INAIR

Indiana Association for Institutional Research

34th

ANNUAL CONFERENCE

IUPUI University Tower/Hine HALL

Indianapolis, IN

March 9-11, 2020

WIFI: IU Guest (no password required)

Daily parking vouchers available at the registration table

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37220

Welcome from Your INAIR President and Vice President/Conference Chair

Hello INAIR Colleagues!

Welcome to our 34th Annual Conference! We are excited to be back at IUPUI and thank IUPUI Event & Conference Services staff for helping us create what we hope is a welcoming and comfortable conference environment. Whether this is your first or 21st conference we are grateful that you have decided to join us for an exciting few days of learning and networking. Please don't hesitate to stop by the registration table and ask any questions you may have.

We hope you'll take advantage of at least one of our preconference sessions and will visit our vendor area to meet with representatives from our new sponsors. Many thanks to Platinum Sponsor EAB, Gold Sponsors Indiana Campus Compact, HelioCampus, and Rapid Insight, and Silver Sponsor Macmillan Learning for your generous support of our conference!

Best of luck in deciding which concurrent sessions to attend, as we have a wide variety of interesting and engaging sessions to choose from. You won't want to miss our lunchtime keynote as well as our new panel discussion taking place Tuesday afternoon right before our business meeting. Thank you to all of our presenters and panelists for being willing to share your time and talent with colleagues from across the state.

Planning a conference is easy when you have the support of a terrific Board and Conference Planning Committee. Sincere thanks to all who have worked together to make our 34th conference a success, including our Treasurer Ken Pattillo, Membership Chair Bridgett Milner, Secretary Tony Parandi, Web Administrator David Robledo, and Conference Planning Committee members Norma Fewell and Jordan Mays. We couldn't do this without you!

We will be available throughout the conference to answer any questions about INAIR and hear your suggestions on how we can improve your membership experience. Feel free to stop any Board member to say hello!

With sincere appreciation,

Robbie Janik
Assistant Director, Institutional Effectiveness & Survey Research, IUPUI
INAIR President
rjanikii@iupui.edu

Sharon Wavle
Associate Director of Decision Support and Reporting, IU Online
INAIR Vice President and Conference Planning Chair
swavle@iu.edu

Thank You to Our INAIR 2020 Sponsors

EAB's mission is to make education smarter and our communities stronger. We harness the collective power of more than 1,500 schools, colleges and universities to uncover proven practices and transformative insights. And since complex problems require multifaceted solutions, we work with each school differently to apply these insights through a customized blend of research, technology, and services. From kindergarten to college and beyond, EAB partners with education leaders, practitioners, and staff to accelerate progress and drive results across three key areas: enrollment management, student success and institutional operations and strategy.

Campus Compact Indiana

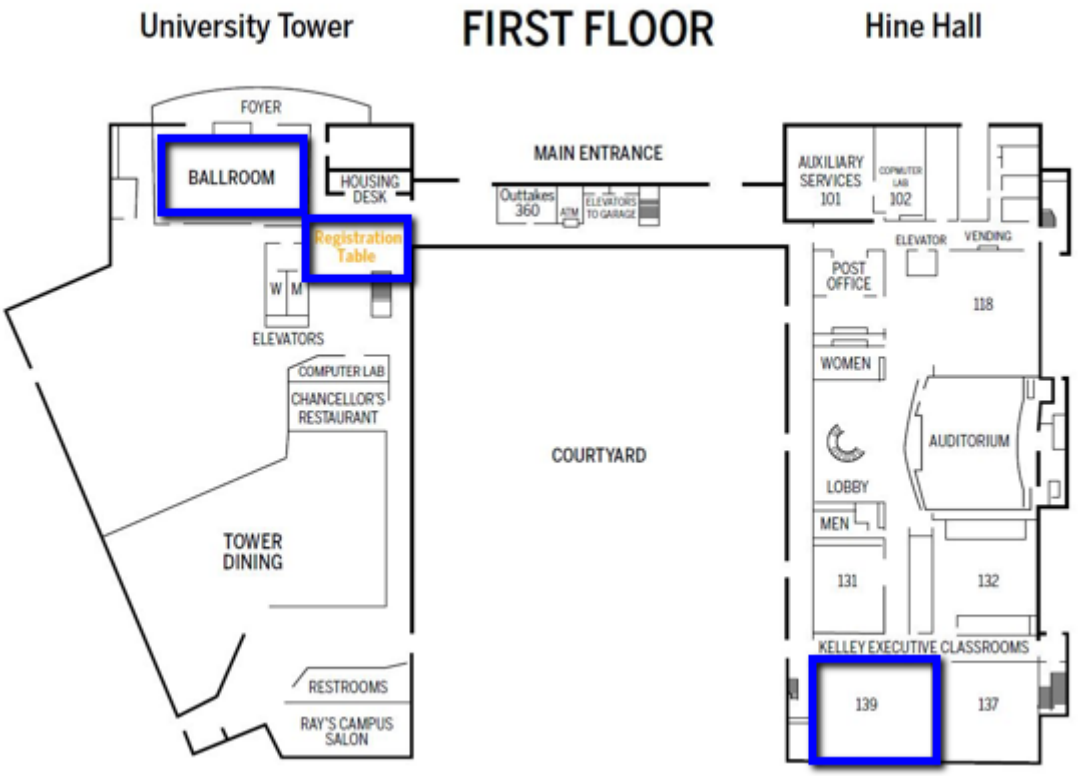
PREPARING COLLEGE STUDENTS TO ADVANCE THE PUBLIC GOOD IN THEIR COMMUNITIES.

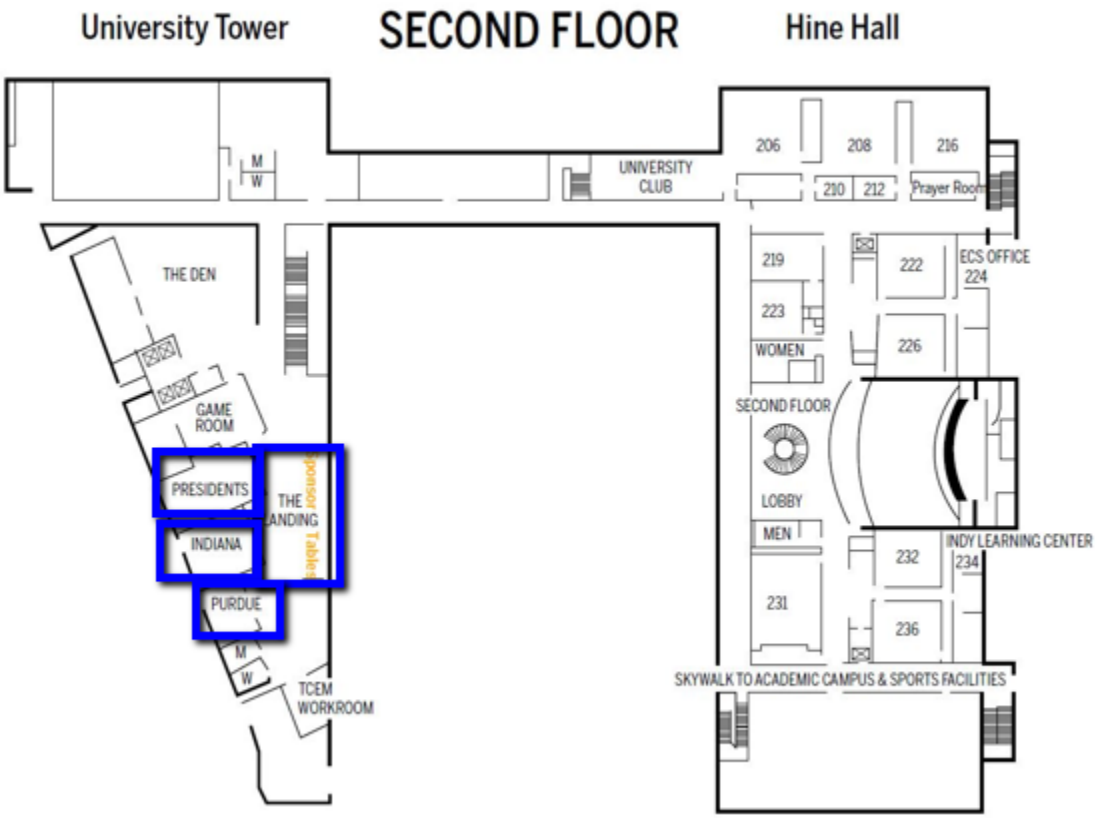
HelioCampus is an enterprise data analytics platform that partners with client institutions to provide actionable solutions through combining data from multiple source systems (such and your SIS, CRM, ERP, advancement databases, IPED, NSC, to name a few) where no ties were before, to the analysis of that key data across the entire student lifecycle. By assisting colleges and universities to use analytics to increase enrollment, improve student success, ensure financial stability and accelerate gift giving, HelioCampus then empowers you to ask and answer your most pressing questions through data analytics, data storytelling and data science.

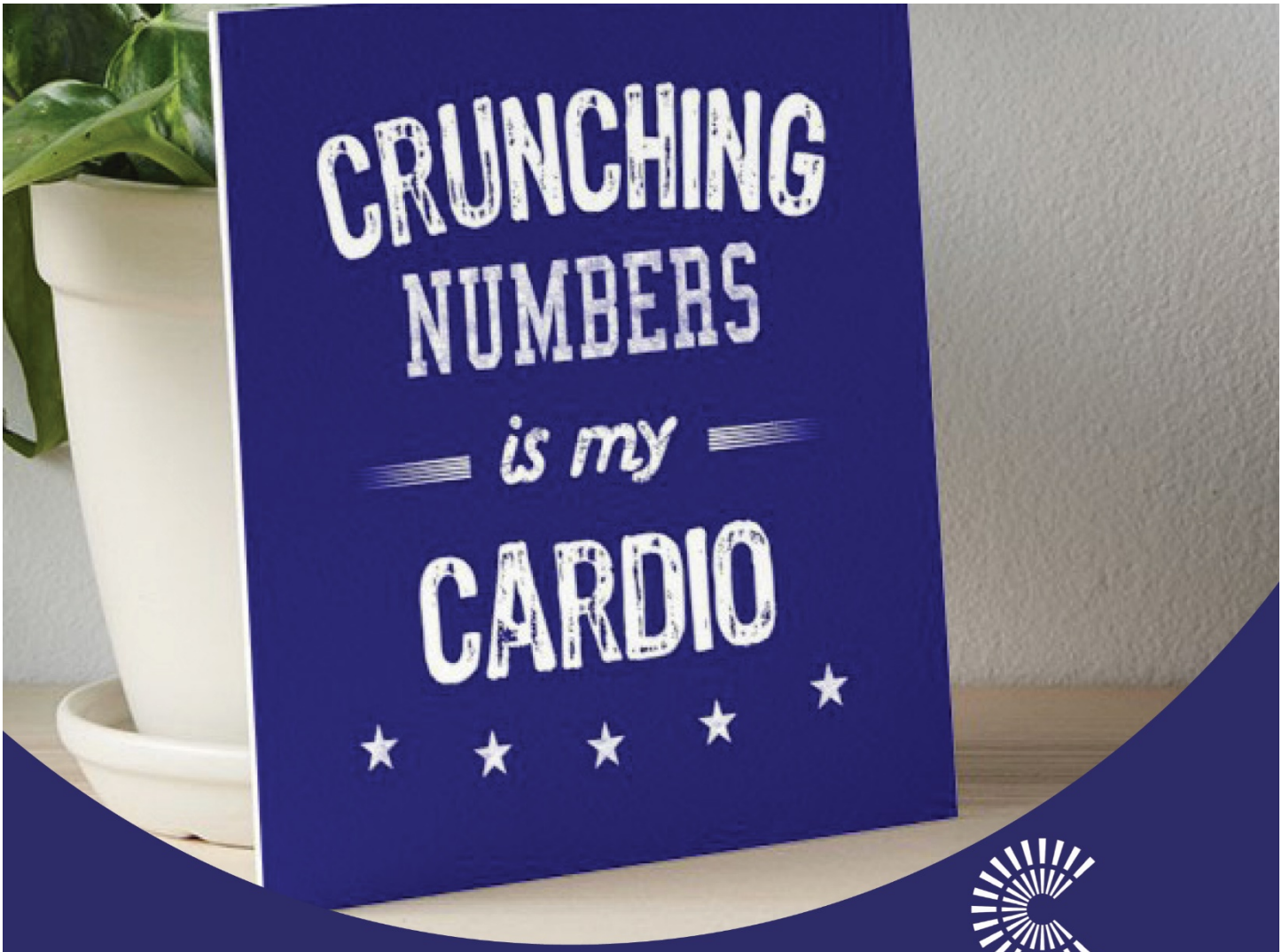
Rapid Insight is an analytics software solutions company founded in 2002 that enables thousands of higher education users worldwide to easily prepare data, build predictive models, and perform advanced data analysis. To learn more or download a free trial of the award-winning analytics platform, please visit www.rapidinsight.com.

Skyfactor Benchworks (formerly known as EBI) is a Macmillan Learning company that provides research-based program assessments and benchmarking for a variety of Student Affairs programs, as well as Business Education, Engineering, Nursing, Teacher Education. The robust analytics Benchworks provides empowers programs to identify areas of improvement for maximum impact on program success and are mapped to accreditation and professional standards.

University Tower/Hine Hall Floorplan







Campus Compact
Indiana

At Indiana Campus Compact, we know that each person on campus has a unique role to play in moving along the institution's mission. We also know that to make that happen, at some point, community engagement comes into focus. That's where we come in.

Indiana Campus Compact provides colleagues with important and time sensitive information about grants and professional development opportunities that align with IR work or duties. We also get crucial information to inform our work from our IR colleagues. We learn how institutions report data to accreditors or national data bases, administer campus-wide surveys, assess students' learning and development, track and monitor faculty productivity, evaluate the fidelity of high impact practices (service-learning, internships, capstones, common readers, etc.), and use data to inform strategic planning.

For more information, contact our Director of Strategic Measurement and Impact H. Anne Weiss at anne@incampuscompact.org.

PREPARING COLLEGE STUDENTS TO ADVANCE THE PUBLIC GOOD IN THEIR COMMUNITIES.

indianacampuscompact.org

Schedule At-A-Glance

Monday March 9th Pre-Conference Sessions		
8:00 am	Tower Lobby	Conference Registration
9:00 am – 5:00 pm	Kelley Rm 139 (Hine Hall)	**IPEDS Workshops: (1) IPEDS Data as the Public Face of an Institution (2) IPEDS Data and Benchmarking** (separate free advance registration required) • John Ingram, Community College of Allegheny County • Carolyn Mata, Oglethorpe University • Nancy Dugan, Eastern Iowa Community College District • Maxwell Kwenda, Gonzaga University
10:00 am – 12:00 pm	Indiana Room	**Equipping IR for an Evolving Strategic Role: *Introducing EAB's Education Data Hub*** • Danielle Yardy, Director, EAB • Jason Browning, MBA, Executive Director of Institutional Effectiveness, Dixie State University *Amid growing calls for accountability and shrinking budgets, many IR offices are expected to become more strategic and efficient, without the tools and resources to do so. How do you bridge the gap between your existing responsibilities and new demands? Join this session to learn more about EAB's Education Data Hub, higher education's first Data Management Platform.*
	Presidents Room	**Data Science: The New Paradigm for IR** • Craig Rudick, Director of Product Strategy and Data Scientist, HelioCampus, formerly Executive Director of IR and Lead Data Scientist, University of Kentucky *From data visualization in Tableau, to machine learning in Python and R, the tools and methods of data science are transforming the higher education data landscape. We will show examples of visualizations, dashboards, analyses, and predictive models that institutions are using to improve decision making and help meet their strategic goals and overcome internal challenges. Additionally, we'll discuss the critical role of Institutional Research in these transformative efforts, and how to build data science and analytics capabilities on your campus.*
1:00 pm – 4:00 pm	Indiana Room	**Newcomer's Workshop** *(Attendees: please bring a laptop)* • Andrea Ingle, Indiana University *New to the field of institutional research or to INAIR? Join fellow colleagues to learn more about the profession and what INAIR has to offer.*
	Presidents Room	**Community Engagement Professionals and Institutional Research** • Anne Weiss, Director of Strategic Measurement and Impact, Indiana Campus Compact • Maggie Dalrymple, Indiana State University • Oniffe Grizzle, Indiana University • Lindsey Payne, Purdue University • Kristin Norris, IUPUI *Similar to the emergence of the "student affairs professional" in the late 19th century, the past century has seen the development of a new profession in higher education: the "community engagement professional" or C.E.P. The C.E.P. plays a critical role in engaging the constituencies of higher education with community and in informing how your campus is achieving its public missions. Learn about the rise of this profession, hear from colleagues that work in this area of your campus and learn how to collaborate with them. This session will inform how I.R. and C.E.P.s can work together to collect data on and assess how well your campus is achieving its public missions.*
6:00 pm		Dinner On Your Own

Tuesday March 10th Conference Day 1		
7:30 am – 4:00 pm	Tower Lobby	Conference Registration
	The Landing	2020 INAIR Sponsors and Vendors
8:00 am	The Landing	**Continental Breakfast**
Concurrent Session One		
9:15 am – 10:00 am	Indiana Room	Indiana Commission for Higher Education Equity Report and State Demographics • Sean Tierney & Alison Partee, Indiana Commission for Higher Education
	Presidents Room	Have Students Changed Since Orientation? Using Multiple Surveys Sequentially in Retention Research • Steven Graunke, Michele Hansen & Jessicah Rauch, IUPUI
	Kelley Rm 139 (Hine Hall)	For Whom the Bell Tolls: Practical Data Disaggregation Techniques and Applications in Institutional Research* • Mengie Parker & Darshan Shah, Indiana University East
Concurrent Session Two		
10:15 am – 11:00 am	Indiana Room	Academic Partnerships and Data Governance* • Sarah Bauer, Kendal Kosta-Mikel & Ottlie Webb, Purdue University – West Lafayette
	Presidents Room	What an IR Professional Needs to Know About Philanthropy * • Genevieve Shaker, IUPUI • Victor Borden, Indiana University Bloomington
	Kelley Rm 139 (Hine Hall)	Simple, Reproducible Survey Reporting with R and R Markdown • Brendan Dugan, Indiana University
11:00 am	The Landing	**Coffee Break,** Vendors, and Networking *Sponsored by HelioCampus*
Concurrent Session Three		
11:30 am – 12:15 pm	Indiana Room	Quick Wins: Enacting an Applied Research Program in a Busy IE Office • Ron Severtis and Beirne Miles, Indiana University Southeast
	Presidents Room	What Storytellers Know That Institutional Researchers Are Still Learning • Sherry Woosley, Macmillan Learning
	Kelley Rm 139 (Hine Hall)	What about Faculty Data? Navigating the Wilderness of Faculty Activity Reporting • Alee Gunderson & Andrea Pluckebaum, Purdue University
12:15 pm	Ballroom	**Lunch** *Sponsored by Indiana Campus Compact*
1:15 pm – 2:00 pm	Ballroom	CONFERENCE KEYNOTE *Becoming the Catalyst for Change* • Dr. Courtney Brown, Vice President of Strategic Impact, Lumina Foundation
Concurrent Session Four		
2:15 pm – 3:00 pm	Indiana Room	The IUPUI Record: Tracking and Assessing Learning from Students' Engaged Activities • Tom Hahn and Jerry Daday, IUPUI
	Presidents Room	An Empirical Investigation of Bias in the U.S. News Best Colleges Rankings* • Victor Borden, Daria Ivleva & Joseph Finke, Indiana University Bloomington
	Kelley Rm 139 (Hine Hall)	Leveraging Institutional Analytics to Support Program Reviews* • Nichole Ramirez and Jordan Meyer, Purdue University
3:00 pm	The Landing	**Brownie/Snack Break** *Sponsored by Skyfactor*
Concurrent Session Five		
3:30 pm – 4:15 pm	Indiana Room	ICHE Update: A New Data Submission System Coming Soon! • Jake Burns and Alison Partee, Indiana Commission for Higher Education
	Presidents Room	Assessing the Impact of High Impact Practices Using Propensity Score Matching • Wendy Lin and Tom Hahn, IUPUI
	Kelley Rm 139 (Hine Hall)	Money Matters: Implementing Cost of Instruction Analytics • Linda Ferguson, Indiana State University
4:15 pm	Ballroom	**Reception/Hors d'oeuvres/Cash Bar** *Sponsored by Rapid Insight*

Tuesday March 10th Conference Day 1 - Continued		
4:30 pm – 5:15 pm	Ballroom	IR 2020: Focus on the Future Panel Discussion Moderator: Michele Hansen, IUPUI • Dr. Sonia Schaible Brandon, AVP of Institutional Research and Decision Support, Ball State University • Timothy Chow, Director of Institutional Research, Rose-Hulman Institute of Technology • Todd Schmitz, Executive Director, University Institutional Research & Reporting, Indiana University
5:15 pm – 6:00 pm	Ballroom	Business Meeting, Award Ceremony, Door Prizes
7:00 pm		Dinner Groups/Dinner On Your Own

Wednesday March 11th Conference Day 2		
7:30 am – 11:00 am	The Landing	Conference Registration
8:00 am – 11:30 am	The Landing	2020 INAIR Sponsors and Vendors
8:00 am	The Landing	**Hot Breakfast Buffet**
Concurrent Session Six		
9:15 am – 10:00 am	Indiana Room	AIR Board of Directors' Listening Session: State of Institutional Research • Michele Hansen, IUPUI/AIR
	Presidents Room	The Data is Dark and Full of Terror: Communicating Data to a "Not a Numbers Person" • Mike King, Saint Mary-of-the-Woods College
	Kelley Rm 139 (Hine Hall)	Sharing the Path Through Learning Analytics • Jason Kaetzel, Jamie Israel & Noah Schroeder, Indiana University
Concurrent Session Seven		
10:15 am – 11:00 am	Indiana Room	The Traditional-Aged College Pipeline - Indiana's Future High School Graduate Population and Profiles of College-Going and Success • Sean Tierney & Jake Burns, Indiana Commission for Higher Education • Todd Schmitz, Indiana University
	Presidents Room	OK, Now What? An Action Plan for Doing More With Your NSSE Results* • Joseph Geglio, Indiana University
	Kelley Rm 139 (Hine Hall)	Building a Strategic Dashboard for Departmental Annual Reviews: Lessons Learned from the Middle • Amy Ribera, Ben Steckler & Lindsay Treadway, Indiana University School of Medicine
11:00 am	The Landing	**Coffee Break,** Vendors, and Networking
Concurrent Session Eight		
11:30 am – 12:15 pm	Indiana Room	Predicting Attrition in Non-Traditional Students • Tony Parandi, Indiana Wesleyan University • Jon MacMillan, Rapid Insight
	Presidents Room	Free money! Modeling, Reporting, Evaluating Scholarships and Financial Aid • Doug Anderson & Bridgett Milner, Indiana University Bloomington
	Kelley Rm 139 (Hine Hall)	PortfoliWhat • Robert Morse, Anna Blankenbaker & Beth Borst, Ivy Tech Community College
Conference Ends		
12:30 pm	Indiana Room	Executive Board Meeting (CLOSED)

**Indicates best paper submission*

HelioCampus helps institutions increase enrollment, improve student success, ensure financial sustainability and accelerate gift giving. We enable you to ask and answer your most pressing questions through data analytics, data storytelling and data science. Originated within the University System of Maryland, HelioCampus helps institutions connect their data dots and better inform decision making across the student lifecycle.

Visit the HelioCampus booth to learn how we can help you leverage your data to facilitate meaningful conversations and spur action.

heliocampus.com

Helio CAMPUS
Better Data. Brilliant Insights.

Full Conference Schedule

Monday, March 9 – Preconference Day

Conference Early Registration 8:00 am – 3:00 pm, Tower Lobby (1st Floor)

Pre-Conference Workshops

9:00 am – 5:00 pm, Kelley Room 139 (Hine Hall)

IPEDS Workshops: (1) IPEDS Data as the Public Face of an Institution (2) IPEDS Data and Benchmarking *(separate free advance registration required)*

John Ingram, *Community College of Allegheny County*
Carolyn Mata, *Oglethorpe University*
Nancy Dugan, *Eastern Iowa Community College District*
Maxwell Kwenda, *Gonzaga University*

10:00 am – 12:00 pm, Indiana Room (The Landing)

Equipping IR for an Evolving Strategic Role: *Introducing EAB's Education Data Hub*

Amid growing calls for accountability and shrinking budgets, many IR offices are expected to become more strategic and efficient, without the tools and resources to do so. How do you bridge the gap between your existing responsibilities and new demands? Join this session to learn more about EAB's Education Data Hub, higher education's first Data Management Platform.

Danielle Yardy, *Director, EAB*
Jason Browning, MBA, *Executive Director of Institutional Effectiveness, Dixie State University*

10:00 am – 12:00 pm, Presidents Room (The Landing)

Data Science: The New Paradigm for IR

From data visualization in Tableau, to machine learning in Python and R, the tools and methods of data science are transforming the higher education data landscape. We will show examples of visualizations, dashboards, analyses, and predictive models that institutions are using to improve decision making and help meet their strategic goals and overcome internal challenges. Additionally, we'll discuss the critical role of Institutional Research in these transformative efforts, and how to build data science and analytics capabilities on your campus.

Craig Rudick, *Director of Product Strategy and Data Scientist, HelioCampus, formerly Executive Director of IR and Lead Data Scientist, University of Kentucky*

1:00 pm – 4:00 pm, Indiana Room

Newcomer's Workshop (Attendees: please bring a laptop)

Those new to the IR field are encouraged to attend this workshop for an informal discussion about institutional research. Attendees will learn general concepts, identify resources, discuss practical strategies and be oriented to the functions of institutional research. Discussion topics will include: (1) What is institutional research? (2) What does an IR professional do on a routine day? (3) What are some common data requests and reports that IR offices handle? (4) How is data used in research and ad-hoc requests?

Andrea Ingle, *Indiana University*

Pre-Conference Workshops (continued)

1:00 pm – 4:00 pm, Presidents Room

Community Engagement Professionals and Institutional Research

Similar to the emergence of the "student affairs professional" in the late 19th century, the past century has seen the development of a new profession in higher education: the "community engagement professional" or C.E.P. The C.E.P. plays a critical role in engaging the constituencies of higher education with community and in informing how your campus is achieving its public missions. Learn about the rise of this profession, hear from colleagues that work in this area of your campus and learn how to collaborate with them. This session will inform how I.R. and C.E.P.s can work together to collect data on and assess how well your campus is achieving its public missions.

Anne Weiss, *Director of Strategic Measurement and Impact, Indiana Campus Compact*
Maggie Dalrymple, *Indiana State University*
Oniffe Grizzle, *Indiana University*
Lindsey Payne, *Purdue University*
Kristin Norris, *IUPUI*

Dinner On Your Own

Tuesday, March 10 – Conference Day 1

Conference Registration 7:30 am – 4:00 pm, Tower Lobby (1st Floor)
Sponsors and Vendors 7:30 am – 4:00 pm, The Landing (2nd Floor)

Continental Breakfast 8:00 am – 9:00 am, The Landing

Concurrent Session One: 9:15 am – 10:00 am

Indiana Commission for Higher Education Equity Report and State Demographics, Indiana Room

To help close gaps in the education system, we must first evaluate their impact. This topic will provide an overview of the Indiana Commission for Higher Education's Equity Report and efforts to disaggregate data elements and public resources by race, ethnicity and other demographic information. We will explore changing student demographics over the past decade and what these trends might tell us about tomorrow's students. We will also go through some of the online tools and information that CHE provides, with a focus on identifying ways to make data and analysis more useful to INAIR users and the general public.

Sean Tierney & Alison Partee, *Indiana Commission for Higher Education*

Have Students Changed Since Orientation? Using Multiple Surveys Sequentially in Retention Research, Presidents Room

Many institutions administer surveys early in students' college career in order to gather data on factors associated with academic success and retention. However, these surveys often collect data on factors that may change over the course of a semester. Institutional Researchers at IUPUI have developed an End of Semester survey for first year students designed to be used in partnership with the existing Entering Student Survey (ESS). Using these instruments in tandem has allowed researchers to track changes in students' academic self-efficacy, sense of belonging, and organizational commitment over the course of the first semester. This session will discuss how institutional researchers have used both surveys to explore the effects of changes in "noncognitive" factors over the course of a semester. Participants will also have the opportunity to discuss their own challenges using surveys of noncognitive factors in student success research.

Steven Graunke, Michele Hansen & Jessicah Rauch, *IUPUI*

Concurrent Session One: 9:15 am – 10:00 am (continued)

For Whom the Bell Tolls: Practical Data Disaggregation Techniques and Applications in Institutional Research*, Kelley Room 139 (Hine Hall)
This presentation examines practical techniques for disaggregating institutional data for the purpose of making more specific data-driven decisions. This presentation discusses various types of analyses that are well-suited to data disaggregation, technical concerns with the disaggregation process as well as specific examples of disaggregated analyses from a regional campus of Indiana University. Special attention is given to interpretations and recommendations developed from disaggregated analyses.
Mengie Parker & Darshan Shah, *Indiana University East*

Concurrent Session Two: 10:15 am – 11:00 am

Academic Partnerships and Data Governance*, Indiana Room
Data governance is an ongoing effort, not a project with a start and end date. To be successful, it requires partnerships, buy-in, and the sharing of scarce resources for the greater good. This includes academic resources. How data governance is defined depends upon the institution. What is the culture? What are the pain points? What is its scope? Does it include data literacy as well as risk management? From Robert Seiner's book, *Non-Invasive Data Governance*, the perspective is that we ALL do data governance. Data doesn't just govern itself. Everyone who uses data (and who doesn't anymore?) plays a role. Involving academic data managers is critical to achieving goals. They are the decentralized institutional researchers across campus who answer the data questions of the deans, department heads, advisors, and staff in their colleges. Having that perspective up front provides a better, more used product across campus.
Sarah Bauer, Kendal Kosta-Mikel & Ottlie Webb, *Purdue University – West Lafayette*

What an IR Professional Needs to Know About Philanthropy *, Presidents Room
As US postsecondary institutions rely increasingly on philanthropic funding, institutional researchers should expand their knowledge of the role of philanthropy in planning and decision-making broadly, as well as in relation to critical issues like student financial support. The presenters will report findings from a study that explores whether institutions that receive more philanthropic gifts dedicate more funds to merit- or need-based financial aid and enroll larger proportions of low-income and underrepresented students. Session participants will gain insights into this important source of revenues and activities as part of their due diligence to ensure they are keeping leadership informed.
Genevieve Shaker, *IUPUI*
Victor Borden, *Indiana University Bloomington*

Simple, Reproducible Survey Reporting with R and R Markdown, Kelley Room 139 (Hine Hall)
It is often our task to convey information about different groups to multiple constituencies, e.g., providing many clients reports of their survey results including responses disaggregated by race/ethnicity, gender, or major. As with any repeated task, procedures to extract, clean, and report results from data need to be reproducible, correct, and consistent while allowing for special cases or customization. This session will describe the creation of simple HTML reports for colleges and universities participating in a student learning survey using the statistical programming language R and R Markdown, a simple text formatting language. Code examples and useful tips will be shared, but the session will focus on the process of creating reproducible reports for many clients and features to disaggregate survey results. Benefits and challenges involved in generating reports in bulk and R/R Markdown will be highlighted.
Brendan Dugan, *Indiana University*

Coffee Break and Networking 11:00 am – 11:30 am, The Landing

Sponsored by HelioCampus

Concurrent Session Three: 11:30 am – 12:15 pm

Quick Wins: Enacting an Applied Research Program in a Busy IE Office, Indiana Room

IR/IE offices are under pressure to produce actionable research, usually going beyond simple descriptive data and summary statistics. This session describes how a medium-sized IE office enacted its analytical processes by producing simple, targeted applied research to aid in campus retention and completion through the vision of the unit leadership and intellectual curiosity of the staff in the face of budget and time constraints. It includes examples and the feedback and campus initiatives that resulted. Participants who have not yet endeavored into analytics can implement these ideas own their own campuses armed with resources available to complete minor research that could be quite impactful.

Ron Severtis and Beirne Miles, *Indiana University Southeast*

What Storytellers Know That Institutional Researchers Are Still Learning, Presidents Room

Once upon a time, institutional researchers were called upon to gather data and use computers to compile pages of reports. But, these efforts often failed to prompt action, change thinking, or demonstrate value. Storytellers have long engaged in this process, and their theories and insights can help. This session will draw on classic storytelling theory and specific story design elements to provide a framework to help IR professionals tell cohesive and compelling stories.

Sherry Woosley, *Macmillan Learning*

What about Faculty Data? Navigating the Wilderness of Changing Leadership and Operational Needs in Faculty Activity Reporting, Kelley Room 139 (Hine Hall)

Our faculty members are creators. Their job is to create new knowledge! However, many higher education institutions do not have a central place to collect, store, and report on all the wonderful creations. As a dean, would you like to have a list of all the journals that your faculty members have published in broken down by year and rank of the faculty member? As a member of the board of trustees, would like like to access an interactive map showing you all the places, times, and number of people reached by our faculty members across the state, country, and world? As an institutional researcher, would you like to have a standardized CV for accreditation visits? Are you a faculty member who has to keep your list of publications up to date on your CV, annual review, accreditation reports, web profile, various award applications, biosketches, and more? Come to this session to learn more about what Purdue is doing to serve these stakeholder groups.

Alee Gunderson & Andrea Pluckebaum, *Purdue University*

Opening Remarks and Welcome Lunch 12:15 pm – 1:15 pm, Ballroom (1st Floor)

Sponsored by Indiana Campus Compact

Conference Keynote 1:15 pm – 2:00 pm, Ballroom

Becoming the Catalyst for Change

Too many Americans are failing to graduate college. Why? In part, because our assumptions about them are wrong. College students are no longer aged 18-21 fresh out of high school freshman pursuing a bachelor's degree on a residential campus. Higher education institutions must change and better use data to serve today's students. Institutional research should play a major role by not just embracing this change, but by being a catalyst for it.

Dr. Courtney Brown, *Lumina Foundation*

Dr. Courtney Brown is the Vice President of Strategic Impact at Lumina Foundation, the nation's largest private foundation focused specifically on increasing Americans' postsecondary success. In this role she oversees the Foundation's efforts in the areas of strategic planning, research, evaluation, data, and learning. She also leads Lumina's international engagement efforts. Brown works to ensure Lumina uses data and research to inform and continuously apply lessons to work across the Foundation and stays focused on the impact of its work on increasing educational opportunities beyond high school for all. Dr. Brown received her B.A from James Madison University and M.A. and Ph.D. from the University of Virginia. Her first job, after finishing her Ph.D., was as Institutional Research Director at Wabash College where she spent two years. Prior to coming to Lumina in 2011, Brown was a Senior Research Associate at Indiana University.

Concurrent Session Four: 2:15 pm – 3:00 pm

The IUPUI Record: Tracking and Assessing Learning from Students' Engaged Activities, Indiana Room

The IUPUI Experiential and Applied Learning Record (the "Record") recognizes valuable, assessed, and validated student learning experiences. While the official Indiana University transcript continues to record faculty curriculum, grades and degree requirements, the Record reflects in a validated and meaningful way learning, curricular and co-curricular, that occurs among various achievement categories (Diversity, Global Engagement, Internships/Career Development, Leadership, Research, Service, and Creative Expression). The learning is assessed by the program director or faculty member and affirmed by the IUPUI Registrar. This presentation will describe the origin of the Record and the criteria for an experience to merit inclusion on the Record.

Tom Hahn and Jerry Daday, *IUPUI*

An Empirical Investigation of Bias in the U.S. News Best Colleges Rankings*, Presidents Room

Institutional researchers are often charged with analyzing their institution's placement in college rankings, especially the US News Best Colleges ranking. Several studies have explored factors that impact the rankings, such as student selectivity, and reputation. However, there has been less systematic research conducted to ascertain biases within the rankings: controlling for factors that positively affect rankings, can we identify factors that negatively impact rankings, such as those related to student demographics, institutional environments or program emphasis. This session presents finding from such a study and notes the implications these have for institutional planning and decision making, as well as regarding the overall impact of college rankings on institutional change.

Victor Borden, Daria Ivleva & Joseph Finke, *Indiana University Bloomington*

Concurrent Session Four: 2:15 pm – 3:00 pm (continued)

Leveraging Institutional Analytics to Support Program Reviews*, Kelley Room 139 (Hine Hall)
Offices of institutional research are often asked to support decision making in academic units by leveraging their analytics capabilities. This work is a collaboration between Purdue's Institutional Data Analytics + Assessment and the Honors College to determine the added value of completing the Honors College curriculum. After merging data sources, Propensity Score Analysis (PSM) was used in R to create a matched list of students based on academic and demographic attributes. Further statistical analysis showed that completion of Honors College curriculum was significantly related to students' post-graduation outcomes. Honors completers were much more likely to attend graduate school and to report having engaged in research as an undergraduate (a key aspect of the Honors College's mission). The findings suggest that PSM is an effective method, especially when leveraging the functionality of R, for institutional researchers to provide meaningful evidence for program reviews.
Nichole Ramirez and Jordan Meyer, *Purdue University*

Brownie/Snack Break and Networking 3:00 pm – 3:30 pm, The Landing

Sponsored by Skyfactor

Concurrent Session Five: 3:30 pm – 4:15 pm

ICHE Update: A New Data Submission System Coming Soon! Indiana Room
This session will provide an overview of recent work at the Indiana Commission for Higher Education, as well as an update of its new strategic plan initiatives. A specific focus will be on the Commission's revamp of its data submission system. The Indiana Commission for Higher Education is well under way with its vendor, C-Spring, on the update of the CHE Data Submission System (CHEDSS 2.0). This expansive new update will better align the three main components of CHEDSS from data submissions, the Academic Program Inventory, and Finance, to streamline and refresh the process for all institutional users. Sneak peeks of the new system will show the project's current progress on its remaining timeline. Through this update of the new data submission system, the Commission hopes to make institutional data better for Indiana students.
Jake Burns and Alison Partee, *Indiana Commission for Higher Education*

Assessing the Impact of High Impact Practices Using Propensity Score Matching, Presidents Room
Institutional researchers are often tasked with assessing the impact of academic support programs and educational practices on student success. However, in situations where students were not randomly assigned to a treatment group and a control group, it is difficult to tease out the effect of selection bias and confounding factors from actual program effects. This session demonstrates how propensity score matching (PSM) could be used to minimize selection bias and allows causal inferences to be made. We will share how our office used PSM to determine the impact of Sam H. Jones program on student success and how they have informed our next steps. We will also talk about the technical aspects of implementing PSM using the PSMATCH procedure in SAS.
Wendy Lin and Tom Hahn, *IUPUI*

Money Matters: Implementing Cost of Instruction Analytics, Kelley Room 139 (Hine Hall)
Given the current higher education environment, there is an ever-increasing need for colleges and universities to operate as cost effectively as possible. Decision makers need relevant information for strategic planning and resource allocation. Understanding instructional costs and revenues can provide insight and direction for this process. Indiana State University recently implemented a Cost of Instruction module to provide these analytics to University executives and academic deans. The reports and graphs provide administrators with cost and revenue metrics for courses offered by and students majoring in each department. We will discuss our cost of instruction framework, methodology, metrics and usage.
Linda Ferguson, *Indiana State University*

Reception (Hors d'oeuvres/Cash Bar) 4:15 pm – 6:00 pm, Ballroom

Sponsored by Rapid Insight

IR 2020 Focus on the Future Panel Discussion 4:30 pm – 5:15 pm

Moderator: Michele J. Hansen, Ph.D. serves as the Assistant Vice Chancellor of Institutional Research and Decision Support (IRDS) at Indiana University-Purdue University Indianapolis. IRDS is a comprehensive institutional research office where members are engaged in institutional research, advanced statistical analyses, survey research, program evaluation, student learning assessment, program and administrative reviews, and data support for strategic enrollment management. Dr. Hansen's primary research interests are in the areas of learning outcomes assessment and program evaluation methods, understanding the effectiveness of interventions to enhance retention and academic success of undergraduate and graduate students (applying social psychology theories to higher education), survey research methods, and incremental and large-scale change management. Dr. Hansen received her baccalaureate degree in psychology from Michigan State University and master's and doctoral degrees in social psychology from Loyola University Chicago.

Panelist: Dr. Sonia Schaible Brandon is an experienced institutional researcher with more than 22 years in higher education. Currently, she serves as the Associate Vice President for Institutional Research and Decision Support at Ball State University (BSU). Prior to her arrival at BSU, she was the Assistant Vice President for Institutional Research, Planning and Decision Support at Colorado Mesa University where she served for 15 years. Dr. Brandon also spent 4 years as the Research and Statistical Analyst at the Colorado Commission on Higher Education. She has taught undergraduate and graduate courses in Statistics, Research Methods, Sociology and Criminal Justice since 1998. Additionally, Dr. Brandon worked with the United States Department of Education for 14 years and served as a consultant for the National Center for Education Statistics on federal reporting measures and the use of related tools such as the Data Center.

Panelist: Timothy Chow is Director of Institutional Research at Rose-Hulman Institute of Technology. He is actively involved with state, regional, and national associations for institutional research and has held various leadership positions with these associations. He has conducted workshops and presented his research on academic quality assurance and data analytics work at institutional research and other Higher Education conferences. Timothy offers data analytics support to the institutional and engineering program accreditation process and is serving as a member of the Quality of Education Committee at Rose-Hulman. He has also published articles on performance assessment of student learning outcomes and on benchmarking in institutional research. He is currently the coordinator for the annual data exchange project for the Association of Independent Technological Universities and the Midwestern Undergraduate Private Engineering Colleges.

Panelist: Todd Schmitz currently serves as Assistant Vice President for University Institutional Research and Reporting (UIRR) at IU. He began at IU in 1986 and has led the IR operation since its inception in 1991. Todd received his master's degree in counseling and educational psychology from the University of South Dakota and has completed his doctoral coursework in higher education administration and inquiry methodology at Indiana University. He is active with state associations having served as president of the Indiana Association for Institutional Research and the chair of the Indiana Publics Data Advisory Group. Nationally, Todd has served on the governing council of the Association of American Universities Data Exchange and has received their Distinguished Service Award. On campus, Todd is a past president of the Bloomington Professional Council and has been active with a variety of committees. In his "off-time" Todd has a hobby farm for growing fruits and vegetables, produces maple syrup, and is an avid woodworker. Among his greatest blessings are a patient wife of 30+ years, and two amazing, accomplished children who have blessed their life with three grandchildren.

Business Meeting, Awards, Door Prizes 5:15 pm – 6:00 pm

Dinner On Your Own/Dinner Groups 7:00 pm

Wednesday, March 11 – Conference Day 2

Conference Registration 7:30 am – 11:00 am, The Landing (2nd Floor)
Sponsors and Vendors 7:30 am – 11:30 am, The Landing (2nd Floor)

Hot Breakfast Buffet 8:00 am – 9:00 am, The Landing

Concurrent Session Six: 9:15 am – 10:00 am

AIR Board of Directors' Listening Session: State of Institutional Research, Indiana Room
The AIR Board of Directors is embarking on a series of listening sessions to hear from members of state and regional affiliate organizations about the condition of our profession and how AIR can be proactive in serving its members. This session will feature a current AIR Board member and gathering your insights about the state of Institutional Research/Institutional Effectiveness in our region. This information will help shape the direction of the AIR Board as it works to support members to address current and future challenges. This session will also feature the results of a recent survey of INAIR membership that focused on the current work of members' IR/IE offices, present and future challenges, and what AIR and INAIR can do to support our members.
Michele Hansen, *IUPUI/AIR*

The Data is Dark and Full of Terror: Communicating Data to a "Not a Numbers Person", Presidents Room
Using the evolution of communicating data to the SMWC Board of Trustees, this session will focus on developing data presentations and communications for an audience that has little exposure (and sometimes interest) to data. Individuals from smaller, and especially newly formed, IR shops might also find useful information on dashboard creation, management, and building the ever elusive "data culture" on campus. The session will at least be better than season eight of Game of Thrones.
Mike King, *Saint Mary-of-the-Woods College*

Concurrent Session Six: 9:15 am – 10:00 am (continued)

Sharing the Path Through Learning Analytics, Kelley Room 139 (Hine Hall)
The eDS Learning Analytics team is developing a series of dashboards focused on communicating student context and engagement with the Canvas learning management system, so faculty can participate in the understanding and application of learning analytics. The presentation will include an overview of the dashboards developed to communicate insights into students and their learning activities, along with insight into the use of these tools, initial feedback and plans for further development. Elements of these dashboards were derived from prior research and have contributed to additional research into relationships between learner activities, interventions, learner outcomes and perceptions. The presentation will also highlight collaborations between Learning Analytics, the eLearning Research and Practice Lab, the Teaching for Student Success initiative and other university researchers.
Jason Kaetzel, Jamie Israel & Noah Schroeder, *Indiana University*

Concurrent Session Seven: 10:15 am – 11:00 am

The Traditional-Aged College Pipeline - Indiana's Future High School Graduate Population and Profiles of College-Going and Success, Indiana Room
This session will provide an overview of a dashboard for the "College Pipeline" project. The "College Pipeline" project is a partnership between the Indiana Commission for Higher Education and the Indiana Postsecondary Data Advisory Group (IPDAG). The project seeks to develop a nuanced view of college enrollment for future higher education policy and planning. Research points to higher education facing a future "cliff" of demographic changes. In an effort to get ahead of this demographic "cliff," ICHE and IPDAG have created a data dashboard that shows trends in the demographics of Indiana high school graduates and their college-going behavior. The data dashboard also provides a view of ICHE's College Readiness Report data by institution, a useful tool for institutional planning. Next step in the project - high school graduate and college enrollment projections! Attendees will have an opportunity to provide feedback on the current dashboard and make suggestions on future work.
Sean Tierney & Jake Burns, *Indiana Commission for Higher Education*
Todd Schmitz, *Indiana University*

OK, Now What? An Action Plan for Doing More with Your NSSE Results*, Presidents Room
Institutions participating in NSSE invest money and the time of both students and administrators. And yet these institutions do little reporting on their results beyond sharing the dense and often confusing spreadsheets that NSSE returns to them. This presentations details IU's plan for taking control of its NSSE data, from retrieving raw data from NSSE, making it available to researchers in a data warehouse, and condensing outcomes into a high-level Tableau report for university decision-makers.
Joseph Geglio, Indiana University

Building a Strategic Dashboard for Departmental Annual Reviews: Lessons Learned from the Middle, Kelley Room 139 (Hine Hall)
Presenters will share their experiences with creating a strategic dashboard that served as the foundation for departmental annual review (DAR) of chairs in the IU School of Medicine— an eight-campus school with over 6,000 faculty and 26 academic departments. The DAR dashboard was a collaborative effort with leaders in executive administration, business intelligence, and several functional areas including faculty affairs, clinical affairs, finance, research, and education. Reflecting on organizational change and leadership development literature, presenters will share lessons learned from their experiences leading up and across the organization.
Amy Ribera, Ben Steckler & Lindsay Treadway, *Indiana University School of Medicine*

Coffee Break and Networking 11:00 am – 11:30 am, The Landing

Concurrent Session Eight: 11:30 am – 12:15 pm

Predicting Attrition in Non-Traditional Students, Indiana Room
In a period when enrollment and budget projections are strained, retaining students is a top priority for most institutions. This presentation depicts how non-traditional/adult students at Indiana Wesleyan University were successfully predicted to be of high risk of attrition, and how student services personnel were able to use the data to proactively changer their engagement strategy. Attendees will see the specific tools and methods used to make this effort successful.
Tony Parandi, *Indiana Wesleyan University*
Jon MacMillan, *Rapid Insight*

Free money! Modeling, Reporting, Evaluating Scholarships and Financial Aid, Presidents Room
Enrollment Management requires strategic use of scholarship and financial aid dollars to provide access to higher education and to enroll and retain the right mix of students. We will share the methods behind award development modeling, award management reporting, and award effectiveness evaluation. Learn our best practices and share what works for you.
Doug Anderson & Bridgett Milner, *Indiana University Bloomington*

PortfoliWhat, Kelley Room 139 (Hine Hall)
This session is a demonstration of the Portfolium Platform as an academic alternative to LinkedIn with an account that is free for life for students, faculty, and staff. Ivy Tech chose Portfolium as a part of our assessment platform. Applications with respect to classroom, programs, career development, and other student life initiatives will be explored. Participants will brainstorm and generate their own ideas on the application of this platform to their courses, programs, and students. Participants will explore the AAC&U value rubrics and how these can be used as a starting point for assessment efforts.
Robert Morse, Anna Blankenbaker & Beth Borst, *Ivy Tech Community College*

Conference Concludes 12:15 pm – Safe travels, and See you next year!

Executive Board Meeting (Closed) 12:30 pm – 2:00 pm, Indiana Room

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