark, Data democratization, Dashboards

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Presenter(s): Ken McVearry

Unleashing the Power of Democratized Analytics in Institutional Research and Beyond

Sponsor Product Demonstration | Expo Theater 2

Discover how leading colleges and universities are transforming their approach to Institutional Research by creating increased business value and optimized decision making through enhanced data integration, automation, and advanced analytics. This session will explore practical applications of Alteryx that streamline data management processes, improve accuracy, and unlock insightful analytics for decision support. Learn how leveraging Alteryx enables organizations to efficiently respond to reporting demands, perform predictive analytics, and contribute to strategic planning, ultimately fostering a data-driven culture that enhances institutional effectiveness and academic success.

Presenter(s): Andy Macisaac

10:45 AM – 11:30 AM

Can't Touch This: Modeling Touchpoint Data to Predict Graduation Outcomes

Speaker Session; Featured Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 104

All institutions of higher education strive to improve graduation rates for students for the future of both the students and the institution. Pascarella and Terenzini's higher education models have long shown that student relationships with significant adults on campus can help students persist through to graduation. One way to test the effect of these relationships is through touchpoint data. In this session, we will review the collection, modeling, and outcomes of touchpoint data from the University at Buffalo's EAB Navigate system that captures student interactions with various offices on campus. Participants will be introduced to the logistic regression models used to predict graduation rates at UB using JMP statistical software. Interactions with advising and nonadvising offices on campus, referred to as "touchpoints," are used to predict the likelihood of graduation. Presenters will discuss both the process of building the models as well as the results of the modeling.

Presenter(s): Samantha Greenwood; Holly Klick

10:45 AM – 11:30 AM

ChatGPT: Your Next FTE?

Speaker Session; Featured Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 102

Advances in technology are rapidly changing the landscape of the world we live in and the work we do in institutional research. Much of the data analysis that institutional researchers have traditionally produced can now be automated by AI tools. We believe our role as IR professionals needs to grow and change to work in tandem with new technologies. This presentation will explore how we can do that. We hope that participants will gain a renewed sense of purpose in their work in IR and learn some examples of how AI tools can be leveraged to improve our work.

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Presenter(s): Bethany Butson Crowell; Julie Carpenter-Hubin

Doubling the Graduation Rate of African-American Men: Fortified Classroom

Speaker Session; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 107

The challenges associated with retaining and graduating historically underrepresented students in higher education are well-documented. The present study was designed to critically assess the impact of the fortified classroom on African-American male student success. The current study made use of an immersive first-year experience program for African-American men. The program is a full-time, two-semester rotation of general education courses that applies across campus majors. An innovative feature of this program is the “Fortified Classroom,” a two-term commitment that delivers individually tailored support to students throughout their first two terms in college to ensure that students complete all their courses during this critical period. Course completion rates, fall-to-spring retention rates, fall-to-fall retention rates, and graduation rates were examined. Results suggest that students who participated had significantly higher success rates.

Presenter(s): Mitchell Nesler

Drive Institutional Success with U.S. News' Data Platform Academic Insights

Sponsor Speaker Session | Meeting Room 111

This session will highlight how Boston University utilizes Academic Insights to go beyond the rankings for Strategic Planning, Academic Program Review, and Data Auditing.

Academic Insights is a market intelligence tool that houses 30+ years of historical U.S. News & World Report rankings. Containing both published and unpublished data, the platform provides raw data and visualizations tools to help process and track changes in thousands of metrics across various program areas. Institutional researchers, campus leadership and policymakers utilize Academic Insights to help make informed, data driven decisions, assess program area performance, and implement academic peer benchmarking on college, university, and high school campuses across the country.

Keywords : Institutional Effectiveness, Data Analytics, Benchmarking, Performance Assessment, Rankings Data

Presenter(s): Patricia Xavier-Burns; Jessica Locklear; Chen Shen

Establishing a Partnership Model Between the IR Office and Business School

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Other | Meeting Room 106

In this session, we will explore an innovative partnership model forged between Carnegie Mellon University’s Office of Institutional Research & Analysis (IR& A) and the Tepper School of Business. This model underscores the significance of cross-functional collaboration, with the ultimate goal of elevating data-informed decision-making and cultivating a culture of evidence-based practices. The growing demand for accountability and transparency in higher education necessitates data- and evidence-based approaches. Thus, collaboration across academic departments and disciplines is imperative. We will

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illustrate how the partnership model between the Tepper School of Business and the IR& A office has dismantled silos, reduced friction, and empowered Tepper to make well-informed decisions that benefit both students and the institution as a whole. Attendees will leave the session with tools and insights to help them implement similar programs at their institutions.

Presenter(s): Kirby Livingston; Henry Zheng

Evolving Analytics Tools for Tracking College-Level Metrics: A Case Study

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 402

In this session, we explore a case study from the University of South Florida highlighting the evolution of analytics tools and techniques for tracking college-level metrics. The presentation will highlight the positive outcomes and the influence of these changes on decision-making processes. We will provide an overview of the meticulously developed tools, interactive dashboards, and dedicated website tailored for this purpose, and share our experiences in leveraging Power BI as our analytics platform to improve college performance and accountability processes.

Presenter(s): Shruti Kumar; Sangita Singh

From Word Cloud to . . . Word Cloud: The Evolution of a Qualitative Dashboard

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 405

When displaying quantitative data, analysts have developed many technical and innovative visuals that convey deep analytical understandings. However, when it comes to qualitative analysis, the resources needed to manually code hundreds or thousands of student responses is considerably limited at best. This session will cover the creation and evolution of a qualitative dashboard, starting with the initial word cloud and its simplicity and subsequent drawbacks. Along the way, participants will cover the usage, benefits, and disadvantages of (1) topic modeling; (2) pairwise correlations and network analysis/igraph visuals; (3) chi square analysis, all the way to (4) the final product of a word cloud. While discussing these different visualizations for qualitative data, participants will also learn the balance between an analyst's penchant for deep analysis and the needs and demands of the end user.

Presenter(s): Bradley Fetes; Sarah Smith

Increasing First-Year Retention Through Data-Informed Decision-Making

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 404

University of Colorado Boulder (CU Boulder) wanted to increase retention rates for first-year students. Presenting actionable information visually provides stakeholders with an easily digestible format, and creating cross-campus partnerships was essential to improving retention rates. Mari and Rob collaborated with CU Boulder stakeholders to develop visualizations of first-year students to show progression through their first year on campus. They used campus data sources, including LMS and survey results, and used predictive analytics to target students most likely needing support. The combination of visualizations, predictive analytics, and cross-campus collaborative networks enabled CU Boulder stakeholders to determine which student to contact. These efforts resulted in a 1.3 percentage point increase in first-year student retention in one year.

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Presenter(s): Mari Dark; Robert Stubbs

IR as Archive

Discussion Group; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 113

The emergence of institutional research as a subfield within the higher education landscape has been integral to advancing the professionalization of IR officers and the overall operation of higher education institutions in various functional areas. While largely framed in quantitative and postpositivist ways, there has been increasing interest in and generation of critical, qualitative data. Continuing in this vein, I will present and engage perspectives from critical data studies, critical archival studies, and Black studies to consider institutional research through different disciplinary lenses.

Presenter(s): Leonard Taylor

Leveraging Representation and Pay Equity Data for Inclusive Excellence

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 110

In a time where diversity and equity are paramount for higher education institutions, the significance of reliable and comprehensive data cannot be overstated. This presentation will delve into the wealth of insights obtained from CUPA-HR's long-standing signature surveys, which have rigorously compiled data on gender and race/ethnicity representation and pay equity across various job types for over a decade. These data provide a distinctive opportunity to enlighten your leadership teams and equip your institution with the essential knowledge to foster inclusive excellence. Explore how these invaluable insights can profoundly influence your institution's strategic initiatives related to recruitment, retention, and diversity, equity, and inclusion efforts.

Presenter(s): Jennifer Schneider

Measuring Faculty Research Impact: Conventional or Alternative Metrics

Speaker Session; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Meeting Room 105

Research impact is measured at all levels of institutional effectiveness—institutional, departmental, and individual. Along with research impact, faculty create societal impact that is often overlooked in institutional research assessment. Recently introduced alternative metrics (Altmetrics) aim to gauge societal impact. In this study, we examine the correlation between conventional research metrics (e.g., publications and citations) and alternative metrics (e.g., audience engagement on web). The findings show the weak correlation between two types of measures, which suggests that altmetrics and conventional measures gauge different types of impact and can supplement each other.

Presenter(s): Daria Ivleva; Wen Qi

Sharing the Data Love

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 109

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Data Open House? Data-Themed Cards Against Humanity? These are just a few of the ways that institutional celebrations of International Love Data Week, celebrated during February, provided an opportunity to educate and engage stakeholders. This session will introduce the Love Data Week concept and highlight events that have been used to showcase data, ethics, and best practices. Participants will be asked to engage in brainstorming and idea sharing around events that could happen on their own campuses.

Presenter(s): Michelle Appel; Jessica Wojton; Megan Masters

Unbundling researcher development at higher education institutions

Affiliated Organization Best Presentation; Graduate schools | Meeting Room 403

Strategic plans of universities prioritise reputable research, impactful innovation, and distinguished scholarship, underscored by the professional development of researchers. Unbundling what is currently happening in the realm of researcher development becomes possible by mapping the inner dimensions of the institution and the lived experiences of its researchers. To achieve this, the futures studies technique of CLA was used - with specific focus on the fourth layer of myth/metaphor - to guide an inquiry into the phenomena surrounding researcher development practices in a distance-learning institution. The objective was to obtain an in-depth understanding of the lived experience of researchers, at all levels of their careers, and to obtain a holistic understanding of what it means to be successful as a researcher in a disruptive technology-enabled higher education environment. Keywords: Causal layered analysis, researcher development, metaphor/myth, lived experience

Presenter(s): Les Labuschange

What Actions Can IR Take to Promote Diversity, Equity, and Inclusion?

Discussion Group; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 112

A campus climate survey provides information on student experiences, particularly centered on race and equity issues on campus. However, it could be challenging for many institutions to utilize the survey results despite the importance of the campus climate data. Institutional Research offices can therefore be a bridge between raw data and their campus community by contextualizing data so that they can be easily understood by students, staff, and faculty. In this regard, this session will provide ways that the institutional research and diversity department can utilize campus climate survey data in effective and practical ways. This session will introduce a case study on how community colleges utilize the National Assessment Collegiate Campus Climate (NACCC) survey results to promote diversity and equity on their campus. Participants will learn about data-informed practices which IR professionals can take to promote campus equity, diversity, and inclusion.

Presenter(s): Jihye Kwon; Kaitlyn Lange

10:45 AM – 11:45 AM

Calling All Villagers: Data Governance Efforts Need IR and IT Professionals

Panel Session; Featured Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 207

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

The data governance landscape in higher education is highly relevant to institutional success and is rapidly evolving. Data governance, however, is not a singular unit's responsibility, and institutions are unable to solidify their data governance foundation without collaboration between the Chief Data Officer (and various similar roles) and IR and IT professionals. A collaborative approach to data governance will not only enhance decision-making but will also support institutional effectiveness and student success. This panel discussion will address why collaboration across the institution is a must, focus on sharing experiences and best practices from leaders in the field, and provide attendees with practical knowledge to develop, engage, and adapt collaborative data governance efforts at their institutions.

Presenter(s): Melissa Barnett; Ivana Fredotovic; Drew Allen; Rick Burnette

Data Literacy Evolved: Thinking Differently About Your Stakeholders

Panel Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 205

Who knew that building the analytic platform and tools would be the easy part? Most of us know how hard it is to get people to change their behaviors and embrace new ways of doing business! Additionally, our data consumers bring with them a wide range of data understanding, skills, and literacy presenting some of the most common and difficult challenges to providing actionable decision-support across campus. It's time for data-literacy practices to evolve from a one-size-fits-all approach to a more customized approach. In this session, we will share the challenges and possible solutions we have encountered by supporting four key stakeholder segments—the data stewards, the data novice, the fledgling data fluent, and the data superuser. We will offer three different campus perspectives on how to handle these different groups to support their use of data and growth in data-literacy skills supported by research-based best practices in data literacy.

Presenter(s): Loralyn Taylor; Jason Simon; Krisztina Filep

Documentation: Crafting a Value-Add Individualized Documentation Strategy

Panel Session; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 201

IR/IE professionals carry the responsibility of maintaining a large portion of an institution's memory and producing high-quality reports that are timely, accurate, reproducible, and contextualized based on an institution's unique environment. Efficient work of this caliber is only possible with effective process documentation. In this session, panelists representing a variety of institutions will share the unique documentation strategies that they have developed, address common challenges to implementing documentation practices, and emphasize the value documentation adds to their work. Participants will come away with practical ideas for implementing or improving documentation practices that are sustainable and add value to their work.

Presenter(s): Jillian Morn; Justin Shepherd; Shama Akhtar; Rebecca Hatch

PSEO, College Scorecard, and State LDS: Comparing Graduate Outcomes Data Tools

Panel Session; Decision Support; Target Audience: Mid-level; Institution Type: Any | Meeting Room 203

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

Data on graduate outcomes are increasingly accessible and useful for prospective students and their families, practitioners, and researchers. Presenters in this session will compare and contrast the information and use of employment outcomes data found in the U.S. Census Postsecondary Education Outcomes (PSEO) Explorer, College Scorecard, and a tool developed by the University System of Georgia. This tool provides deeper insights by leveraging GA•AWARDS, Georgia's state longitudinal data system (SLDS). Presenters will illustrate how utilizing granular data at the six-digit level for Classification of Instructional Program (CIP) and employment industry codes increases understanding of workforce outcomes. Comparisons will be provided for graduates from nursing, accounting, hospitality, and select liberal arts majors. Specifically, presenters will show how SLDS tools provide new insights into nursing workforce patterns and the career trajectories of liberal arts majors over time.

Presenter(s): David Tanner; Madeline Greenberg; Scott King; Angela Bell

11:05 AM – 11:25 AM

Tableau Pulse- AI is Reimagining the Data Experience

Sponsor Product Demonstration | Expo Theater 1

Pulse empowers IR professionals with intelligent, personalized, and contextual insights to leverage data-driven insights for enhancing institutional effectiveness, supporting student success, and informing strategic planning efforts all delivered in the flow of work. Keywords : Tableau, AI, Pulse, ROI

Presenter(s): Daniel Thill; Allie Micka

UQ's "Ultimate Benchmarking Tool"—strategic focus, dozens of metrics

Sponsor Product Demonstration | Expo Theater 2

UQ's "Ultimate Benchmarking Tool," a brand-new product, allows colleges and universities benchmark their performance, on dozens of carefully curated metrics, against customized peer groups. In doing so, it provides an exceptional level of strategic focus and clarity.

The tool allows institutions to establish customize peer groups, using percentage ranges on up to four metrics; import other markets; and select geographical filters.

The tool tracks areas including expenses, staffing, salary, admissions, student outcomes, tuition, student cost, giving, and overall financial performance. The data, including proprietary calculations that we will share, is presented in elegant charts, tables, and reports.

In what areas are you outperforming your peers? Where are you underperforming? Where should your institution focus to ensure market competitiveness and financial sustainability? The Ultimate Benchmarking Tool helps answer these questions, and more, with clarity and visual impact.

Keywords : Benchmarking, Dashboard, Data Visualization, Financial Performance, Strategy

Presenter(s): Seth Houston

This program is subject to change. Visit airweb.org/forumapp for the most current and complete listing.

11:30 AM – 01:15 PM

Lunch break, poster presentations, and networking in the Exhibit Hall

Lunch Break; Exhibit Hall | Four Seasons Ballroom

Grab-and-go options for purchase will be available in the Exhibit Hall on Wednesday, May 29, and Thursday, May 30. Be sure to visit sponsor booths while there

11:45 AM – 12:45 PM

Building Data Governance: Practical Solutions for Small Colleges

Poster Presentation; Collaborating with Stakeholders; Target Audience: Intro/Beginner; Institution Type: Any | Poster 32

This poster presentation will showcase a successful approach to establishing an iterative data governance framework from the ground up at a small liberal arts college. We will share insights, tools, and best practices derived from our experience, designed to help institutions with limited resources kick-start their data governance initiatives. Join us to learn how to navigate the challenges and create a sustainable foundation for effective data governance.

Presenter(s): Tara Webb

Correlation of Course Grades and One-Year Retention at Georgia Gwinnett College

Poster Presentation; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Poster 4

The poster session will cover the correlation of course grades and one-year retention at Georgia Gwinnett College. It will inform the GGC community on potential factors that impact retention of new students at the College, so as to provide guidance to the campus-wide endeavors to enhance retention. This topic is important because it laid emphasis on improving grades for the students and retention rates. The sample for this research is first-time, first-year undergraduates that entered GGC in Fall 2021. Factors impacting one-year retention of first-time undergraduates include faculty demographics, students' residency, gender, and race. The main objectives of the poster are to highlight the data collected about the student grades and their retention rates at GGC. A quadruple analysis of one-year retention and %ABC/DFW was conducted. The most powerful predictors include full-time and part-time, in-state and out-of-state students, schools and departments, and course grades.

Presenter(s): William Zhang; Juan Ren; Md Rahman

Differences in Quantitative Reasoning Among STEM and NonSTEM majors

Poster Presentation; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Poster 8

Quantitative Reasoning (QR) can be defined as the ability to apply mathematics to real-world contexts (Mayes, 2019) and is a critical skill needed to participate as an active and informed citizen in society (Foley et al., 2023). Using recent data from the National Survey of Student Engagement (NSSE), this study investigated levels of engagement in QR between STEM and nonSTEM majors at a large public research

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university. Results suggest that STEM majors had significantly higher levels of QR engagement than did nonSTEM majors, $t(1383) = -6.1, p < .001$. Moreover, results revealed that more than half (53.4%) of nonSTEM majors and more than one-third (36%) of STEM majors reported either 'never' or only 'sometimes' engaging in QR. This research demonstrates an urgent need for stakeholders in higher education to more precisely evaluate whether students are receiving adequate quantitative training in their degree programs, and possible implications for students after graduation.

Presenter(s): Olivia Perrin; Christina Smith; Maria Idrees

Effect of Need-Based Financial Aid on Term-Time Employment and Persistence

Poster Presentation; Research & Policy; Target Audience: Expert/Advanced; Institution Type: 4-year institutions | Poster 22

In this study, I will estimate the effects of institutional need-based financial aid programs on student outcomes such as in-college employment, first-to-second-year persistence, credit accumulation, and degree completion. Need-based financial aid programs are typically funded by federal, state, and university policymakers, thus they need to know the impact of such aid programs. This presentation will shed light on how the provision of financial aid and work behavior while in college interact to influence student persistence and academic success.

Presenter(s): Meng Wang

Examining Curricular Enrollment Patterns for First-Gen Female STEM Students

Poster Presentation; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: Any | Poster 10

Conducting a social network analysis of student co-course enrollment patterns does not need to be difficult. This poster presentation will guide researchers through the process, from literature review, study design and completion, to delivering results to student success directors and administrators. The poster will provide recommendations for predictive modeling using network tie metrics in support of retention models.

Presenter(s): Melinda Whitford

How to Make IPEDS Average Net Price More Accurate and Transparent

Poster Presentation; Research & Policy; Target Audience: Any; Institution Type: Any | Poster 20

To boost enrollment, costs must be transparent based on reliable data. Your IPEDS Average Net Price (ANP) impacts how prospects choose your school and impacts your school's financial health and competitiveness. This session will review the challenges to the current system that calculates ANP. I will look at how the cost-comparison process should be redesigned to improve timeliness, transparency, and inclusivity without adding to the institutional burden and to make it more useful to college prospects. I will review the current tools, guidelines, and methods that can help attendees improve the accuracy and efficiency of ANP reporting.

Presenter(s): John Ingram

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IR/IE and the FVT/GE Reporting Regulations

Poster Presentation | Poster 35

In April 2024, AIR surveyed AIR members to determine the impact that the Financial Value Transparency and updated Gainful Employment regulations reporting will have on the higher education community. This poster highlights findings from that survey.

Presenter(s): Zehra Raza; Darlena Jones

Predicting First-Year Retention Rate: A Data-Driven Analysis of FAMU

Poster Presentation; Decision Support; Target Audience: Any; Institution Type: Any | Poster 2

The first-year retention rate in higher education is a critical metric that reflects a university's ability to engage and support its incoming students successfully. This study presents a comprehensive analysis of first-year retention rates at Florida Agricultural and Mechanical University (FAMU) by employing predictive modeling techniques. By examining a diverse set of variables, including academic performance, student demographics, financial aid, and campus engagement, this research seeks to develop an accurate model for forecasting first-year retention. Using data collected from FAMU over multiple academic years, this study applies statistical and machine-learning methods to identify key predictors of first-year retention. Preliminary analysis reveals several factors that may influence retention, including high school GPA, standardized test scores, student-faculty interaction, and participation in on-campus activities.

Presenter(s): Roddrick Jones; Ping Wu

Students' First-to-Second-Year Retention: Exploring Related Factors

Poster Presentation; Assessment and Evaluation; Target Audience: Any; Institution Type: 4-year institutions | Poster 26

The purpose of the present study was to investigate which factors such as students' gender, race, Pell status, term GPA, etc., could predict students' first-to-second-year retention. The study was conducted at a private university in the Northeast and focused on the first-time, full-time freshmen who were enrolled in Fall 2021. Logistic regression was used to analyze the data to see which factors were associated with whether the students were still enrolled in Fall 2022. Results of the study showed that term GPA was the only significant predictor of student first-to-second-year retention. Other variables such as gender, race, and Pell indicator were not significant predictors.

Presenter(s): Jing Zhao

The Who, What, Where, When, Why, and How of IR Documentation

Poster Presentation; Technology & Tools; Target Audience: Any; Institution Type: Any | Poster 28

Who helped review this survey last year? What happened to the copy of the survey we submitted last year? Where are the queries we ran last year? When is the survey due? Why wasn't this question answered last year? How did we complete the survey last year? These are questions we may have asked ourselves and our colleagues time and time again, and it is why having a documentation process that works for your IR team is key to ensuring you do not lose institutional knowledge, traceability, and

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lineage of surveys and reports previously submitted. We will discuss the importance of documentation and how it will improve the process of completing recurring and ad hoc surveys and reports. We will share and provide resources and examples of our documentation process that has helped us become more efficient in completing IR tasks. This presentation will provide attendees an understanding of IR documentation strategies and resources that they can implement within their own IR office.

Presenter(s): Amy Kusmiesz; Bismah Qureshi

Total Time-to-Degree in Higher Education for Transfer Students

Poster Presentation; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Poster 18

Time-to-degree is a temporal representation of graduation often measured at a single institution. Transfer students, however, have attended one or more institutions prior to their final destination, introducing a total time-to-degree in higher education. With this experience in attending multiple institutions, we analyze different aspects of transfer student demographics with respect to the total time spent in higher education before graduation at MSU. This will provide insight on how total time-to-degree functions as an overall concept between institutions. We also discuss areas in which we can further analyze transfer students' quantitative results using this measurement tool.

Presenter(s): Alyssa Waterson

Use of IR Outputs for Decision-Making in a University: PhD Study Insights

Poster Presentation; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Poster 24

This poster presentation explores the use of institutional research (IR) in decision-making at a South African university. It examines IR application factors, critiques Caplan's Two-Communities theory, and introduces the "Two-Communities theory Version 2" (2CV2) framework. Key for university administrators, policymakers, and researchers, the session offers insights into IR's role in enhancing institutional effectiveness and decision-making. It discusses adapting theoretical frameworks to the university context and highlights the interplay between researchers and policymakers. The objectives of this session are to (1) showcase IR's role in decision-making; (2) discuss theoretical framework adaptations; (3) examine researcher-policymaker dynamics; and (4) provide strategies for effective IR use. Ideal for those interested in research application in higher education, this poster session bridges academic research and policy implementation.

Presenter(s): Liile Lerato Lekena-Bayaga

Using Survival Analysis to Model Student Success Over Time

Poster Presentation; Technology & Tools; Target Audience: Expert/Advanced; Institution Type: Any | Poster 6

Graduation and retention rates are standard metrics of student success, but they don't give any insight into trends over time. Enter survival analysis. Originally created for modeling when an event will occur in continuous time, it has since been adapted to handle discrete time, becoming an essential tool for identifying achievement gaps and addressing inequity across support program membership, preadmission academic achievement, and intersectional student identities. This poster presentation

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introduces attendees with some statistics background to survival analysis through the example of modeling the time to complete a master's degree. Researchers are given suggestions on how to save time and effort including links to tutorials, example code, and example data formatting. Findings from the analyses are presented in a hazard curve, a powerful visualization that communicates these patterns to stakeholders.

Presenter(s): Angela Rockwell

1:15 PM – 2:15 PM

Dessert break and networking in the Exhibit Hall

Dessert Break; Exhibit Hall | Four Seasons Ballroom

Join us for a Dessert break and networking in the Exhibit Hall and be sure to visit sponsor booths while you're there!

2:30 PM – 3:15 PM

AI in IR

Discussion Group; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 112

This discussion explores the current and potential applications of Artificial Intelligence (AI) within Institutional Research (IR) offices. As AI technologies rapidly evolve and find applications across various sectors, including education, it becomes crucial to understand how these innovations are incorporated into the office environment, specifically in IR offices. Additionally, the conversation will explore how AI technology is similar or different to other processes, like predictive analytics, that are currently being utilized by IR offices. Lastly, it will discuss any ethical considerations IR offices should consider as AI continues to advance. In conclusion, this discussion highlights the evolving landscape of AI in IR offices, addressing its current and potential applications, its relationship with predictive analytics, and the ethical considerations that must guide its integration, ensuring responsible and impactful adoption in the field.

Presenter(s): Jared Todisco

Assessing Programs for Underrepresented Students With Mixed Methods

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 107

As institutions rightly try to grow programming for underrepresented and underresourced students, it is important to assess these programs to ensure that they are having the desired impact and understand what's working and what can be improved. Quantitative measures like graduation and retention rates and GPAs can be a key part of this assessment, but there is also more to the students' story and experiences. By incorporating these traditional success metrics with other quantitative measures from student surveys and participation, as well as other qualitative data from focus groups, Carnegie Mellon University has been able to create a more complete assessment picture for two of our programs for underrepresented and underresourced undergraduate students. This presentation will share the process

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we created for establishing these data points, collecting and analyzing the data, and presenting it to stakeholders in an easily digestible manner.

Presenter(s): Mark Chimel

Culture-Focused Leadership Matters to Data Governance and Analytic Maturity

Speaker Session; Featured Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 201

Establishing an effective data governance program remains a significant challenge for many institutions of higher education. For any institution, determining the optimal conditions under which data governance will be adopted, valued, and leveraged remains a considerable challenge for most data professionals. Many begin by investing time and effort into developing a data governance charter, identifying council or committee members, debating whether to explore homegrown versus vendor solutions, and deliberating what business units to focus on first. Most, however, miss a vital component to succeeding with any data governance initiative: culture. Peter Drucker is famously attributed with saying, "Culture eats strategy for breakfast." Yet data professionals continue to spend significant time focusing on strategy alone. We'll address nine questions that can help demystify organizational culture, making it an ally in data governance and analytic initiatives.

Presenter(s): Melissa Barnett; Jason Simon

Data Innovators: A Custom Data and Analytics Training Program

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 404

Developed to empower and prepare our business partners to adopt evolving technologies and the increasing generation of data, the Data Innovators program promotes agility and skills that will have direct influence on the decisions made for advancement of institutional goals. Benefits of this program include employee investment and retention, wide development of marketable skills, strengthened partnerships, and connected governance. Through the Data Innovators program, we gain direct insight into the top challenges facing our business units and are better able to collaboratively work to resolve the problems and eliminate silos. We gain a broader view of the data systems and tools adopted within the university and prioritize future technology roadmaps based on gaps identified first-hand, which enables us to become a more data-driven institution.

Presenter(s): Julie Zilka; Jena Zangs

Developing College Scorecards to Track Institutional Progress

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 210-212

The rising demand for interactive dashboards in education requires effective management by analytics teams. This session explores Augusta University's experience in developing the College Scorecards. This tool was requested by the Provost to assess key performance indicators across various colleges and schools. To meet this challenge, Augusta University followed a meticulous analytics project checklist with four phases: discovery and planning, design and development, testing and approval, and

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communications and operations. This iterative process culminated in a Tableau workbook. The objective of this session is to share lessons learned and tools like the Analytics Project Checklist and College Scorecards, aiding other educational analytics teams in organizing dashboard requests and selecting performance indicators, ultimately enhancing Institutional Research practices.

Presenter(s): Heather Lewis; Lacey Oellerich

Fabric-izing Data: An Institutional Research View of the Microsoft Platform

Speaker Session; Technology & Tools; Target Audience: Mid-level; Institution Type: Any | Meeting Room 102

With institutional data coming from a wealth of sources ranging from on-premise databases to department silos, organizations and IR professionals need a versatile analytics environment. We present an implementation of Microsoft Fabric in moving, transforming, analyzing, and visualizing data with a fair assessment of some of the platform's capabilities.

Presenter(s): Benjamin Silva

Group and Trim Student Success Measures Using Principal Component Analysis

Speaker Session; Technology & Tools; Target Audience: Mid-level; Institution Type: Any | Meeting Room 104

Principal component analysis (PCA) is practical to the field of institutional research because this method helps select important variables for a prediction model. It can also be used to compute scores for each aspect of student learning and involvement, which then can be used by advisors to understand the areas where students need the most help. Not only is PCA easy to understand, the results of PCA are also very easy to interpret. The presentation will provide a brief review of PCA and data preparation and then guide the attendees to interpret the results and graphs using two examples: (1) variable selections for student retention prediction; and (2) variable grouping for student success index. Ultimately, through attending this presentation, participants will learn the concept and interpretation of PCA.

Presenter(s): Chiung-Ya Tang

Harnessing T-Tests in Dashboards for Robust Group Differences Insight

Speaker Session; Decision Support; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Meeting Room 110

As institutional researchers, we often rely on proportion comparisons when analyzing group differences. However, such insights, while informative, may not delve deep enough to uncover the nuanced differences in the data. Recognizing this gap, our session presents an innovative Tableau Dashboard approach that seamlessly uses dynamic t-tests and effect sizes, offering a more granular perspective on group differences. Using a student success analysis as a case study, we use t-tests to statistically determine if observed variations between groups are due to random chance. The inclusion of effect sizes further augments this analysis by quantifying the magnitude of the differences, ensuring prioritization of areas requiring intervention. By dynamically comparing outcomes and characteristics such as race, first-generation status, and more, this approach helps ascertain the significance of these differences, ensuring that institutional interventions are well-informed and precisely targeted.

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Presenter(s): Osundwa Wanjera

Investigating the Tipping Points Where Unmet Need Impacts Retention

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 405

Since 2000, college costs have exploded while undergraduate enrollment has declined. These trends have led many to ask if affordability concerns are causing students to be left behind. Our research investigates this question using an unprecedented statewide model that estimates how unmet need impacted retention for ~200,000 Kentucky students enrolled over the past decade. We find that unmet need is prevalent and markedly endangers retention. Moreover, where most prior research has been descriptive, our model estimates the precise tipping points where unmet need makes retention unlikely for two- and four-year students. We are now harnessing the predictive power of our model to help institutions identify and serve at-risk students before they drop out. Along with the many generalizable inferences from our study, we hope that our practical and empirical strategy aimed at reducing financial barriers will interest and generate collaborations with our postsecondary partners across the nation.

Presenter(s): Christopher Ledford; Travis Muncie

IPEDS Human Resources Data Analytics With Power BI

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 105

Educational institutions annually submit extensive datasets to IPEDS, including critical Human Resources data such as staff counts, salaries, demographics, occupational information, contract terms, functional roles, instructional and research statuses, and tenure details for full-time and part-time staff. USF has developed an innovative dashboard approach to extract valuable insights from these data, which enables the colleges and departments to visualize the distribution of human resources data, identify trends, and enhance retention strategies by considering diverse attributes. These insights play a pivotal role in shaping leadership decisions, fostering quality improvement, guiding strategic planning, facilitating budget allocation, and optimizing various aspects of institutional management. Internally, this dashboard is capable of drilling down to individual levels, facilitating the precise identification of relevant issues and opportunities for improvement.

Presenter(s): Umar Abdullah; Adam Caskie

Moving On Up? Assessing Economic Mobility for Adult Learners

Speaker Session; Decision Support; Target Audience: Any; Institution Type: 2-year institutions | Meeting Room 402

With declining postsecondary enrollments, many states are turning to adult learners as a promising population for postsecondary engagement or re-engagement. As more states seek to encourage adult learners to upskill or re-skill, it is critical to understand whether these adults are receiving the desired economic benefits from this experience. We propose and implement an approach to examining economic mobility tailored to the adult learner population, a group likely to have pre-enrollment employment and wage trajectories. In this approach, we move away from a single time-point threshold-based comparison for economic mobility, instead leveraging the data longitudinally to understand

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whether the individual is doing better pre- or postenrollment. We explore who benefits from pursuing postsecondary credentials split out by completer status, credential earned, and various subgroups. We will conclude with how this approach impacts our understanding of adult learner economic mobility.

Presenter(s): Angie Tombari; Beth Kelly

Stress, Well-Being, and Loneliness in Students: Reducing Risk of Departure

Speaker Session; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 109

Presenters will share the relationship between mental health and student success. Using self-assessments collected from all first-year students, presenters will explore the relationship between students' (1) stress, mental health, and loneliness; and (2) three student success outcomes including persistence, retention, and GPA. After a thorough discussion of the data and trends, presenters will discuss how they designed a data-informed outreach and early intervention strategy to proactively connect at-risk students to university resources.

Presenter(s): Jeremy Tuchmayer

Supporting Faculty's Student Equity Work with Data

Affiliated Organization Best Presentation; Any | Meeting Room 207

Come hear how we support faculty in their commitment to student equity with a dashboard displaying individually tailored data.

Our faculty members can now see how their grading habits differ by student attribute (race, sex, first generation, & Pell eligibility), and from their faculty peers, while preserving faculty confidentiality. In this presentation, we will cover the problem of variable and inequitable success rates across student attributes and course sections, our strategy of supporting faculty with data, our collaborative development process with faculty, the tools we used, and our ongoing process for evaluation of project outcomes and benefits. This presentation will be relevant to any institution that has strategic goals to increase equity in student outcomes; this dashboard supports faculty in improving their curriculum toward these goals. Attendees will learn how such a dashboard might benefit their institution, pitfalls to avoid, and an option for technological tooling. Keywords: Student Equity, Dashboard, Faculty, PowerBi, Usage Analytics

Presenter(s): Beth Hartsoch; Andy Samuel; Jack Herring

The Evolving Privacy Environment for Higher Education Data

Speaker Session; Collaborating with Stakeholders; Target Audience: Mid-level; Institution Type: Any | Meeting Room 106

The last decade has seen a dramatic expansion of both the number and scope of laws that protect student data. Privacy is no longer merely about preventing unauthorized access and disclosure; it covers a wide range of issues from our authority to collect data to our obligations to forget it. Federal and state laws and regulations proliferate, and foreign laws assert extraterritorial applications that make them concerns of U.S. institutions. This has led to the emergence of a novel "duty of care" that sees students as clients whose privacy interests institutional research are obligated to pursue in much the same way as

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more traditional client-service professions. Institutional researchers need to be aware of the philosophical sea change in privacy and be prepared to adapt to a world where “organize all the data” is less utopian goal than Orwellian challenge by adopting practices such as data minimization, disclosure avoidance, and risk assessment as standards in institutional research.

Presenter(s): Jeffrey Johnson

U.S. News Rankings: Inside Last Year's Methodology Changes and What's Next

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 203

This presentation will provide updates on all the U.S. News education rankings. The session will give an extensive explanation of the many methodology and data changes made to the 2024 Best Colleges rankings published in September 2023. In addition, there will be a discussion of the methodology updates made in the U.S. News Best Graduate Schools, Best Online Degree Programs, and Best Global Universities rankings that were implemented in the past year. There will be a preview of methodology, rankings, data, and web presentation ideas being considered for the upcoming edition of the Best Colleges and other rankings. The session will discuss the new U.S. News prelaunch embargo process for schools. These issues are important to many IR offices since many of them are responsible for explaining and tracking the U.S. News rankings and data on their campuses. The objective of the session is to provide attendees with explanations of the U.S. News rankings and the latest methodology changes.

Presenter(s): Robert Morse; Eric Brooks; Sam Wellington

Visualizing Real-Time Hypothetical Scenarios in Tableau

Speaker Session; Featured Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 205

In the ever-evolving landscape of data science, the ability to create and visualize hypothetical scenarios to assist decision-making is a valuable skill. This session guides attendees on incorporating real-time hypothetical scenarios into Tableau, an already robust data analysis and visualization tool. The session explores how Tableau can be leveraged to produce real-time visualization of hypothetical outcomes. We simulate a decision-making process where decision-makers request immediate visualizations of scenarios, either generated randomly or through predictive methods. Decision-makers are provided with tools to input hypothetical data and visually compare potential outcomes. This reporting technique finds application in various fields, for example, faculty salary comparisons with hypothetical hiring, or enrollment forecasts using what-if scenarios. Participants will gain a thorough understanding of the entire technique for creating real-time hypothetical scenarios in Tableau.

Presenter(s): Sinji Yang

Writing for Publication: Advice from Writers and Editors

Speaker Session | Meeting Room 108

This session is for individuals interested in learning about writing for scholarly publication. A panel of editors and authors will share insight, advice, and suggestions. Topics include getting started with writing for publication, building a publication portfolio, and tips for navigating the publication and peer review

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processes. The focus of this session is on tangible advice for aspiring authors, including ways to gain experience. Join us to discover how you can contribute to the body of literature and impact the field.

Presenter(s): Iryna Muse; Michael Urmeneta; Mary Ann Coughlin

3:30 PM – 4:15 PM

American Indian and Alaska Native Data Collection in Higher Education

Speaker Session; Research & Policy; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 201

To illuminate inequities in college access and success, it is crucial to disaggregate data by key student characteristics, such as race and ethnicity. The political, legal, and cultural significance of American Indian and Alaska Native (AI/AN) identity requires careful attention to the collection of data for AI/AN students. This panel session, featuring Indigenous scholars and the Institute for Higher Education Policy (IHEP), will discuss how data are currently collected on AI/AN students, limitations of current data collections, and recommendations for improving those data collections at the institutional, state, and federal levels. This includes who is counted as AI/AN, how those populations are measured, and how Indigenous communities should be more actively included in research. Attendees will have the opportunity to ask questions and learn how data collections can be improved to better reflect AI/AN students on their campus.

Presenter(s): Amanda Tachine

Developing and Testing a National Campus Climate Survey on the Victimization of Postsecondary Students

Speaker Session; Research & Policy | Meeting Room 108

Included as part of the Violence Against Women Act (VAWA) Reauthorization Act of 2022 was a requirement for the development, and distribution through a secure online portal, of a standardized online survey tool regarding postsecondary student experiences with domestic violence, dating violence, sexual assault, sexual harassment, and stalking. The Bureau of Justice Statistics and Department of Education are coordinating to fulfill this requirement. At this session, we will provide background on this requirement, describe the work to date, provide a general timeline moving forward, discuss opportunities for participation in a pilot study, and answer questions from attendees.

Presenter(s): Joshua Pretlow; Christopher Krebs

Exercising Strategic Foresight: Shaping the Future of AIR

Speaker Session | Meeting Room 407

Tomorrow belongs to those who can hear it coming. -- David Bowie

In the rapidly evolving landscape of higher education, the Board's Future of AIR committee has been contemplating the challenges we will face in the next decade (e.g. generative AI, data governance, data security, student learning), and how AIR will rise to meet the needs of our members. Imagining and

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shaping the future we want is an important element of our strategic visioning and must be made in partnership with our members.

Join the AIR Board and leadership for an interactive (and fun!) session where we will explore how key trends and emerging technologies in higher education have implications for AIR's future, focusing on a 10-year timescale. Help us imagine a future for AIR by considering scenarios and actions the Board, staff, and members could collectively employ to make this future a reality.

Presenter(s): Laura Palucki Blake; Jonathan Gagliardi

Gazing Into the CIP Wizard's Crystal Ball: CIP 2025 and Beyond

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 102

The National Center for Education Statistics (NCES) released the latest version of the Classification of Instructional Programs (CIP), CIP 2020, on July 10, 2019, for use starting with the 2020–2021 IPEDS Completions survey component. This session will discuss key areas of current CIP development for CIP 2025 and CIP 2030, answer attendee questions on academic program classification, and describe ways to contribute to future versions of the CIP.

Presenter(s): Allan Medwick

Generative AI Dashboard Front-End for User-Friendly Accountability Metrics

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 104

As a result of increasing political and societal scrutiny regarding the “value” of a college education, universities now find themselves in the unusual position of proving their stakeholders’ return on investment. In fact, the U.S. Department of Education published a “gainful employment” regulation on October 10, 2023. Taking effect on July 1, 2024, that regulation is designed to make certain that tertiary-level institutions prepare students for recognized occupations that will pay well enough to cover educational loans and an improved economic future for program graduates. Market pressures, political expectations, and student concerns may well initiate across-the-board “financial transparency” for all college programs. Using a generative AI front-end to make it easy for stakeholders to understand the positive financial benefits enjoyed by graduates will play a large role in lessening the distrust and suspicion currently tainting public perceptions of the value of a college education.

Presenter(s): J.D. Mosley-Matchett

Institutional Knowledge Map for Research Universities

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Graduate schools | Meeting Room 402

The University of Arizona’s Institutional Knowledge Map (KMap), available at <https://kmap.arizona.edu>, is a comprehensive platform for collecting, linking, and presenting both internal and external research data. It aims to deepen understanding of organizational research impact, encompassing diverse elements like publications, grants, patents, collaborations, and more. This presentation explores methods for unraveling research impact intricacies and visualizing them through a user-friendly web

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interface. The initiative facilitates easy access for organizational leaders and extends utility to the wider research community, partners, stakeholders, and industry representatives, aiding in the identification of university experts. KMap serves as a vital organizational infrastructure, empowering stakeholders to gain insights into the knowledge landscape and the impact of the institution's researchers.

Presenter(s): Iqbal Hossain

Intersectionality as an Indicator of Engineering Student Retention

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 105

Student retention is often associated with student success and used as an indicator of institutional and student success. At research institutions, about 45% of engineering undergraduate students either switch to a nonSTEM major or do not complete a four-year degree. The IR office at a research institution's engineering school has been exploring indicators of student success. The presenter will highlight retention gaps from the lens of intersectionality. When student identities—such as gender, race, ethnicity, and other identity categories—overlap with one another, students are much less likely to be retained while faced with academic challenges, such as failing a course. Analysis based on empirically developed data will be shared. The speaker will also demonstrate a Power BI retention dashboard designed to identify gaps. Although this presentation uses data of engineering students, the knowledge and practice shared can contribute to broader understanding of the complex retention puzzle.

Presenter(s): Jennifer Wu

Investigating Undergraduate Prerequisite Courses: Impact on Student Success

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 106

Many students face challenges when taking a certain prerequisite course designed to prepare them for more advanced classes. This led us to investigate the impact of a foundational Math course, commonly required as a prerequisite, on the academic progress of undergraduate students. Our research aimed to answer two key questions: Does completing this course benefit students with lower math skills in succeeding in subsequent courses? And does taking this course in the first semester affect students' overall academic performance? Our findings revealed that this prerequisite course does not consistently pave the way for academic success; in fact, it can sometimes act as an obstacle for students, specifically, those who enrolled in this course during their first semester. These insights highlight the need to reassess how we guide students through their academic journey and underscore the importance of ensuring that prerequisites genuinely assist, rather than hinder, their academic success.

Presenter(s): Md Ayubur Rahman Khan; Anne Fulkerson

IR's Role in Supporting Resilience Among Nonbinary Students

Affiliated Organization Best Presentation; Target Audience: Any; Institution Type: Any | Meeting Room 403

Session Abstract: Reports of nonbinary student experiences overwhelmingly describe health and wellbeing challenges, negative climate perceptions, and increased rates of financial hardship. This session utilizes University of California systemwide survey and administrative data including

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undergraduate, graduate, and professional nonbinary students. We will discuss challenges with administrative data with regards to gender identity, presenting supporting analyses crossing administrative data and confidential survey responses. General trends will be presented alongside multiple linear regression models which highlight some of the strongest predictors of mental health for nonbinary students. This session will also highlight the importance of working with campus stakeholders such as LGBTQ+ student serving offices, as such connections ensure that institutional research efforts are relevant, effective, and actionable. Keywords: Gender, LGBTQ+, Diversity Equity and Inclusion (DEI), Mental Health, Wellbeing

Presenter(s): Andrea Belgrade; Courtney Sanders

Just a Nudge: Governance and Design in a Cross-Functional Data Project

Speaker Session; Collaborating with Stakeholders; Target Audience: Mid-level; Institution Type: Any | Meeting Room 210-212

Modern university data projects require collaboration across diverse groups of stakeholders. For anyone not specifically in charge, it can be difficult to find the best way to participate. For institutional researchers, this might mean encouraging cross-functional collaboration and a strong emphasis on the needs of decision-makers. In this presentation, you will hear about an ongoing, ambitious student data project taking place at Boston College, and efforts by IR to nudge the direction of the project without being in an official leadership position. Specifically, you'll learn about efforts to collaboratively gather requirements, participate in iterative development, and kickstart a prototype data governance group. You will leave with specific suggestions of ways you can nudge similar projects at your institution.

Presenter(s): Daniel Riehs

Out of Thin Air: Creating a Data Governance Program

Speaker Session; Featured Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: 2-year institutions | Meeting Room 203

A data governance program can move your institution forward in some important ways. But how do you implement something that has such a wide-reaching impact without having it collapse under its own weight? Join this session to hear how a data governance program was built from scratch at a two-year institution. You'll find out how the decision was made to invest in such a program, the steps necessary for constructing its framework, and the work required to keep it front-of-mind during daily operations. We'll discuss some of the process changes to come out of the program and its transformation from ambiguous obstacle to recognized asset. And most importantly of all, discover how to provide a satisfying answer to your colleagues' new favorite question, "what is data governance?"

Presenter(s): Ethan Wykert

Postcollegiate Outcomes: Students' Backgrounds and College Experience Matter

Speaker Session; Research & Policy; Target Audience: Mid-level; Institution Type: Any | Meeting Room 110

Understanding students' postgraduation outcomes as well as pathways to employment and further study has become a central challenge for higher education institutions. This presentation pieces together

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multiple data sources, such as State Unemployment Insurance records, National Student Clearinghouse data, and University of Minnesota student records and survey data, to understand what institutional and demographic factors impact undergraduate students' postgraduation success. Additionally, this study examines intergenerational mobility in terms of both income and education attainment of students compared to their parents. Understanding the impact of institutional experiences and social class on postgraduation success will help colleges and universities create equitable college value for all their students.

Presenter(s): Helen Horner; Ronald Huesman; Valera Hachey

SHEEO's Strong Foundations: Visualized State Postsecondary Data Insights

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 405

The Strong Foundations survey, conducted by the State Higher Education Executive Officers Association (SHEEO) since 2010, investigates the collection, use, and value of state postsecondary student unit record systems (PSURS). As a part of Strong Foundations 2023, SHEEO has created a new website with dynamic data visualizations and dashboards that highlight the various data elements, connections, and evolution of state PSURS. The interactive website data allow visitors to explore Strong Foundation 2023 survey insights by state, by institutional sector, and by the linkages that exist between PSUR, K-12, and workforce data systems. Through exploration of SHEEO's Strong Foundations website, attendees will learn about how states are using PSURS data across P20W sectors to advance equitable individual outcomes and state economic and workforce goals and how Strong Foundations survey insights can inform future work.

Presenter(s): Jessica Colorado; Sean Baser

Strategies for Effective Institutional Surveys

Discussion Group; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 113

Whether you are new or a longtime institutional researcher, you know there is always more to learn on effective management of institutional surveys. Their numbers are increasing, the topics are becoming more diverse, and the analysis methodologies and devices are constantly evolving. As our audiences expand, we face various levels of data sensitivity and collection practices in the long spectrum from completely anonymous surveys to confidential data collections embedded in institutional tools. This session will focus on strategies for effective survey management.

Presenter(s): Liana Crisan-Vandeborne; Sandeep Sidhu

Unexpected Applications: Leveraging Our Survey Tool Platform

Affiliated Organization Best Presentation; Any | Meeting Room 207

UCN recently changed course evaluation survey platforms, which presented us with some additional capabilities. UCN has been challenged to implement ways to improve feedback, communications, and coordination across the institution, in a context of few or no other systems in place. Our new platform not only met our initial requirements for surveys but unexpectedly has turned out to be an effective means for addressing our institutional ambitions to improve feedback and coordination. In this presentation, we will show a variety of examples of how we are able to improve organizational

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effectiveness and service for students. Keywords: Institutional Effectiveness, Workflow, Dashboard, Student Success, Action oriented decision support

Presenter(s): Amber Strong; Laura Labossiere; Halla Elnour; Ashley Blackman

Using Regression to Impute Missing Data: Which Variables Should I Include?

Speaker Session; Decision Support; Target Audience: Expert/Advanced; Institution Type: Any | Meeting Room 404

When our datasets have missing data, one response is to fit a regression model to observed values and then use the model's predictions to fill in missing values. Once missing values are filled in, we have a complete dataset for subsequent analysis. There are two types of variables that we might hesitate to include in the initial imputation model. The first is demographic predictors such as gender or race, which may be correlated with the outcomes in question in ways that raise serious equity concerns. The second is variables that are causally downstream of the missing values; it seems circular to use an effect to predict its own cause. However, it turns out that both types of variables SHOULD be included in the imputation model; doing so improves the accuracy of our final downstream analysis. This presentation argues from simulated data and a real-world case study that the imputation model should include as many variables as possible.

Presenter(s): Abby Kaplan

4:30 PM – 5:15 PM

An Exploratory Cluster Analysis of Students and Their Majors at CSUF

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 110

CSUF takes pride in providing the access and space for students of diverse backgrounds to explore majors and to determine career directions. While major exploration does take place for our students, both anecdotal observations and emerging literature suggest that certain student groups tend to follow certain major pathways. We performed an exploratory cluster analysis to further examine those observations.

Preliminary data seem to reveal interesting grouping of student clusters, which may provide surprising information to the colleges regarding the diversity of the students they serve. Knowing who tend to gravitate towards their majors, the colleges could be better positioned to support their needs, and at the same time, develop targeted outreach to recruit students who may—intentionally or unintentionally—shun the majors offer.

Presenter(s): Afshin Karimi; Noha Abdou; Su Swarat

Beyond the Pulse Check: A Guide to Effective Iterative Micro-Surveying

Speaker Session; Featured Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: Any | Meeting Room 104

This interactive session will introduce attendees to micro-surveying through a case study at the University of Washington. Join us to learn how we balanced various stakeholder interests, swiftly circulated our survey, effectively communicated results, and leveraged survey results and stakeholder

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feedback to iteratively refine our series of brief and topical surveys to provide actionable insights to diverse campus leaders. We will share our approach to strategically planning in Qualtrics to support fast turnaround of results; automating data cleaning and processing in R; automating components of reporting using R (Knitr); and fast and easy data visualization in Tableau. Finally, we will share a tool to help you jump into planning your own micro-survey series. Bring your laptop!

Presenter(s): LizAnne Ngo; Courtney Berger Levinson

Calculus and Curricular Complexity: Curricular Analytics and Major Change

Speaker Session; Decision Support; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 210-212

What determines if a student changes their major? Prior educational research has shown relationships between major change and many factors, such as demographic characteristics, prior academic achievement, confidence, and discrimination. Curricular Analytics, a toolkit developed to quantify the relationships between courses in a specific curriculum (Curricular Analytics, 2023), offers a potential alternative perspective. In this study, we examined the relationship between Calculus I course complexity within the context of students' degree programs and their decision to stay in or change their majors by their next term of enrollment. Descriptive results suggest wide variation in decision to change major based on students' degree program at the time of attempting Calculus I without considering course complexity score. This study seeks to integrate course complexity score into the model to examine if it is predictive of major change holding all else constant.

Presenter(s): Samantha Nix; Katherine Gipalo

Complex Identities: Writing and Using Identity Demographics

Discussion Group; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 112

Examining educational quality and student or staff experiences within an institution means we must look at subgroups in the data we collect. Some defining characteristics of the respondent experience can be relatively easy to capture in a survey question, but others, particularly questions about identity, can be a challenge. Often the goals of good survey practice contrast with the variable and complex nature of identity. This session will first focus on how to balance the competing needs of creating clear, concise, and easily answerable questions on aspects of identity that are sensitive, complex, and not easily defined. We will also examine strategies for using and sharing the data and results gathered from complex identity questions. We will look at a variety of examples and scenarios, and participants should prepare to share and discuss their specific population challenges as well as any advice for working with complex identity demographics.

Presenter(s): Allison BrckaLorenz

Democratizing Data With Tailored Data Centers

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 105

Every college, department and functional office at Rowan University needs access to data at their fingertips for operations and decision-making. Building common dashboards and models for everyone does not meet the needs of everyone. If we start tweaking common dashboards to meet the needs of

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everyone, the dashboards become unusable and complex. To address this problem, we started building data centers for each college and functional office. These data centers will have all the data one would need in a college or a department in a way they can easily consume. These data centers consist of dashboards, KPIs, reports, and predictive models in one place.

Presenter(s): Bismah Qureshi; Amy Kusmiesz

4:30 PM – 5:15 PM

Garbage In, Garbage Out: Enhancing Data Integrity With System Checkers

Speaker Session; Featured Session; Technology & Tools; Target Audience: Mid-level; Institution Type: Any | Meeting Room 102

At this session, the University of Toledo's Institutional Research office will discuss how they initially created system checkers in Argos and then converted them to Power BI to improve the quality of their data. They will also discuss how they navigated the many challenges to implementing this system and created a collaborative culture around data integrity at the institution. Some features of Power Builder and subscriptions will be covered.

Presenter(s): Brigitte Norton-Odenthal

Minding the Grades: Lessons Learned Building a Class Performance Dashboard

Affiliated Organization Best Presentation; 4-year institutions | Meeting Room 111

Understanding class performance is of great importance to universities because class performance has a direct impact on graduation and retention. For that reason, the IR Office at the University of Houston built a comprehensive dashboard that can track the overall trends as well as lower levels of detail in class performance. This session presents the lessons learned, along with valuable tips and tricks, from building a comprehensive dashboard. Keywords: Course Performance, Dashboards, Grades, Data visualization

Presenter(s): Susan Moreno

Postdoc Trends Over Time and Ways to Use Postdoc Data at Your Institution

Speaker Session; Research & Policy; Target Audience: Any; Institution Type: Graduate schools | Meeting Room 106

There were about 63,000 postdocs working in science, engineering, and health fields in 2021–22. As both trainees and researchers who contribute to the research productivity of institutions, postdocs are a critical part of the research of ecosystems on university campuses. The Survey of Graduate Students and Postdoctorates in Science and Engineering (GSS) collects demographic and funding data on postdocs by field of research. In this speaker session, we will present overall trends in postdoctoral appointments and provide examples of how institutions can use the data on their campuses. Specifically, we will discuss trends across fields of research, Carnegie Classifications, demographic characteristics including sex and citizenship, and primary source of support. The second half of the presentation will include information about identifying peer institutions for postdoc comparisons and examples of postdoc comparisons for institutions to use.

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Presenter(s): Michael Yamaner; Caren Arbeit

The LEADing Edge of IR

Speaker Session | Meeting Room 108

This session explore the central ideas around AIR LEADs (Leadership with Evidence, Analytics, and Data) to provide prospective participants a taste of the course. We will engage together in an activity focused on one of those ideas.

Presenter(s): Jeremy Goodman

Using Feedback to Improve Virtual Service Delivery

Speaker Session; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: 2-year institutions | Meeting Room 107

As our community college continues providing virtual student services, we remain dedicated to assessing, improving, and providing our students with the ultimate experience. Transitioning to a new virtual platform afforded the opportunity to pilot a revised end-of-service survey. This provided us with valuable information for each service we offer including whether the respondent's questions were answered and if they were satisfied. It also asked for feedback on any technical challenges experienced. Results of the survey helped guide improvement. The survey highlighted that 40% faced technical challenges and helped identify issues that the platform provider could help resolve. It also identified the need to improve staffing plans and service delivery. Future work will include improving the survey, tracking outcomes following changes, and leveraging system log data to identify opportunities.

Presenter(s): Christopher Burnett

4:30 PM – 5:30 PM

IR to Inform Funded Research and Evaluation Projects

Panel Session; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 203

The field of institutional research has traditionally informed campus decision-making and planning at institutions with varying missions and has provided data to understand student performance using key metrics; however, the field remains limited on how to use IR data for academic research and evaluation. In this impact session, we focus on the NSF-funded project Backtracking CTE Pathways, in which IR informs data-collection activities to support academic research. We share identified challenges and successes in data carpentry, dashboard development, and alumni tracking in a multidisciplinary and collaborative project that sets a precedent on the use of individual and aggregated IR data to improve our understanding of student pathways. A panel of researchers, IR experts, and evaluators will discuss their experiences with conducting IR-informed research. Attendees will dive deeply into the role of the IR Academic Researcher and how to engage in and support research and evaluation studies.

Presenter(s): Faye Jones; Heather Epstein-Diaz; Will Tyson

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IR Without Borders: Navigating Remote Work

Panel Session; Featured Session; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 207

Remote work opportunities have expanded in the aftermath of the COVID-19 pandemic. This panel session provides attendees with the opportunity to learn from panelists across a variety of sectors and experiences that will share their perspectives on remote work. The panel is purposely comprised of a single-person IR office leader, an IR office leader that manages a fully remote team, and an IR analyst that works remotely. The session will provide structured questions about the nature of working remotely, managing remote teams, and how to stay connected. Additional time will be provided to receive audience feedback and questions. This conversation is prevalent as many organizations have begun to recognize the need to be flexible to recruit and retain highly skilled IR/IE staff. Participants may be considering if remote work is a potential next step in their career and would benefit from hearing a variety of perspectives.

Presenter(s): Justin Shepherd; Elizabeth Wakefield; Emmanuel Segui

The HEDS Student Satisfaction Survey: What It Is and How It Is Used by Schools

Panel Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 201

The Higher Education Data Sharing Consortium (HEDS) offers a suite of surveys to members and nonmembers. This session will be a panel discussion focusing on the HEDS Student Satisfaction Survey, which is designed for undergraduate students at two-year and four-year institutions. There will be four panelists from different institutions. The session will start with an overview of the survey, and then each panelists will discuss how the survey and survey results are utilized on their campuses. This session will provide helpful information to attendees when they consider which student satisfaction survey to use on their campuses. Attendees will learn more about the HEDS Student Satisfaction Survey and how survey results could be used at their institutions.

Presenter(s): Jose Carrillo; Charles Blaich; Kathleen Wise

5:30 PM – 6:30 PM

CAIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 110

Come and network with colleagues from the California Association for Institutional Research! We will provide updates on the annual conference, discuss current topics of interest, and opportunities to get involved.

Presenter(s): Pamela Ong; Michael Le

CIRPA Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 111

Canadian attendees and friends: Come join us for an informal meet and greet to network with fellow professionals in the field. Following the gathering, we can all go for dinner nearby. It will be a wonderful

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chance to unwind, continue conversations, and foster new connections in a relaxed and friendly atmosphere.

Presenter(s): Miranda Pearson

FAIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 106

Informal meeting for members and friends of the the Florida Association for Institutional Research (FAIR) to connect and network.

Presenter(s): Eric Godin

HBCU Data Advisory Group Meeting

Auxiliary Meeting | Meeting Room 102

IR professionals from Historically Black Colleges and Universities (HBCUs) – whether public or private, 2-year or 4-year – are invited to join the HBCU Data Advisory Group to network and to learn about this growing movement to collectively transform data and decision-making at our institutions.

Presenter(s): Phillip Wallace, Bich-An Dang

IAIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 104

Illinois AIR's gather and networking meeting

MI/AIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 109

Meeting and networking opportunity for members of, and individuals interested in, the Michigan Association of Institutional Research

Presenter(s): Tara Webb

OAIRP Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 105

OAIRP is an organization of higher education professionals working in areas of Institutional Research and Strategic Planning in the State of Ohio. Our members represent institutions serving the 2-year public, 4-year public, and 4-year private market sectors. This meeting is an opportunity for Ohio members to connect.

Presenter(s): Dan Wilson

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OCAIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 107

OCAIR is a virtual organization and holds its annual business meeting at the national AIR forum every year. The leaders of OCAIR will also report on the state of the organization. It's also an opportunity for members to meet in person and network.

Presenter(s): Wen Qi

TAIR Affiliated Organization Meeting

Affiliated Organization Meeting | Meeting Room 108

The Texas Association for Institutional Research (TAIR) is the professional organization supporting institutional research, planning, evaluation, and policy analysis in Texas institutions of higher education. Please join us to share ideas, discuss current events, ask questions, and network with your TAIR colleagues.

Presenter(s): Tracy Stegmair

Friday, May 31, 2024

8:00 AM – 8:45 AM

2023 NCES Data Institute Research Reports

Speaker Session | Meeting Room 106

Join participants from the 2023 NCES Data Institute as they present findings from their research. Learn about the research process that participants used to answer specific questions. Take away key insights from their research that could be applied to your own work.

Presenter(s): Joseph Finke; Tien-Ling Hu; Linli Zhou

Belongingness Matters: Sense of Belonging Among First Year Students

Discussion Group; Assessment and Evaluation; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 112

Sense of belonging is among the most important factors associated with student success in college. Research indicates that college students who feel that they belong at their institutions perform better academically and exhibit greater persistence rates, higher levels of campus engagement, and greater levels of mental health and well-being. Conversely, students who lack a strong sense of belonging are at a heightened risk of departure. This session explores the relationship between belonging and academic success, retention, loneliness, and mental health.

Presenter(s): Jeremy Tuchmayer

Costing of Academic Programs: Model, Process, and Leadership

Speaker Session | Meeting Room 111

Costing of Academic Programs is a common and necessary practice. As enrollment declines and costs rise, institutions must monitor and understand the costs of delivering each academic program. Leaders cannot assume that the cost to deliver all academic programs is uniform. As our data infrastructures have improved, our ability to untangle the costs of academic programs has improved dramatically. This session will explore how one institution undertook this process, including the uniqueness of the model, which ties academic costs back to the individual student record and the structure of the student's academic program. The presenters will discuss the process of model development, as well as the critical processes of engaging key stakeholders. It was collaborative and participatory throughout, engaging individuals at all levels: academic leaders, faculty, staff, President, and Board of Trustees. Further, these efforts must involve change management, which requires significant leadership by the Provost and Senior Leadership Team. Without change implemented as a result of the process, efficiencies and pruning of the academic portfolio will not occur. The panelists will describe their experiences, and discussion will include opportunity for participants to share their experiences as well.

Presenter(s): Mary Ann Coughlin; Kerry Calnan

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Enhancing Efficiency and Reach With ChatGPT and Python

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 105

This presentation unveils a novel approach that combines ChatGPT and Python to achieve enviable efficiency gains and broaden the scope of institutional research outcomes. We'll review tangible examples of ChatGPT's prowess in the IR sphere. From prompt to output, attendees will explore examples including streamlining reporting tasks and crafting machine-learning models for retention forecasting. As technology continues to reshape higher education, this presentation provides a forward-looking stance, spotlighting the potential of AI-powered solutions to heighten efficiency, enhance outreach, and ultimately magnify the impact of institutional research offices. Through real-world examples and actionable insights, attendees will be encouraged to embrace innovation and propel data-informed decision-making.

Presenter(s): Tara Webb

Expanding the Definition of Student Success

Speaker Session; Assessment and Evaluation; Target Audience: Intro/Beginner; Institution Type: 4-year institutions | Meeting Room 110

Defining and measuring student success is key to identifying the benefits provided from a university education. However, traditional metrics of success like GPA and graduation rates only capture a narrow aspect of how students, graduates, and stakeholders across a university define success. To better encapsulate whether students are successful while at the university, we have worked to create a set of metrics and a longitudinal growth model to better understand student success and identify factors important for this success. We will share how our work, done in partnership with stakeholders across the university including the Provost Office, Student Affairs, and Information Technologies, has identified shortcomings of traditional success metrics and expanded definitions of academic success, as well as what is incorporated into the definition of broader aspects of what constitutes a successful student experience.

Presenter(s): Connor O'Rear; Mary Tarsha; Kendall Smith

Monitoring Student Data: An Academic Success Dashboard for NP Students

Speaker Session; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 109

Nursing student data are often stored in multiple locations and not adequately disaggregated to support monitoring, learning from, and reporting. Using a dashboard to populate demographic and academic success student data can improve the accuracy, timeliness, and efficiency of data use. We will describe a quality improvement project enabling School of Nursing leaders to generate a dynamic dashboard visualizing aggregated and disaggregated data for Nurse Practitioner students. Additionally, we explore how the accessibility of diverse student data supports and improves alignment with the organization's quality improvement plan and strategic priorities. Participants will evaluate the significance of using dashboard technology and analyze factors used to support academic decision-making. Integrating databases to populate a dynamic dashboard improves monitoring and evaluation of performance indicators supporting the academic success of students and is scalable to all programs.

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Presenter(s): Richard Smith; Kendra Barrier; Leanne Fowler

Researcher Access to Data: How Could Modernized SLDSs Benefit IR?

Discussion Group; Research & Policy; Target Audience: Any; Institution Type: Any | Meeting Room 113

States have a historic opportunity to innovate and reimagine their statewide longitudinal data systems (SLDS) to meet current data access needs, and to do so they must revolutionize how they think about their role in delivering information to data users at all levels. Access to data is especially critical for researchers to support the production of information that enables the field to understand transitions, outcomes, and what works. Building on the Data Quality Campaign's new vision to transform state data systems to inform and understand pathways through education and the workforce, this discussion will help identify researchers' data needs and the tools and resources that would support their work and will provide an increased understanding of the value of statewide longitudinal data systems. In turn, the discussion will inform advocacy efforts to modernize SLDSs nationwide, and help to ensure that researchers have increased and meaningful access to state data.

Presenter(s): Rachel Anderson

Sorting the Baby From the Bathwater: Assessing Bias in Course Evaluations

Speaker Session; Featured Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 104

Student Evaluations of Teaching (SETs) are a hot topic for issues of equity and bias in higher education, with some calling for the elimination of SETs from professional evaluations and promotion considerations. But are we throwing the baby out with the bathwater? Come to this session to learn how to parse valuable data from historic course evaluations at your institution through several methodological approaches. This session provides an overview of recent findings on bias in SETs from higher education research, explains several approaches for structuring a self-assessment at your own institution, and outlines a practical guide for communicating sensitive results back to your campus community. Self-assessing bias is critical for building confidence in the data generated through SETs. This session shares process lessons learned from a recent study on over 50,000 courses over five years at a large research university.

Presenter(s): Jillian Morn

SWOT of IR: Responses From Professionals in the Field

Speaker Session; Leadership & Career Development; Target Audience: Any; Institution Type: Any | Meeting Room 108

IR professionals conduct a multitude of research for and about other areas to support their institutions. However, the research of our own field has been limited. This presentation will examine the responses from readership of The Node, a weekly newsletter sent to IR professionals, about the strengths, weaknesses, opportunities, and threats (SWOT) present within and outside of their offices. From these findings, we will discuss the value of SWOT, conducting this type of analysis of your own office, and the relevance of these findings to the IR field and profession.

Presenter(s): Katherine Gipalo; Samantha Nix; Eric Godin

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Unlocking Insights: Optimizing Your Text Data With Machine Learning

Speaker Session; Technology & Tools; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 107

Machine Learning techniques have played a pivotal role in revolutionizing textual data analysis. This session employs compelling case studies utilizing student responses to open-ended questions from two NSSE topical modules with a particular emphasis on the challenges of managing extensive datasets. Our session provides practical insights into automated text processing like topic modeling, clustering, and sentiment analysis. This transformative journey empowers researchers to harness the potential of Machine Learning techniques, such as Natural Language Processing (NLP), to unveil concealed patterns and derive actionable insights. As we navigate the complexities of qualitative analysis, participants will gain invaluable and tangible takeaways for their qualitative analysis techniques.

Presenter(s): Xiaoxia Zhang; Yih Tsao; Brendan Dugan

9:00 AM – 9:45 AM

AP Courses and Perpetuated Inequity in Introductory STEM Courses

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 111

This session will discuss findings regarding the relationship between AP exam scores and the odds of passing introductory STEM courses. The objectives are to share the findings from my study on this topic at the University of Michigan and to provide enough information so others could replicate it at their institution. This session will be of interest to those doing research on instruction, equitable course outcomes, and academic success initiatives. Researchers might want to repeat this method at their institution to illustrate if and how AP preparation is influencing equitable course outcomes. Such findings could be used by researchers to make recommendations (e.g., having designated study sessions or office hours reserved for students without AP backgrounds).

Presenter(s): Claire Boeck

Collaborating With Faculty to Mitigate Grade Surprise in STEM Courses

Speaker Session; Assessment and Evaluation; Target Audience: Any; Institution Type: Any | Meeting Room 110

In this presentation we share findings from a recent initiative aimed at addressing grade surprise, also referred to as grade anomaly, in large STEM courses. Grade surprise is the difference between a student's final grade in one specific course compared to their overall Grade Point Average (GPA) in all their other courses. Grade surprise is attributed to a link between cognition and emotion, whereby overconfidence is followed by unexpected failure. Analyses of grade surprise show consistent performance bias by gender, first-generation status, and for underrepresented minority (URM) students. Indiana University's "Addressing Grade Surprise in STEM Courses Faculty Learning Community" investigated how nudge interventions can improve students' experience in large classes. Using analytical data, these faculty sought to understand whether these personalized nudges improved student success by reducing the negative effects of grade surprise that happens early in students' college career.

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Presenter(s): George Rehrey; Logan Paul

Data Magic: Empowering Data-Informed Decisions Through Data Literacy

Speaker Session; Collaborating with Stakeholders; Target Audience: Any; Institution Type: 4-year institutions | Meeting Room 105

Building upon the success of data-literacy practices, this presentation highlights innovative strategies to empower data-informed decision-making. With a focus on sharing best practices, we showcase the transformation of Weber State University into a data-literate campus. We will discuss data-literacy strategies such as organizing a data summit, offering structured data training, redesigning data resources, enhancing data dashboards, and launching a community of practice. Participants will gain practical insights adaptable to their unique contexts, fostering positive change within their institutions. We will discuss feedback from stakeholders and how it guides changes for the future. Additionally, we propose a proactive structured data-training program to empower stakeholders with actionable data, promoting data transparency and enhancing data literacy across campuses.

Presenter(s): Ivana Fredotovic; Daniel Jensen

Establishing a Centralized Data Warehouse for Graduate Admissions Data

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Graduate schools | Meeting Room 109

Graduate applications and admissions data can be very decentralized in institutions without a central graduate unit, which makes planning and decision-making at the central administration level difficult. At Carnegie Mellon, we have eight different graduate schools housing applications data in 14 different systems with only enrolled student data making its way into our student information system. Early efforts to centralize the data from these different systems into Tableau dashboards required tedious processes, and we were met with several barriers and challenges. This presentation will share how we used this issue to launch our Graduate Applications and Admission Data (GRAAD) Project to integrate data from multiple different, disparate systems into a central data warehouse. We will also share our approach for creating stakeholder buy-in, gathering consensus for common data fields, and creating a data model to bring data together in a centralized location for reporting and decision support.

Presenter(s): Mark Chimel; Zoraya Cruz-Bonilla

How to Effectively Build an IR Workflow Using Technology

Speaker Session; Technology & Tools; Target Audience: Any; Institution Type: Any | Meeting Room 107

With IR offices having to manage ever-evolving responsibilities and countless recurring surveys and ad hoc reporting tasks, it is increasingly important to have processes and workflows in place to help navigate the collection and reporting of data in a reliable, efficient, and accurate manner while also being timely and ensuring data integrity. We will discuss and share our IR team's workflow strategies, technology resources, and documentation practices that we use to manage our day-to-day data collection and reporting responsibilities. We will take you from Pre-Reporting to Post-Reporting and discuss tracking of surveys and reports; survey notification; collaboration; data analysis; internal review; submission, documentation, results, and outcomes of reports and surveys; and how you can incorporate

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them into your own IR workflow. This presentation will provide you and your IR office a greater understanding of IR strategies and resources that can be implemented at your institution.

Presenter(s): Amy Kusmiesz; Bismah Qureshi

Promoting Student Outcomes: Utilization of Canvas Activity Log Data

Speaker Session; Decision Support; Target Audience: Any; Institution Type: Any | Meeting Room 106

This presentation explores using Canvas, a widely adopted Learning Management System (LMS), for gathering course data on student engagement and performance. Canvas provides a range of tools and features that offer insights into student learning behaviors and the overall level of engagement and participation within their courses. The complex nature of extracting data from Canvas limits its use within the IR office. To address this, researchers used data provided by IT to develop an engagement index based on Canvas data. The session's objectives include providing study context, presenting findings on the connection between Canvas activity and learning outcomes, discussing challenges related to Canvas data extraction, and fostering a dialogue among participants to share experiences and insights. The central theme of the session revolves around using Canvas activity data in the IR field, overcoming data-related challenges, and developing the engagement index for research purposes.

Presenter(s): Skip Crooker; Qingmin Shi; Ashley Guyer

Survey Communications via Text: Response Rate Boon or Lead Balloon?

Speaker Session; Technology & Tools; Target Audience: Intro/Beginner; Institution Type: Any | Meeting Room 102

This session discusses the processes, pitfalls, and outcomes of sending survey communications to students via text. Given that students' inboxes are inundated daily by messages that many students consider unworthy of their attention, as well as anecdotal evidence from other offices with successful student outreach via text, we were optimistic that texting survey communications would increase response rates. To investigate, a study was conducted with two experimental groups that varied based on when reminders were sent via text. The session will describe how students were contacted via text, the abundant technical difficulties encountered, and how response rates of the experimental groups compare to a control group sent only email communications. This session will be of interest to researchers who have considered using text as a means of survey communication.

Presenter(s): Amy Gardiner

Turning Retention Predictions Into Student Success: Strategies for Action

Discussion Group; Decision Support; Target Audience: Mid-level; Institution Type: 4-year institutions | Meeting Room 112

In its latest ranking, U.S. News shifted nearly half (47%) of its Best National Universities methodology to graduation rates. In times when enrollment concerns are growing among many institutions, institutional research offices are being asked to provide thought leadership and share a deeper understanding of how institutions can increase retention and graduation rates. As institutional research offices that seek to be comprehensive and thorough, we often wonder about our blind spots and how we can learn from other institutions' practices in best supporting graduation rates. In this session, attendees will exchange

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strategies they consider to be their institutional research offices' most effective in connecting their analyses and predictive modeling with concrete actions taken in their institution throughout the course of a student's success in graduating from college. By the end of the session, the session aims to have attendees bring back creative and new ideas to their institutions.

Presenter(s): Elissa Lu

9:45 AM – 12:00 PM

Closing Keynote

Keynote | Mile High Ballroom 2-4

9:45 a.m. – 10:30 a.m. Brunch buffet and keynote seating (meal function included with regular AIR Forum registration)

10:30 a.m. – 12:00 p.m. Program and Closing Keynote Panel

Navigating Tomorrow: Exploring the Implications of AI in Higher Education

Join us for a thought-provoking closing panel as we delve into artificial intelligence (AI) and its implications for colleges and universities. Our panelists will explore how AI is reshaping teaching, learning, and institutional operations and critically examine the ethical considerations and societal implications. Don't miss this insightful discussion on navigating the evolving landscape of AI technologies in higher education.

Panelists and Moderator:

- Kofi Nyarko, Professor of Electrical and Computer Engineering, Director of the Center for Equitable Artificial Intelligence & Machine Learning Systems, Morgan State University
- Orkun Toros, Associate Vice President and Chief Budget Officer, University of Texas at Dallas
- Mike Urmeneta, Chief Analytics Officer, The Urmeneta Group
- Christine Keller, Executive Director & CEO, Association for Institutional Research (Moderator)