



# 37<sup>TH</sup> ANNUAL CONFERENCE *INAIR at the Crossroads*

MARCH 8-10, 2023

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## Conference Program



800 Wabash Ave  
Terre Haute, Indiana

Terre Haute Convention Center  
<http://www.terrehautecc.com>

# Welcome Message from President & VP

Hello INAIR Colleagues!

Welcome to our 37th Annual Conference! We are excited to be back in-person and at a new location thanks to recommendations from last year's annual business meeting. We've enjoyed working with the Terre Haute Convention Center staff and want to thank them for helping us create what we hope is a welcoming and comfortable conference environment. 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.



*Brooke Kile, INAIR President*

This conference could not be possible without the generous support of our institutional sponsors and vendors. We encourage you to take advantage of speaking with vendor representatives located in the Foyer or attending one of their concurrent demo sessions. Many thanks to Gold Sponsor Saint Mary-of-the-Woods College, Indiana State University, Alteryx, Watermark Insights, and Xitracs by Concord USA, Inc as well as Bronze Sponsors National Survey of Student Engagement and iData Inc. for your contributions!

We are thrilled with the response to our call for proposals from our INAIR members—we have a rich, diverse selection of concurrent sessions and poster sessions to choose from. Thank you to our members who have volunteered to share their expertise and knowledge this year as presenters.



*Amy Ribera, INAIR Vice President/Conference Chair*

Getting back to an in-person conference was an entire Board and Conference Planning Committee effort. Our sincere thanks to all who have worked together to make our 37th conference a success, including our Immediate Past President, Sharon Wavle, Treasurer Ken Pattillo, Secretary Diana Hooten, Web Administrator Jen Holscher, At-Large Members Katherine Dwyer (Membership), Kim Meeks (Conference Planning) and Sara Spalding (Conference Planning).

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,

**Brooke Kile**  
 INAIR President  
 Marian University  
 Director of Institutional Research  
[bkile@marian.edu](mailto:bkile@marian.edu)

**Amy Ribera, Ph.D.**  
 INAIR Vice President and Conference Chair  
 Indiana University School of Medicine  
 Director of Research and Evaluation  
[akribera@iu.edu](mailto:akribera@iu.edu)

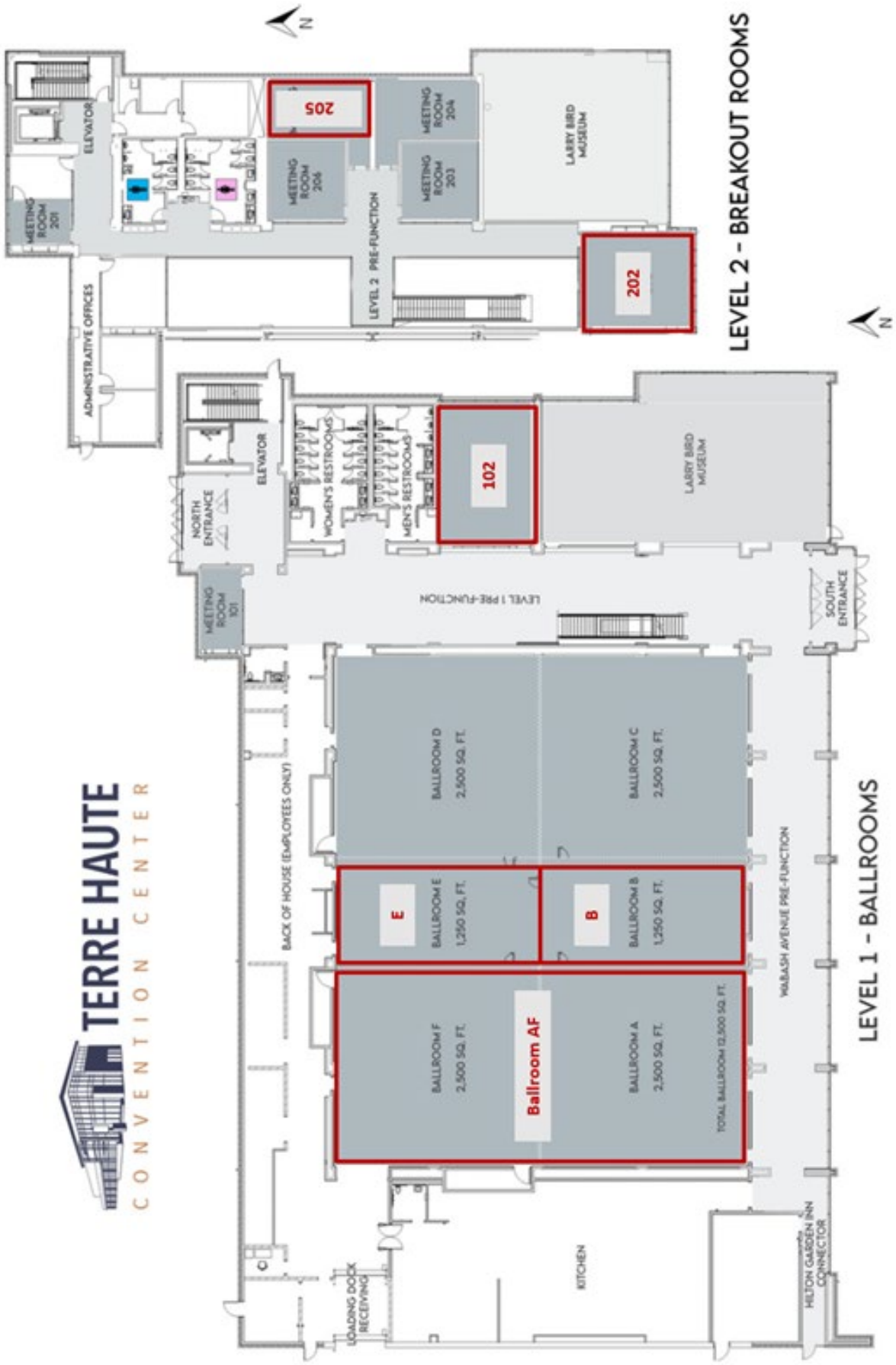
WiFi: THCC (no password required)

Twitter: Follow us @INAIR\_ORG  
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Daily parking vouchers available at the  
registration table



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## Special Thanks to our 2023 Sponsors!

### GOLD



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Watermark was formed in 2018 following the merger of Taskstream, Tk20, and LiveText — three of the leading providers of assessment management technology in the industry. Digital Measures, EvaluationKIT, & Aviso Retention are the newest members of the Watermark family. With solutions in the areas of outcomes assessment and ePortfolios, faculty activity reporting, course evaluations and surveys, curriculum and catalog management, and student success and retention, Watermark has extensive experience and more than 380 team members committed to serving higher education worldwide. To learn more about Watermark Insights, visit [www.watermarkinsights.com](http://www.watermarkinsights.com).

**alteryx**

The Alteryx Analytic Platform™ accelerates data-driven business outcomes across the Public Sector. With Alteryx, Public Sector Agencies can develop faster results, deeper insights, better decisions, and ultimately, create a cultural shift where anyone can empower mission outcomes through self-service analytics and data science.



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**data  
cookbook**

The Data Cookbook, a collaborative online data intelligence solution by IData Inc., provides organizations with a pragmatic data governance framework to support the best practices of data governance. Included in this solution: business glossary, data system inventory, data stewardship management, data

governance oversight, data request management, data catalog, data quality management, data lineage, reference data management, data policies, report catalog, versioning of data governance content and impact analysis. The Data Cookbook integrates with 100s of data sources. More information can be found at [www.datacookbook.com](http://www.datacookbook.com).



**NSSE**

**FSSE  
BCSSE**

The National Survey of Student Engagement (NSSE), Beginning College Survey of Student Engagement (BCSSE), and Faculty Survey of Student Engagement (FSSE), help bachelors-granting institutions assess quality in undergraduate education and strengthen the learning environment by providing actionable information on student engagement in effective educational practice, and insights on learning and success.

# Proud sponsor of the INAIR Conference 2023

Terre Haute Convention Center

March 8 - 10, 2023



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## Schedule-at-a-Glance

### Wednesday, March 8

7:30 am – 4:30 pm	Early Conference Registration & Vendor Setup
8:30 am – 4:30 pm	AIR/IPEDS/NCES Pre-Conference Workshop
1:00 pm – 4:00 pm	Newcomer's Workshop

### Thursday, March 9

7:30 am – 5:00 pm	Conference Registration & Sponsor/Vendor Tables
7:30 am – 8:45 am	Continental Breakfast (Sponsored by ISU)
8:30 am – 8:45 am	Opening Remarks & Welcome
9:00 am – 9:45 am	Breakout Session A
10:00 am – 10:45 am	Breakout Session B
10:45 am – 11:00 am	Coffee Break (Sponsored by NSSE)
11:00 am – 11:45 am	Breakout Session C
12:00 pm – 1:30 pm	Buffet Lunch (Sponsored by SMWC)
12:30 pm – 1:30 pm	Keynote Address
2:00 pm – 2:45 pm	Breakout Session D
3:00 pm – 4:00 pm	Business Meeting
4:00 pm – 5:00pm	Graduate Student Poster Session & Reception (Sponsored by Alteryx)

### Friday, March 10

7:30 am – 11:00 am	Conference Registration & Sponsor/Vendor Tables
7:30 am – 8:45 am	Hot Breakfast (Sponsored by Watermark Insights)
9:00 am – 10:00 am	IR in Focus Panel Discussion
10:15 am – 11:00 am	Breakout Session E
11:00 am – 11:15 am	Coffee Break (Sponsored by Data Cookbook)
11:15 am – 12:00 pm	Breakout Session F
12:00 pm – 1:30 pm	Executive Board Meeting (Closed Session)



# watermark engage 2023

Join us for Watermark's annual user event that features higher ed administrators – like you – sharing their successes and insights.



Stop by our booth to learn more about the event and how to foster campus collaboration and improvement.



June 13-15, 2023 | Austin, Texas  
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## Wednesday, March 8 – Preconference Day

Pre-Conference Workshops

8:30 am – 4:30 pm

Conference Early Registration

7:30 am – 4:30 pm | Foyer

### **Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success (Attendees: Please bring a laptop with Microsoft Excel)**

Pre-conference Workshop | Ballroom B | 8:30 am – 4:30 pm

*Eric Atchison & Carrie Mata, AIR/IPEDS/NCES Presenters*

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.

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

Pre-conference Workshop | Breakout Room 102 | 1:00 pm – 4:00 pm

*Brooke Kile, INAIR President, Marian University*

New to the field of institutional research or INAIR? This preconference session is designed for new Institutional Research (IR) professionals or other higher education professionals interested in learning more about the role of IR as a collective field and at their own institutions. Discussion topics will include defining Institutional Research, data ethics and principles of practice, common data requests and reporting activities, and how to assess/measure the value of your IR office contributions. Attendees are encouraged, but not required, to bring a laptop.

**Dinner Groups/Dinner on Your Own 6:00 pm**

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## Thursday, March 9 – Conference Day 1

Conference Workshops 8:30 am – 5:00 pm

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Conference Registration 7:30 am – 5:00 pm | Foyer

Sponsors and Vendors 7:30 am – 5:00 pm | Foyer

**Continental Breakfast** 7:30 am – 8:45 am | Ballroom AF

*Sponsored by Indiana State University*

**Opening Remarks and Welcome** 8:30 am – 8:45 am | Ballroom AF

*Brooke Kile, INAIR President, Marian University*

*Patty McClintock, Director of Institutional Research, Indiana State University*

Breakout Session A

9:00 am – 9:45 am

### Collaborative Decision Support: Working Together to Do More with Less

Concurrent Session | Presentation/Paper | Ballroom B

*Doug Anderson & Bridgett Milner, Indiana University Bloomington*

As IR professionals, we collaborate with decisionmakers, applying our analytical tools to university business problems. In this presentation, we share our six steps to successful decision support: 1. Understand the business and the current challenges. 2. Explore the available data. 3. Apply analytical tools. 4. Recommend solutions. 5. Work with operational staff to implement the chosen solution. 6. Evaluate and adjust. We share a case study in enrollment management, showing how we applied this framework to supporting admissions and scholarship decisionmakers. The challenge was to admit and scholarship students in the face of an abrupt reduction in test score availability, and a large increase in the number of applications with high school GPAs of 4.0 or above. They provided a problem, we brought the analysis and the algorithms. See how this collaborative approach can strengthen IR decision support for you too.

## Designing Tableau Dashboards for Survey Data

Concurrent Session | How-to/Demo | Ballroom E

*Kevin Wenger & Bob Gonyea, Indiana University Bloomington*

The use of dashboards and interactive visualizations in institutional research has grown tremendously, leaving IR and assessment professionals with many new creative options to disseminate data. Yet, the structure of survey data—a common information source in higher education settings—poses a few challenges for the design of visualization dashboards. Given the important data and insights that comes from survey research and the competing demands for attention, it's vitally important to effectively communicate survey results to various constituencies. This session will explore methods to modify survey data to fit Tableau's structures, present effective visualization methods for survey data, and offer space to discuss how other institutions present survey results in Tableau.

## Novel Approach to College Benchmarking: Pulling Together the Improbable

Concurrent Session | Presentation/Paper | Breakout Room 102

*David Robledo & Sabrina Tanner, Purdue University*

Learn how Purdue's College of Engineering externally benchmarked against top peers using Academic Analytics (AcA) and public data sources. AcA was new to the Purdue data ecosystem and this was the college's first attempt at validating and analyzing the tool for benchmarking. We will share our approach, validation process and provide a sample of our final dashboard.

## Hello, My Name is IR: An Introduction and Tips for Newcomers

Concurrent Session | Presentation | Breakout Room 205

*Brooke Kile, Marian University*

This concurrent session is an abbreviated version of the pre-conference newcomer's workshop and is designed for new Institutional Research (IR) professionals or other higher education stakeholders interested in learning more about the role of IR as a collective field and at their own institutions. Topics will include defining IR, data ethics and principles of practice, common data requests and reporting activities, and how IR professionals at any level can assess/measure the value of their IR office contributions.

**Breakout Session B**

**10:00 am – 10:45 am**

## Implementing a Student Feedback Panel to Obtain Systematic Student Input

Concurrent Session | How-to/Demo | Ballroom B

*Yih Taso & Victor Borden, Indiana University Bloomington*

Institutional researchers and student affairs assessment practitioners are often asked to provide support to the evaluation of student support programs. This session will illustrate the implementation of a Student Feedback Panel for the purpose of assessing various ongoing projects for student success, how to facilitate discussions during and collect data from the panel meetings, and how to apply findings as systematic inputs for the sustainability of student success projects. As a result of attending this session, attendees will learn to develop their own Student Feedback Panel at their respective institutions.

### Data Governance: A Seat at the Table

Concurrent Session | Presentation/Paper | Ballroom E

*Sarah Bauer, Kendal Kosta-Mikel, Stephanie Dykhuizen, & Kolitha Perera, Purdue University*

Data governance has varied definitions at different organizations. It is typically based upon a number of factors: 1) who is championing it; 2) the most critical data pain points; 3) the data culture of the organization. One common component and usually the most visible, is a 'data catalog.' At Purdue we use Data Cookbook. This presentation is centered on our experience with ensuring data governance has a seat at the table when data projects are being proposed and implemented to ensure metadata is captured. We will share two experiences. One where we were involved AFTER a data warehouse was in production. The other where we are involved DURING development. We will discuss how we include undergraduate students in this metadata work to benefit both the University and the student. Also, our process surrounding sharing metadata work with the university at large, and what we learned from past projects to better assist with our current project.

### Efficient Student Outreach: Combining Cross Platform Data into One Advising Dashboard

Concurrent Session | Presentation/Paper | Breakout Room 102

*Melissa Haney & Ryan Johnson, Ivy Tech Community College*

Ivy Tech Community College advisors need to efficiently identify, contact, and advise non-registered active students. Previous reporting has existed, but is siloed within separate platforms including advising appointments, student data, course information, degree audits, and transfer data. We will share how we combined Starfish, Banner, Canvas, and National Student Clearinghouse data into one advising dashboard using Tableau. Before implementation, advisors worked with separate systems and screens to get a view of a student and their degree progress. That has now been reduced to one Tableau dashboard, freeing up staff and faculty to be more responsive and dedicate more time to helping students.

### Association for Institutional Research (AIR) Board Listening Session

Concurrent Session | Roundtable Discussion | Breakout Room 205

*Wen Qi, Indiana University Bloomington*

Dr. Wen Qi (Indiana University Bloomington), a member of the Association for Institutional Research (AIR) Board of Directors, will facilitate a discussion on the perceived value of AIR membership and the future of institutional research. The purpose is to identify ways for AIR to improve its programming and planning, and to better serve the professional needs of institutional researchers. Participants will have the opportunity to share concerns and expectations on what AIR membership can and should offer, and to discuss trends in higher education that will have the greatest impact on institutional research in the near future.

### Coffee Break and Networking

*Sponsored by NSSE*

**10:45 am – 11:00 am | Foyer**

## Breakout Session C

11:00 am – 11:45 am

**Equity-Forward Learning Analytics: Designing a Course Diversity Dashboard to Support Marginalized Student Success**

Concurrent Session | Presentation/Paper | Ballroom B

*Robert Morse, Ivy Tech Community College; Jay Lynch, Pearson*

Student outcomes in US higher education exhibit deep and persistent inequities. In this paper, we share a multi-disciplinary effort to support a large college's strategic DEI goals through the creation of a Course Diversity Dashboard (CDD). The CDD enables faculty, administrators, and instructional designers to explore inequalities in course outcomes and glean practical insights into student study strategies, time management, and prior knowledge—information that can be used to guide ameliorative interventions. Results reveal the existence of previously hidden learner inequities in all courses included in our study and critical gaps in underrepresented minority students' prior knowledge. Our findings also further validate the effectiveness of evidence-informed study strategies in an authentic educational setting. This session will explore how the CDD was developed through a collaboration between Ivy Tech Community College and Pearson.

**Hocus Pocus! Spells For Making Some Favorite (Non Standard) Graphs**

Concurrent Session | Presentation/Paper | Ballroom E

*Sasha Haywood & Bridgett Milner, Indiana University Bloomington*

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. To do this best, sometimes we need to employ charts and graphs that are not available in the standard Excel or Tableau dropdown menus. We have some favorites that have served us well. Some of these include scaled Venn diagrams, comet charts, bubble charts in Excel, interactive Excel displays that utilize "spin buttons", animated gifs for use in PowerPoint, infographics created with freeware, and many others. We'll share our use of these non-standard chart types, along with instructions on how to make them.

**Turn Frustration into Fun! Solving Big Problems with a Single Tool**

Concurrent Session | How-to/Demo | Breakout Room 102

*Chelsie Deatrck, Indiana University; Ewan Simpson, Alteryx*

Bogged down by complex data analyses that require manipulating multiple large spreadsheets involving millions of rows of output? Frustrated by excel limitations that can ruin your day? This presentation will demonstrate how we use a data prep and blend tool to solve difficult problems involving large and disparate datasets. In this presentation we demonstrate two analytics projects, student tuition YOY analysis and Canvas outcomes tool reporting, which both start with large excel downloads. Our tool transformed these analytics projects from frustrating to fun, saving us all from random excel crashes and giving our stakeholders meaningful information faster.

## Colleague Connections and Leadership Discussions – Connect in Person

Concurrent Session | Roundtable Discussion | Breakout Room 205

*Brooke Kile, INAIR President, Marian University; Diana Hooten, INAIR Secretary, Indiana State University*

Please join us for our in-person Colleague Connections and Leadership Discussions meeting. We've had the pleasure of collaborating, virtually, with many of you as speakers and participants on topics such as what helped current leaders in their career trajectory, recommendations for becoming a leader, tips for presenting data, how to get a seat at the table, emerging topics in IR, and national/regional organization benefits. Now, we'd like to connect with you in person! We will discuss what our IR futures look like, some highlights from the virtual sessions that people found helpful, and the benefits of networking

Luncheon & Keynote Address

12:00 pm – 1:30 pm | Ballroom AF

## Welcome from Saint Mary-of-the-Woods President, Dr. Dottie King

*Sponsored by Saint Mary-of-the-Woods*

## Keynote Address from Dr. Sylk Sotto-Santiago

12:30 pm – 1:30 pm

## The Challenge of “You Can’t Improve What You Can’t Measure” in Diversity, Equity, and Inclusion



**Sylk Sotto-Santiago, EdD, MBA, MPS** is an Assistant Professor of Medicine and serves as the Vice-chair for Faculty Affairs and Professional Development, and the Vice-chair for Diversity, Health Equity, and Inclusion in the Department of Medicine at Indiana University School of Medicine. She also serves as Health Equity Lead for the Office of Community Outreach and Engagement in the IU Simon Comprehensive Cancer Center. Her scholarship centers on equity and inclusion; faculty affairs and professional development; STEM and medical education; and organizational leadership and administration. Dr. Sotto-Santiago will share strategies that institutional researchers may use to advance equity and antiracism at their institution. She is a dynamic, engaging speaker and we're excited to welcome her as our keynote guest.

## Breakout Session D

2:00 pm – 2:45 pm

**Response Rates of Racial and Ethnic Minoritized Students: Examining Issues of Equity in Survey Administration and Data**

Concurrent Session | Presentation/Paper | Ballroom B

*Christen Priddie, Bob Gonyea, Kevin Wenger, & Shimon Sarraf, Indiana University Bloomington*

Of increasing concern is the quality of data for racial and ethnic minoritized students who participate in surveys at lower rates. Given these issues, institutions strive to maximize response rates using effective methods such as incentivizing participation, survey sponsorship, frequent reminders, and identifying participation benefits (Beck, 2012; Fan & Yan, 2010). However, low response rates across higher education persists. Therefore, the purpose of this session is to discuss with institutional researcher colleagues how we improve the data quality for racial and ethnic minoritized students through increasing survey response rates.

**Can Peer-Led Team Learning Still Work in STEM? Comprehensive Assessment of a Longstanding Intervention in Chemistry**

Concurrent Session | Presentation/Paper | Ballroom E

*Steven Graunke, Partha Basu, & David Malik, Indiana University-Purdue University, Indianapolis*

Peer Led Team Learning (PLTL) is an active learning strategy in which small groups of students work collaboratively to gain shared understanding of difficult concepts. The following presentation displays the results of a multi-faceted assessment of the PLTL model that has been deployed in the first course of a two-semester gateway general chemistry sequence. Analysis of Covariance (ANCOVA) was used at the course level to determine if DFWI rates showed significant improvement following the adoption of PLTL pedagogy. Hierarchical Linear Modeling (HLM) included a combination of course and student level variables to determine the impact of engagement in PLTL on individual final exam grades. Further HLM modeling assessed the impact of PLTL on African American students, LatinX students, and students receiving a Pell grant. Attendees will learn how these statistical procedures can be used to assess the effectiveness of active learning interventions in STEM courses.

**A Rapid Approach to Program Assessment Through Matching Algorithms**

Concurrent Session | Presentation/Paper | Breakout Room 102

*Jesse Talley, Indiana University Bloomington*

In this session, we will review and demonstrate the effectiveness of distance-based matching algorithms for creating control groups and analyzing the impact of campus programs and interventions. We will show two examples of using distance-based matching algorithms at our institution – one for a program intervention and another for a course-level intervention. We will also preview a RShiny application that provides a user-friendly interface for matching and streamlining program assessment analyses.



## Integrating Standards into Daily Practice

Concurrent Session | Presentation/Paper | Breakout Room 205

*Glenn Phillips, Watermark Insights*

Changing the perspective of assessment from compliance-focused to continuous improvement can be challenging, particularly when manual data entry is required to connect results to goals and outcomes. Join Watermark for a session on how to connect your data collection systems to your assessment plan and seamlessly connect direct and indirect measures of student learning to allow faculty to spend time on what matters most---reflection and improvement.

**Business Meeting & Awards**

**3:00 pm – 4:00 pm | Ballroom AF**

## Meeting Agenda

*Old and New Business*

*Slate-of-Officers Vote*

*Awards & Special Recognition*

**Poster Session & Reception**

**4:00 pm – 5:00 pm | Ballroom C**

## Reception with Hors d'oeuvres & Cash Bar (drink ticket available in name tag)

*Sponsored by Alteryx*

## Graduate Student Poster Session

### The Importance of Following Up: Assessment of Professional Development Programming

Poster Session | Ballroom C

*Emily Braught, Indiana University School of Medicine*

Pre- and post-surveys are a frequently utilized and effective way to measure the success of educational programming outcomes, including diversity education. At the IU School of Medicine, faculty developers have implemented workshops on addressing microaggressions. Results from pre- and post- survey analysis indicates success in the program across demographics and roles on campus; however, a follow-up survey three months later draws attention to how outcomes of the workshop change over time in important and nuanced ways. Faculty developers have been called to expand the assessment of their services to be more robust, specifically in exploring outcomes and behavior changes as a result of educational development initiatives. This poster offers follow-up surveying as a solution to exploring learning and behavior changes as a result of educational development programming.

## In This Course & Beyond: Assessing an Intervention Using Matched Sampling

*Joseph Finke, Yih Tsao, & Yumeng Liang, Indiana University Bloomington*

As instructors make major changes in a course, they are likely to turn to IR professionals to help assess the effectiveness of their interventions. With introductory and gateway courses, it is especially important to track students' performance in subsequent courses in the curriculum. This poster shares how IR professionals can assess an intervention's effect on course outcomes and also in subsequent courses using case control matching.

## Leadership Academic Medicine: Estimating Program Effectiveness Using Quasi Experimental Methods

*Kevin Wenger, Indiana University Bloomington*

The Leadership in Academic Medicine Program (LAMP) is a year-long program offered by the Indiana University School of Medicine to assist junior faculty in developing successful careers and become effective leaders in academic medicine. Participants are led through a monthly curriculum-based professional development. To date, more than 700 faculty have participated since 2003. To estimate the program effectiveness on faculty likelihood of achieving promotion and tenure, we used quasi-experimental methods (PSM, case-control). Analysis indicates LAMP participants on the tenure track were 2.3 times more likely to attain tenure than the control. Further, clinical track faculty LAMP participants were 2.5 times more likely to achieve promotion. Significant results ( $p < 0.001$ ) point to effectiveness. This poster will also provide brief details on the experience of implementing this by the researcher as part of a Capstone Project in the Institutional Research Certificate at Indiana University.



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- NSSE 2023 survey launched Feb. 22
- BCSSE 2023 registration opens March 1
- NSSE 2024 registration opens July 1

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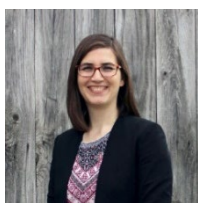
## Friday, March 10 – Conference Day 2

Conference Registration 7:30 am – 11:00 am | Foyer  
Sponsors and Vendors 7:30 am – 11:00 am | Foyer

**Hot Breakfast Buffet** 7:30 am – 8:45 am | **Ballroom AF**  
*Sponsored by Watermark Insights*

Panel Discussion 9:00 am – 10:00 am | Ballroom AF

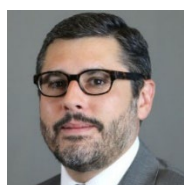
### IR in Focus Panel Discussion Moderated by INAIR President Brooke Kile



**Panelist: Molly Amstutz** is the Director of Institutional Data Analytics + Assessment (IDA+A) and Chief Data Officer at Purdue University. IDA+A performs research, statistical and predictive analysis, and reporting for campus leaders and decision makers in support of evidence-based planning, evaluation, and assessment. We provide holistic services to senior leadership and ensure well-defined, quality data. This is achieved by structuring analytics, assessment, data governance, data engineers, and data scientists under one department. Ms. Amstutz joined Purdue in 2015 and went on to make significant contributions such as serving as a key lead in Purdue's data-driven response to COVID-19. She is the data point person as a member of the Equity Task Force implementation team, and she launched Purdue's current Data Governance Structure and continues to provide oversight. Currently, she is functional lead on the development of a new student data warehouse, part of a major transformation suite of projects, funded by the Board of Trustees.



**Panelist: Sabrina Andrews** is the Associate Vice President of Institutional Analytics at Indiana University, joining IU in January 2022. Sabrina has served in leadership roles in institutional research in higher education for more than 25 years. In her role at IU, she has aligned offices across IU campuses engaged in institutional research reporting and data analytics efforts. She is passionate about staff development and developing partnerships across IU to improve student success. Before joining Indiana University, Sabrina was the Executive Director of the Office of Institutional Research, Assessment, and Analytics at the University of South Carolina-Columbia, where she partnered with the Division of IT to provide system-wide use of university data and information assets. She is also a past president of the Florida Association for Institutional Research (FAIR). In her "off time" Sabrina is found tending to many "fur babies" (currently 2 dogs and 6 cats) along with chasing after her 5-yr old grandson.



**Panelist: Mike King** is the Director of Institutional Research at Saint-Mary-of-the-Woods College, where he established the Office of Institutional Research in 2014. Prior to joining SMWC, he served as a research analyst at DePauw University since 2007. Mike has over 15 years of experience working in small or single person IR offices and enjoys discussing the challenges and rewards that come with working at smaller institutions. At SMWC, he supports decision-makers of all levels by making data accessible for their needs. Currently, he is heavily involved with the SMWC Diversity Committee and supporting DEI and retention initiatives at The Woods. Mike is an active INAIR member, serving on the Executive Board from 2013-18, and recently presented at the 2022 AIR Forum. Before discovering the field of Institutional Research, Mike completed bachelor's degrees in Political Science and History at Indiana State University and a master's degree in Social Science at The University of Chicago.

**Breakout Session E****10:15 am – 11:00 am****An Expedition Seeking Actionable Learning Management System Data**

Concurrent Session | Presentation/Paper | Ballroom B

*Andrea Pluckebaum, Purdue University*

Higher education is at an inflection point with respect to how data analytics and advanced technologies are expanding and redefining our concepts of the classroom, course modality, content delivery, learner engagement, and student success. Purdue's Next Strategic move: Transformative Education 2.0 seeks to make the university the most innovative residential learning program in the U.S. among large research universities utilizing a data-driven ecosystem and advanced technologies to improve retention, progression, graduation, and student success. This session will highlight early progress toward this goal; detailing how Learning Management (LMS) data has been incorporated into our data ecosystem and recounting our attempts to contextualize, interpret, and communicate this information. We will attempt to answer the questions: Was the climb worth the view? And would we recommend the trail?

**Admissions Yield and Melt Predictive Modelling**

Concurrent Session | Presentation/Paper | Ballroom E

*Jaideep Reddy Kommera & Ian Pytlarz, Purdue University*

Admissions Yield and Melt rates can be useful in understanding how the demand might look like for the upcoming term. This includes course availability, housing, and budget allocations. Reliable prediction of student yield and melt can also help improve the university's student engagement practices. In this presentation, we will go over the model training process, development pipelines, and some of the important features that determined the probability of a student yielding or melting.

**Tableau Online Implementation and Change Management**

Concurrent Session | Presentation/Paper | Breakout Room 102

*Ryan Johnson, Ivy Tech Community College*

In May of 2020, Ivy Tech Community College launched a migration from Pentaho to Tableau as the primary statewide reporting platform. The project involved the migration of over 1,000 reports, user training, and a highly coordinated change management process throughout the college. This presentation will discuss the process, best practices, and lessons learned from the launch of the initiative to present day.

**Coffee Break and Networking***Sponsored by Data Cookbook***11:00 am – 11:15 am | Foyer**

## Breakout Session F

11:15 am – 12:00 pm

**Lessons Learned from Creating and Applying a Rubric to Assess IDATA Unit Values**

Concurrent Session | Panel Discussion/Symposium | Ballroom B

*Anne Weiss, Molly Amstutz, Andrea Pluckebaum, Ian Pytlarz, Rajini Prabhu, & Sarah Bauer, Purdue University*

IDA+A leaders are happy to share a rubric created for measuring the performance of our unit's values: collaboration, data integrity, customer focus, and innovation. After circulating the rubric and doing some brief introductions, our time together will begin with the leaders (aka, panelists) engaging in a critical reflection discussion regarding the lessons learned when creating the rubric. Next, attendees will learn how IDA+A applied the rubric and utilized it to give our staff feedback during the formal performance review process. Finally, attendees will be able to ask questions of the panelists, regarding the creation, use, and iterative process of refining the rubric for its sustained use during performance review processes.

**Adopting a “Seamful” Design Approach to the Sharing of Analytics**

Concurrent Session | Presentation/Paper | Ballroom E

*Bridgett Milner, Indiana University*

Most of our interactions, when designed with a user experience focus, strive to make those interactions as effortless or “seamless” as possible. Oftentimes, to ensure our decision makers quickly and easily understand the information that we are sharing, our reporting of data and mathematical model outcomes follows this same approach. There are times, however, that introducing some small design frictions (or seams) can be a useful and important tool. When small obstacles to an interaction are introduced, it can be beneficial in creating a more mindful and considerate interaction that forces a consumer to reflect on the information and take a deeper level of involvement. This presentation will focus on using a “seamful” design approach in sharing enrollment projections and the value added by this approach.

**CANCELLED Blending Admissions Data with IDOE enrollment data, Breakout Room 102**

Concurrent Session | How-to/Demo | Breakout Room 102

*Norma Fewell, IUPUI*

Have you ever wanted to look at high school enrollment data alongside your own institution's admissions data? Working with key stakeholders, we developed a tableau report that lets recruiters look at admissions funnels by high school as well as the past enrollment reported to the Indiana Department of Education (IDOE). This session will highlight the procedures used for blending IDOE and internal admissions data as well as the collaborative processes for developing a report that will meet the needs of admissions counselors and enrollment management leaders.

**Conference Concludes 12:00 pm – Safe travels!**

**Executive Board Meeting (Closed)****12:00 pm – 1:30 pm | Board Room 202**

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 Molly Amstutz, Purdue University  
 Doug Anderson, Indiana University  
 Sabrina Andrews, Indiana University  
 Farzaneh Asgharpour, Indiana University  
 Mandy Bartley, Indiana University  
 Sarah Bauer, Purdue University  
 Lindsay Boersma, Indiana University  
 Victor Borden, Indiana University  
 Michael Bourgeois, Purdue University Northwest  
 Emily Braught, IU School of Medicine  
 Ray Buechler, Indiana State University  
 Timothy Chow, Rose-Hulman Institute of Technology  
 Janet Clark, Saint Mary-of-the-Woods College  
 Maggie Dalrymple, Indiana State University  
 Rachel Dark, Purdue University  
 Chelsie Deatrick, Indiana University  
 Barb Dobbs, IUPUI  
 Joe Dominiak, Purdue University Northwest  
 Brent Drake, John N. Gardner Institute  
 Karen Dyer, Saint Mary-of-the-Woods College  
 Stephanie Dykhuizen, Purdue University  
 Tim Escue, Ivy Tech Community College  
 Norma Fewell, IUPUI  
 Joseph Finke, Indiana University  
 Bob Gonyea, Indiana University  
 Steve Graunke, IUPUI  
 Oniffe Grizzle, Indiana University  
 Cassie Grove, IUPUI  
 Bennu Guntoro, Indiana University  
 Melissa Haney, Ivy Tech Community College  
 Jon Hart, Indiana University  
 Sasha Haywood, Indiana University  
 Gwen Hefty, University of Saint Francis  
 Darren Henderson, Calumet College of St. Joseph  
 Ben Adams, Indiana University  
 Jen Holscher, Vincennes University  
 Diana Hooten, Indiana State University  
 Karen Hum, Purdue University  
 Andrea Ingle, Indiana University  
 Robbie Janik, IUPUI  
 Ryan Johnson, Ivy Tech Community College  
 Gretchen Johnson, University of Saint Francis  
 Brooke Kile, Marian University  
 Dottie King, Saint Mary-of-the-Woods College  
 Mike King, Saint Mary-of-the-Woods College  
 Tim Kish, Ivy Tech Community College  
 Alex Kluber, Ball State University  
 Jaideep Kommera, Purdue University  
 Kendal Kosta-Mikel, Purdue University  
 Maria Landin, Earlham College  
 Michael Lane, Ball State University  
 Gillian Leonard, Purdue University Northwest  
 Yumeng Liang, Indiana University  
 David Malik, IUPUI  
 Casey Marks, Purdue University  
 Clif Marsiglio, IUPUI  
 Stephanie Martin, Purdue University  
 Patty McClintock, Indiana State University  
 Kim Meeks, Vincennes University  
 Bridgett Milner, Indiana University  
 Mary Beth Mitchell, IU Northwest  
 Robbie Morse, Ivy Tech Community College  
 Brian Motley, NSSE  
 Bruck Mulat, IUPUI  
 Liam Newlin, Indiana University  
 Sonia Ninon, IUPUI  
 John Novak, Indiana University Northwest  
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 Tony Parandi, Indiana Wesleyan University  
 Ken Pattillo, Indiana University  
 Jen Holscher, Vincennes University  
 Kolitha Perera, Purdue University  
 Glenn Philips, Watermark Insights  
 Andrea Pluckebaum, Purdue University  
 Christen Priddie, Indiana University  
 Wen Qi, Indiana University  
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 Amy Ribera, IU School of Medicine  
 David Robledo, Purdue University  
 Leslie Rody, Purdue University  
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 Shimon Sarraf, Indiana University  
 Jeff Schieb, Purdue University Northwest  
 Todd Schmitz, Indiana University  
 Ron Severtis, Indiana University Southeast  
 Darshan Shah, Indiana University  
 Ewan Simpson, Alteryx  
 Chris Sleppy, Ivy Tech Community College  
 Sylk Sotto-Santiago, IU School of Medicine  
 Jesse Talley, Indiana University  
 Sabrina Tanner, Purdue University  
 Stacey Thomas, Indiana University Kokomo  
 Greg Tittelbaugh, Indiana University  
 Bill Tobin, DePauw University  
 Yih Tsao, Indiana University  
 Ifechi Umeh, University of Evansville  
 Cory Vought, Ivy Tech Community College  
 Joe Ward, Purdue University Northwest  
 Sharon Wavle, Indiana University  
 Anne Weiss, Purdue University  
 Edwin Welch, Taylor University  
 Kevin Wenger, Indiana University  
 Lu Zhang, Alteryx  
 Tara Zumpano, Watermark Insights

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**At-Large Member for Conference Planning, Kimela (Kim) Meeks**

*Vincennes University, Institutional Research Analyst*

**At-Large Member for Conference Planning, Sara Jewell Spalding**

*Indiana University Southeast, Assessment and Research Specialist*

**ICHE Liaison, Sean Tierney**

*Indiana Commission on Higher Education*



## Local Restaurants & Eateries

### **The Cooper Bar \$ - \$\$**

Sandwiches, Burgers, Appetizers, Wings

<https://www.thecopperbar.com/>

810 Wabash Ave

### **Scout's Pizzeria \$ - \$\$**

Specialty and Build-Your-Own Pizza

<https://vervenightclub.com/scouts-pizzeria/>

677 Wabash Ave (located in The Verve)

### **The Terminal Public House \$ - \$\$**

Flatbreads, Sandwiches, Salads, Entrees

<https://www.terminal812.com/>

820 Wabash Ave

### **Federal Coffee & Fine Foods \$\$ - \$\$\$**

Breakfast and Limited Sandwich menu  
(open until 6:00 pm)

<https://www.drinkfederalcoffee.com/>

683 Wabash Ave

### **Saratoga Restaurant \$\$ - \$\$\$**

Mediterranean Dishes; Salads, Sandwiches  
(closed Thursday evening)

<https://www.thesaratogarestaurant.com/>

431 Wabash Ave

### **J. Gumbo's \$\$ - \$\$\$**

New Orleans Bowls and Sandwiches

<http://www.jgumbosterrehaute.com/>

665 Wabash Ave