2018 Annual IAIR Forum

Wednesday, November 14 and Thursday, November 15, 2018
Champaign Suites
Champaign, Illinois

Illinois Association for Institutional Research

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Wednesday, November 14, 2018

7 am – 4 pm   *Registration*

7 – 8 am   *Pre-conference breakfast*   *White Oaks II/III*

8 – 11:30 am   **Pre-conference Workshop**   *White Oaks II/III*

National Student Clearinghouse (NSC) - Your Source for Nationwide Enrollment and Graduation Data
Nancy Penna, Regional Director Midwest, The National Student Clearinghouse and **Marco A. Krcatovich II**, Director of Institutional Research & Effectiveness, Governors State University

To provide real-life examples from a professional in Illinois, Marco Krcatovich II, Director of Institutional Research and Effectiveness at Governors State University in University Park, will be presenting on how his office uses the StudentTracker data to help understand the behavior of students who apply, enroll, and graduate from Governors State University.   Participants will learn about examples they can use after the conference and how to craft the data to be responsive to different audiences.   Participants will also learn how to get started using StudentTracker and how to explain the results to a lay audience. What schools have our students attended before they matriculate with us? Where do they go when they leave us? How do we track transfer behavior? Do these sound like questions you've been asked? Answer these and more by using the Clearinghouse's StudentTracker service-the only nationwide source of college enrollment and degree data. More than 3,600 colleges and universities — enrolling over 98% of all students in public and private U.S. institutions — regularly provide enrollment and graduation data to the Clearinghouse. Through StudentTracker, you can query our participating institutions' student data to perform all types of educational research and analyses — quickly, easily and affordably. And, hear about the new "Premium" StudentTracker service. It provides great new features and functionality that make using StudentTracker data even easier.

NATIONAL STUDENT CLEARINGHOUSE®

10 – 11:00 am   *I-AIR Steering Committee Meeting*   *Grand Prairie*

2018 Annual Forum

12 – 1:30 pm   ***Lunch and Keynote***   *Savoy*

Data Informed Decision Culture, Statement of Aspirational Practices -- How Can I Make a Difference
Mary Ann Coughlin, Associate Vice President for Academic Affairs,
Springfield College

As Institutional Researchers we all want our institutional leaders to make data-informed decisions. Often we look around our campuses and want stronger cultures for data governance and more data literate decision makers. Each and every day on our campuses decisions are made that can impact the success of our students and we have data and information that can make a difference. Do you agree with the AIR's Statement of Aspirational Practice for Institutional Research and believe that we need an expanded definition of decision makers and a focus on students? Or are you discouraged and think that as an Institutional Research professional that you can't make a difference. Have you ever said to yourself, *"if they had only read my report, they wouldn't have made that decision!"* This keynote is designed to re-energize you! We will explore how you as a professional can contribute to improving the data-informed decision culture on your campus and how you can support student success. The goal is to have you come away from our time together, believing that **you can make a difference!**

1:30 – 2 pm   ***Break***

2 – 2:50 pm   ***Constituent Meetings***

     IBHE   **Room:** White Oaks II

     ICCB   **Room:** White Oaks III

2:50 – 3:30 pm ***Break / Posters/ Vendors***   ***Conference Center Lobby***

1. ***Tableau Personas—How to Expand Your Data Transparency***
   Cameron Ayala and **Brian Churchin,** Tableau Software

2. **Nancy Penna**, National Student Clearinghouse

3. ***Keeping Up Student Engagement with Micro Surveys***
   Joseph Magliari and **Nicole Platt**, DePaul University

   DePaul University has been issuing surveys over 4 social media channels (Facebook, Instagram, Twitter, and Snapchat) every other week with the quick turn time on the results. I'll go over our where we excelled and where there is room for improvement, as well as how we leverage university partnerships for calls to action.

2018 Annual Forum

"What If" Analysis Using Wolfram Language
Kari Grafton, Research and Analytics Associate, Lincoln Land Community College

The Wolfram Language has a function called "manipulate" that lends itself well to what-if analysis. By entering the data into Wolfram and using manipulate, you can create a simple user interface that allows the user to test any number of what-if scenarios. The coded function can also be shared with decision-makers to explore different options.

Room: White Oaks II

Research Design and Statistics: The When, Why, and How for IR
Mary Ann Coughlin, Springfield College

Institutional Research has research in its name. But I ask you how often do you truly conduct research. Sure we calculate descriptive statistics on nearly a daily basis and do a great job at describing our students. Yet true applications of research design and statistics are more limited. This session will talk about applications of research and statistics in Institutional Research.   When should you conduct research, why do research, and how do I know what statistics to use!

Room: White Oaks III

Using Open Source Software to Create Shareable, Interactive Maps
Dan Vollrath, Elgin Community College

Geographic data is an underutilized source of information untapped by most IR offices. Those who do use it often struggle to convey their information through static maps. Online tools that allow for easier sharing of geographic data are expensive and difficult to customize. This presentation uses the open source platform QGIS to help attendees go from raw data to a customized and interactive map. The session will show the process step-by-step and handouts will allow attendees to return to their campuses and immediately create maps using their own data.

Room: Champaign/Urbana

Beyond Black and White: Harper College's Diversity Scorecard
Samantha Schenk, Harper College

Since 2016, Harper College has internally released the Diversity Scorecard as a mechanism for accountability in the hiring, retention, and separation of diverse and non-diverse employees (i.e., racially/ethnically diverse employees). In its current form, the Diversity Scorecard is a dynamic dashboard that provides campus-wide, executive division, and departmental level data on permanent employees. Student demographics of racial/ethnic breakdowns and student satisfaction/opinion data are provided in the Scorecard for richer interpretation of employee data. During the session, attendees will be able to examine how the dashboard works (with dummy data), learn about how the Diversity Scorecard is utilized around Harper College, and provide any feedback on the improvement of the dashboard. There will also be a discussion around how to implement a similar dashboard at other institutions.

Room: Grand Prairie

Illinois Association for Institutional Research

Everybody Wants to do a Survey: Tips and Techniques for Combating Survey Fatigue
Amy Shin, Benedictine University

As colleges and universities become more and more data-driven, everyone seems to want to collect data with a survey. While there are numerous limitations to survey research, it remains a popular method for collecting data. So, how can you effectively collect data using a survey while dealing with one of the greatest drawbacks of survey research at low response rates? In this session, we will discuss some techniques for combating survey fatigue by improving the respondent experience. Although demonstrations will be conducted with Qualtrics, the concepts discussed may be applied to other survey software.

Room: White Oaks II

Use True Colors to Build Bridges
Kayla Arrington, College of DuPage

Brighten your work life by seeing through others eyes! Our communication is colored by our perspectives. This session will draw from the True Colors personality test to help you reflect on how understanding different personality types can help you better communicate Institutional Research topics.

Room: White Oaks III

Analyzing the Post-graduation Outcomes of the Baccalaureate Completers from Academic Year 2013-14
Eric Lichtenberger, David Smalley, and **Corey Hankins**, Illinois Board of Higher Education; **Nathan Wilson** and **Jay Brooks**, Illinois Community College Board

IBHE staff will present information on select outcomes for baccalaureate completers from academic year 2013-14, including Illinois specific employment and earnings patterns, as well as continued education. The information being presented emanates from the access controlled de-identified data that will be made available to schools participating in the career outcomes tool project.

Room: Champaign/Urbana

PIE is Serving up Tasty Communication and Engagement Tips
Julia Lamping and **Samantha Schenk**, Harper College

Engage with students and employees in assessment and institutional effectiveness! Colleges, generally, need to improve their communication of results and improvement plans with stakeholders in order to make lasting impact. Many of colleges struggle engaging with their stakeholders and promoting the use of results on campus. Harper College's Planning and Institutional Effectiveness (PIE) friends will serve up interesting techniques, lessons learned, and lead attendees through conversation on how to start their own ideas for communicating with their campus.

Room: Grand Prairie

2018 Annual Forum

5:30 – 6:20 pm   *Business Meeting*   *White Oaks I*

Business meeting agenda and information will be distributed separately

6:30 – 7 pm   *Social / Networking*   *Conference Center Lobby*

7 – 7:30 pm   *Welcome / Awards / Dinner*   *White Oaks I*

7:30 – 8:15 pm   *Keynote*   *White Oaks I*

From One Office to One Organization: Building a Narrative Via Evidence-Based Storytelling
Gianina Baker, Assistant Director, National Institute for Learning Outcomes Assessment (NILOA)

This keynote builds off workshops held at the AIR Forum on the concept of evidence-based storytelling. By pulling examples from the field and engaging with participants on how to move reporting and transparency towards effective and meaningful communication, this session will assist institutional researchers into a more central role of meaning making at their institution.

National Institute for Learning Outcomes Assessment
Making Learning Outcomes Usable & Transparent

Thursday, November 15, 2018

7 - 9 am   *Breakfast / Network*   *White Oaks I*

9 – 9:50 am   *Concurrent Sessions*

Powerful Program Performance Indicators with Power BI
Amy Humke, McHenry County College

McHenry County College launched a new dashboard intended to help faculty and administrators quickly assess the health of individual degree and certificate programs. This session will discuss the struggles encountered when determining which metrics to use and how to operationalize them. An overview of the dashboard and some key development tricks will be shared. While Power BI was the tool used, this could be accomplished with many dashboard development tools.

           Room: White Oaks II

Illinois Association for Institutional Research

Keynote Follow-Up: Connecting IR and Assessment
Gianina Baker, NILOA

         Room: White Oaks III

Measuring Equity in Retention Using Scorecards
Marco Krcatovich II, Governors State University

In the last two years, Governors State University has been developing Equity Score-cards to measure the gaps that exist in persistence, retention, admissions, hiring, first semester success, financial supports, and other areas that are identified as critical for universities to measure by Excelencia in Education. To meet our mission we measure equity by race/ethnicity, gender, age, first-generation status, and Pell Grant eligibility. These scorecards have helped us identify the differences between degree programs and the impact that some demographics have on student success as we try to close all equity gaps while also improving our outcomes for students. This presentation will talk about equity studies, how we build our scorecards and what we've built (with examples from this semester), and where we plan to expand this work this academic year.

         Room: Grand Prairie

10 – 10:50 am   *Concurrent Sessions*

Multiple Measures in Placement: A Long Journey with a Good Ending
Matthew Crull, Kishwaukee College
With the implementation of Accuplacer to replace Compass, Kishwaukee College found the optimal time to implement multiple measures for placing students in fall 2017. The process included analyses and input from stakeholders which resulted in a significant change in how and where students are placed. In fall 2017, the successful completion of college Composition increased in almost all levels of placement.

         Room: White Oaks II

A Day in the Life of IR Using Tableau
Cameron Ayala and **Dan Bradley**, Tableau

We will have an IR-Specific demo that Dan Bradley will be presenting to showcase the user experience of visualizing data/metrics that are important to IR departments.

         Room: White Oaks III

Assessment: A Road to Better Relationships with Faculty
Tom Henry and **Christine Poindexter-Harris**, TCS Education System

TCS Education System (TCS) is a private, nonprofit organization that supports the ef-forts of five higher education institutions. The TCS Office of Institutional Research has recently expanded its support of the institutions to provide assessment related support in addition to the more traditional institutional research (IR) functions. This session will discuss how an IR office restructured to better meet institutional assessment needs and how the office approached relationship building with faculty to implement assessment

planning. Regardless of one's role in an organization or the type of organization one belongs to, communication and building relationships is always important. By recently taking a larger role in assessment implementation, we have found that working with faculty to document assessment plans and other tasks results in a unique opportunity to build relationships. Not only is this a good platform for building relationships, but we have found that there are certain approaches to relationship building that work better than others for assessment implementation. Inherent in the role of faculty members is a changing schedule and that the timing of day-to-day tasks and meetings fluctuate. Therefore, when a project requires the attention of all faculty within a department, it may seem like a daunting task to work with everyone simultaneously. A solution we have found is that instead of building adequate relationships with all faculty, it is more effective to build great relationships with a select few. Those individuals can serve as champions of the new assessment efforts that the department has undertaken. In turn, the passion and effort that the IR team has influenced on them can permeate to the rest of the faculty. The assessment process also emphasizes the fact that relationships are a two-way street. Because both the Institutional Research team and the faculty have a considerable amount of work to put into this process, there is a lot of give and take. If the relationship has a strong base of cooperation and respect, the relationship becomes much more natural. For reasons such as these, we believe that the assessment process is a road that leads to better relationships with faculty, and that these relationships will exist outside of the assessment process and into the future.

Room: Grand Prairie I-IV

11 – 11:50 am   Concurrent Sessions

Analyzing Transfer Student Data with Tableau Dashboards
Chris Lehman, University of Illinois System

In the fall of 2017, the University of Illinois System had over 4,000 first-time transfers. In order to provide administrators an easy and interactive way to visually analyze all of that data, a series of Tableau dashboards were created by the University Office for Planning and Budgeting. Sankey diagrams were used to visualize the transfer flows between schools. Tableau does not support Sankey diagrams natively, so various approaches were investigated and a novel template-based approach was used. This simple approach to creating Sankey diagrams in Tableau will be demonstrated, along with a live demo of the dashboards themselves.

Room: White Oaks II

Getting Outsmarted by the Jocks: Can Metrics and Modeling Used in Sports Translate to Higher Ed.?
David Rudden, Elgin Community College

It seems as if higher ed. is getting "lapped" by the sporting world in the use of data and metrics to make informed decisions. The NFL is now using "Next Gen Stats" to predict the probability of plays in real-time during broadcasts. Higher ed. is still predominated by graduation rate. This presentation will be a general discussion about opportunities that today's IR offices have to model what's already being done in the realm of professional sports, with some research currently being conducted at Elgin Community College presented as a starting point for such discussions. This will be more of a brain-

Illinois Association for Institutional Research

storming session than a lecture, so attendees will be expected to talk/share experiences at their own institutions. And don't forget to wear your favorite team's jersey!

Room: White Oaks III

Test Taking Patterns of the 2018 Freshman Class After State Adoption of the SAT
Clay Johnson, Ph.D., University of Illinois Chicago

Admissions test scores among new freshmen at UIC flipped from mostly ACT to majority SAT this fall for the first time after Illinois awarded its assessment contract to the College Board. Like other schools serving a large in-state student body, we are now in the middle of transitioning to the new exams for reporting and analysis. The recent SAT redesign has only made these changes more painful. This session will summarize the SAT and ACT score patterns of the new freshman class at UIC as high school students, parents, and counselors are also adjusting to a new assessment program. The session will give ample focus to group discussion of test score data. Please bring your institutional experience, data issues, and analysis questions for sharing and strategizing.

Room: Grand Prairie I-IV

12:00 – 1:00 pm   Lunch on your own

1:00 – 4:30 pm   IPEDS Human Resources Training

This workshop prepares individuals to accurately complete the IPEDS Human Resources (HR) survey. It is designed for IR and human resources professionals, as well as other researchers or administrators who want to increase their understanding of these data. Topics include preparing data to increase consistency within the survey, understanding data definitions, classification of employees and alignment of employee function with Bureau of Labor Statistics Standard Occupation Classification (SOC) codes, coordination of effort between stakeholders in and outside of an institution, and planning for efficacy of data beyond the IPEDS HR survey itself. Exercises cover classifying employees properly, preparing for and completing the IPEDS HR survey, and benchmarking with commonly used employee metrics**. Note**: Participants are required to bring a MAC or PC laptop with wireless capability and Microsoft Excel.

Room: White Oaks I

IPEDS

ASSOCIATION FOR INSTITUTIONAL RESEARCH
Data and Decisions for Higher Education

Mary An n Coughlin is the Associate Vice President for Academic Affairs at Springfield College in Springfield, Massachusetts. Across her tenure at Springfield College, Mary Ann has served in a variety of positions; as a faculty member, President of the Faculty Senate, and her current administrative position in Academic Affairs. Across these positions, she has supervised academic support services and provided leadership for outcomes assessment initiatives, academic progress reviews, and institutional research. Coughlin is a Past President of AIR and was awarded the 2018 AIR Distinguished Member Award and the 2012 AIR Outstanding Service Award. In addition to being well known within AIR for her training and workshops in the area of statistics and as a faculty member for the Foundations Institute and the Statistics Institute, she also contributes significantly to the development of training materials and resources on the use of data tools for IPEDS.

Dr. Giani na Baker is currently the Assistant Director at the National Institute for Learning Outcomes Assessment which is co-located at the University of Illinois Urbana-Champaign and Indiana University-Bloomington. As Assistant Director, Dr. Baker researches, writes, and presents on all topics related to the assessment of student learning outcomes on college and university campuses. Prior to this position, she served in roles of Counselor, Director of Institutional Research, and Director of Institutional Effectiveness & Planning, all at Richland Community College in Decatur, Illinois, and serves a member of IAIR. She holds a Ph.D. in Educational Organization & Leadership with a Higher Education concentration from the University of Illinois, a M.A. in Human Development Counseling from Saint Louis University, and a B.A. in Psychology from Illinois Wesleyan University.

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