

# AIR FORUM *virtual*

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# Program Guide

June 29 – July 1, 2020

ASSOCIATION FOR INSTITUTIONAL RESEARCH

# Keynotes

## Opening Keynote

*Keynote | General*

**Presenter(s):**  
Rebecca Costa,

## Closing Keynote

*Keynote | General*

**Presenter(s):**  
Deborah Santiago, *Excelencia in Education*

# Impact Sessions

## Ethics in Action: The Ideal and the Everyday

*Impact Session | General*

**Presenter(s):**  
Michelle Appel, *University of Maryland*; Jeffrey Johnson, *Utah Valley University*; Christine Keller, *Association for Institutional Research*

## Supporting Student Success in the New Landscape of Higher Education

*Impact Session | General*

**Presenter(s):**  
Laura Palucki Blake, *Harvey Mudd College*; Kristi Hottenstein, *University of Michigan-Flint*; Liz Orwin, *Harvey Mudd College*

# Concurrent Sessions

## A Classification Analysis of Student Course Outcomes

*Speaker Session | Data and Technology*

**Presenter(s):**  
Nicola Richmond, *Pima Community College*; Ozlem Kacira, *Pima Community College*

## A Framework for Implementation of an Enterprise-Level Analytics Initiative

*Speaker Session | Leadership*

**Presenter(s):**  
Loralyn Taylor, *Ohio University*

## **A Policy Framework for Improving the Quality and Use of CTE Data**

*Speaker Session | Policy*

**Presenter(s):**

Austin Estes, *Advance CTE*

## **A Review of Enrollment Census Data Reporting Procedures**

*Affiliated Organization Best Presentation | Policy*

**Presenter(s):**

Eric Atchison, *Arkansas State University System*

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

*Sponsored Speaker Session | Data and Technology*

**Presenter(s):**

Caroline Alikonis, *Academic Analytics*; Molly Wilson, *Academic Analytics*

## **Advocating for Student Success Through Data-Informed Decision Support**

*Speaker Session | Decision Support*

**Presenter(s):**

Georgeanna Robinson, *Grinnell College*; Kristin McKinley, *Lawrence University*; Bethany Miller, *Macalester College*

## **Answering the Call for Better Data: The Postsecondary Data Partnership**

*Speaker Session | Data and Technology*

**Presenter(s):**

Eric Godin, *State Higher Education Executive Officers Association (SHEEO)*; Laurie Heacock, *Achieving the Dream, Inc.*; Michelle Blackwell, *National Student Clearinghouse Research Center*

## **Automate Your IPEDS Data Collection and Reporting**

*Sponsored Speaker Session | General*

**Presenter(s):**

Ryan Lujan, *Evisions*

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

*Speaker Session | Decision Support*

**Presenter(s):**

Armand Alacbay, *American Council of Trustees and Alumni*; Kyle Beltramini, *American Council of Trustees and Alumni*

## **Boost Response Rates and Get Up and Running Quickly with EvaluationKIT by Watermark**

*Sponsored Speaker Session | Data and Technology*

**Presenter(s):**

Peter Pravikoff, *Watermark*

## **Building and Maintaining an Assessment Dashboard**

*Affiliated Organization Best Presentation | Data and Technology*

**Presenter(s):**

Justin Rose, *Southeastern University*

## **Closing the Loop in an Online Learning Environment: Assessment Process Challenges and Solutions**

*Sponsored Speaker Session | General*

**Presenter(s):**

Margarita Olivera-Aguilar, *Educational Testing Service*; Christine Mackrell, *ETS*

## **Combining Federal Data Sets with Institution Data**

*Affiliated Organization Best Presentation | Decision Support*

**Presenter(s):**

Sandra Kinney, *Georgia Institute of Technology*; Jason Wang, *Georgia Institute of Technology*

## **Confidently Reopen Campus: Contact Tracing Strategies for Higher Education**

*Sponsored Speaker Session | General*

**Presenter(s):**

Larry Burns, *Oklahoma State University*; Christie Hawkins, Ph.D., *Oklahoma State University*; Shaun Barry, *SAS*

## **Creating a Data-Informed Decision Environment: Case Studies**

*Speaker Session | Decision Support*

**Presenter(s):**

Henry Zheng, *Ohio State University*; Chris Puckett, *Indiana University*

## **Customized and reproducible graphics with Stata**

*Sponsored Speaker Session | General*

**Presenter(s):**

Gabriela Ortiz, *StataCorp LLC*

## Data Science: A Journey Not A Destination

*Sponsored Speaker Session | General*

**Presenter(s):**

Craig Rudick, *Heliocampus*

## Demystifying Data Preparation and Creating Self-Service Reports

*Speaker Session | Data and Technology*

**Presenter(s):**

Shweta Doshi, *University of Georgia*

## Designing and Conducting Faculty Salary Studies to Inform Decision Making

*Speaker Session | Decision Support*

**Presenter(s):**

Beverly King, *East Carolina University*; Ying Zhou, *East Carolina University*; Hanyan Wang, *East Carolina University*; Danny Barreiro-Talbert, *East Carolina University*

## Development of Education Informatics in Korea

*Affiliated Organization Best Presentation | Policy*

**Presenter(s):**

Jang Wan Ko, *Sungkyunkwan University*; Yuting Wei, *Sungkyunkwan University*; Eun Jin Kim, *Sungkyunkwan University*

## EAB's Education Data Hub, Data Management to Power Strategic Analytics

*Sponsored Speaker Session | General*

**Presenter(s):**

Danielle Yardy, *EAB*

## Effect of High-Impact Practices on the Sense of Belonging and Retention

*Speaker Session | Assessment and Evaluation*

**Presenter(s):**

Anupma Singh, *Drexel University*

## Empowering Faculty: Advancing a Data-Informed Culture

*Speaker Session | Educate*

**Presenter(s):**

Linda Shepard, *Indiana University-Bloomington*; George Rehrey, *Indiana University-Bloomington*; Dennis Groth, *Indiana University-Bloomington*

## Engaging Faculty with Data to Enhance Student Success

*Sponsored Speaker Session | Data and Technology*

**Presenter(s):**

Kelli Rainey, *Campus Labs*

## Entering a Third Decade of Student Engagement and Institutional Improvement

*Sponsored Speaker Session | Educate*

**Presenter(s):**

Jillian Kinzie, *National Survey of Student Engagement*; Allison BrckaLorenz, *Indiana University Bloomington*; Robert Gonyea, *Indiana University Bloomington*; Kyle Fassett, *Indiana University Bloomington*

## Evaluate Student Success Using Propensity Score Matching

*Speaker Session | Decision Support*

**Presenter(s):**

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

## Examples of Text Mining Techniques for Decision-Support

*Speaker Session | Data and Technology*

**Presenter(s):**

Jacqui McLaughlin, *University of North Carolina*; Carly Lupton-Smith, *Johns Hopkins University*

## Faculty Data and Accreditation Reporting with Interfolio at Tulane University

*Sponsored Speaker Session | Educate*

**Presenter(s):**

Jessica Shedd, *Tulane University*; David Schenirer, *Interfolio*

## Free Money! Modeling and Reporting on Scholarships and Financial Aid

*Affiliated Organization Best Presentation | Decision Support*

**Presenter(s):**

Bridgett Milner, *Indiana University, Bloomington*; Douglas Anderson, *Indiana University Bloomington*

## How Can We Move the Needle on Equity? Harnessing Data for Student Success

*Speaker Session | Decision Support*

**Presenter(s):**

Amanda Roberson, *Institute for Higher Education Policy (IHEP)*; Konrad Mugglestone, *Institute for Higher Education Policy (IHEP)*; Elayne Reiss, *Achieving the Dream*

## How DSU Built Its IDP Digital Advising Platform and Increased Retention

*Speaker Session | Data and Technology*

**Presenter(s):**

Kimberley Sudler, *Delaware State University*

## Institutional Measures for Carnegie Community Engagement Classification

*Speaker Session | Assessment and Evaluation*

**Presenter(s):**

Carla Thompson, *University of West Florida*

## Integrating Institutional Data for Student and Operational Success

*Panel Session | Decision Support*

**Presenter(s):**

Lindsay Wayt, *NACUBO*; Jonathan Gagliardi, *Lehman College*

## Interactive Course Evaluation Dashboards for Department Management

*Speaker Session | Decision Support*

**Presenter(s):**

Rosa Belerique, *New York Film Academy*; Valeria Morales, *University of California, Los Angeles*

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

*Speaker Session | Decision Support*

**Presenter(s):**

Sandi Bramblett, *Georgia Institute of Technology*

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

*Sponsored Speaker Session | Data and Technology*

**Presenter(s):**

Molly Stine, *U.S. News & World Report*

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

*Speaker Session | Decision Support*

**Presenter(s):**

Marilee Bresciani Ludvik, *San Diego State University*

## Leveraging Malleable Pre- and Post-Assessment Learning Disposition Inventor (Part 2)

*Speaker Session | Decision Support*

**Presenter(s):**

Marilee Bresciani Ludvik, *San Diego State University*

## Mapping College Enrollment: A longitudinal Case Study Utilizing GIS

*Affiliated Organization Best Presentation | Data and Technology*

**Presenter(s):**

Matthew Suerth, *Illinois Valley Community College*

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

*Speaker Session | Data and Technology*

**Presenter(s):**

Shoshannah Cohen, *Northwestern University*

## Measuring Graduate Employment Outcomes: Lessons Learned From Law Schools

*Speaker Session | Educate*

**Presenter(s):**

Danielle Taylor, *National Association for Law Placement*

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

*Speaker Session | Data and Technology*

**Presenter(s):**

Rana Glasgal, *Northeastern University*

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

*Affiliated Organization Best Presentation | Policy*

**Presenter(s):**

Hector Govea, *University of Texas of the Permian Basin*; Nicolas Valcik, *The University of Texas of the Permian Basin*

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

*Panel Session | Leadership*

**Presenter(s):**

Bethany Miller, *Macalester College*; Ann Marie Russell, *University of Massachusetts-Amherst*; Leeshawn Cradoc Moore, *University of LaVerne*; Angie Bauman-Power, *Cornell College*



## Once Upon a Time: Using Storytelling to Captivate Audiences

*Affiliated Organization Best Presentation | Educate*

**Presenter(s):**

Brianna Moore-Trieu, *University of California, Office of the President*; Ola Popoola, *University of California, Office of the President*

## Person-Centered Approaches to Inclusive Data Analysis

*Speaker Session | Educate*

**Presenter(s):**

Allison BrckaLorenz, *Indiana University Bloomington*; Thomas Kirnbauer, *Indiana University Bloomington*; Thomas Nelson Laird, *Indiana University Bloomington*

## Predictive Models for Efficiencies in Admissions Processes

*Affiliated Organization Best Presentation | Decision Support*

**Presenter(s):**

Emma Gyasi, *Central Michigan University*; Robert Roe, *Central Michigan University*

## Presenting College Rankings Results to Institutional Leaders

*Panel Session | Decision Support*

**Presenter(s):**

William Knight, *Miami University*; Tom McGuinness, *Bates College*

## Retaining Students: A Field-Tested Framework of Prediction and Prescription

*Sponsored Speaker Session | General*

**Presenter(s):**

Matt Swaffer, *Cognitell*; Michael Barber, *Cognitell*

## Sanity in Statistics: Finding a Healthy Balance in a Stressful Field

*Affiliated Organization Best Presentation | Educate*

**Presenter(s):**

Carissa Coslow, *Bastyr University*

## Say It Loud! Increasing Course Evaluation Response Rates

*Sponsored Speaker Session | General*

**Presenter(s):**

Ronald Jennings, *SmartEvals*

## Scaling Information Literacy Through Professional Learning and Data Coaching

*Speaker Session | Educate*

**Presenter(s):**

Aeron Zentner, *Coastline College*

## Student Satisfaction Data: Overcoming Barriers and Facilitating Use

*Panel Session | Assessment and Evaluation*

**Presenter(s):**

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

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

*Affiliated Organization Best Presentation | Data and Technology*

**Presenter(s):**

Mariam Aslam, *University of Toronto*; Wei Xiong, *University of Toronto*

## SUCCESSion Planning

*Speaker Session | Leadership*

**Presenter(s):**

Kristin McKinley, *Lawrence University*; Sarah Dunnagan, *Lawrence University*

## Support the Campus Sustainability Efforts With IR's Expertise

*Speaker Session | Decision Support*

**Presenter(s):**

Yang Zhang, *University of Hawaii at M\_noa*

## Supporting Students in a Remote Learning Environment

*Sponsored Speaker Session | General*

**Presenter(s):**

Erin Pinkus, *SurveyMonkey*; Nichole Vine, *SurveyMonkey*

## Survival and Revival in an Academic Organizational Restructure

*Speaker Session | Leadership*

**Presenter(s):**

Raldy Laguilles, *Springfield College*; Mary Ann Coughlin, *Springfield College*

## **Telling the Story With Your Student Satisfaction Data**

*Speaker Session | Decision Support*

**Presenter(s):**

Julie Bryant, *Ruffalo Noel Levitz*

## **That's a Lot of Words! Beginning to Work With Qualitative Data**

*Speaker Session | Data and Technology*

**Presenter(s):**

Georgeanna Robinson, *Grinnell College*

## **The Lydia Algorithm: An Addition to First-Year Assessment Moderation**

*Affiliated Organization Best Presentation | Assessment and Evaluation*

**Presenter(s):**

Herkulaas Combrink, *University of the Free State*

## **The Pivotal Role of IR in Creating Sustainable Co-Curricular Assessment**

*Affiliated Organization Best Presentation | Assessment and Evaluation*

**Presenter(s):**

Nichole Petersen, *Century College*

## **The Role of Data and Sustainable Change**

*Sponsored Speaker Session | General*

**Presenter(s):**

Rob Curtin, *Microsoft*; Rick Burnette, *Florida State University*; Jason Morales, *Microsoft*; Cimon Cox, *Microsoft*

## **The Story of Discovery: Reaching the Peak of Public Health Admissions**

*Speaker Session | Decision Support*

**Presenter(s):**

Emily Burke, *Association of Schools and Programs of Public Health*; Christine Plepys, *Association of Schools and Programs of Public Health*

## **Three Ways Data Can Help Your Students Find Jobs**

*Sponsored Speaker Session | Educate*

**Presenter(s):**

Bryan Shelly, *Chmura Economics and Analytics*

## **U.S. News Education Rankings: Review of Last Year and the Upcoming Rankings**

*Speaker Session | Data and Technology*

**Presenter(s):**

Robert Morse, *US News & World Report*

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

*Sponsored Speaker Session | Data and Technology*

**Presenter(s):**

Brian Parish, *IData*

## **What's Next for Student Engagement and Institutional Assessment?**

*Speaker Session | Assessment and Evaluation*

**Presenter(s):**

Allison BrckaLorenz, *Indiana University Bloomington*; Thomas Kirnbauer, *Indiana University Bloomington*; Robert Gonyea, *Indiana University Bloomington*; Shimon Sarraf, *Indiana University Bloomington*

## **What's Your Mosaic? Household-Based Consumer Lifestyle and Freshman Yield**

*Affiliated Organization Best Presentation | Data and Technology*

**Presenter(s):**

Ying Zhou, *East Carolina University*; Hanyan Wang, *East Carolina University*

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

*Speaker Session | Leadership*

**Presenter(s):**

Sonia Schaible Brandon, *Ball State University*

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

*Sponsored Speaker Session | General*

**Presenter(s):**

Stephanie Allen, *Xitracs by Concord USA, Inc.*

# Poster Presentations

## **A Holistic Approach to Successful IR/IE**

*Poster Presentation | Leadership*

**Presenter(s):**

Tomoko Torii, *Ritsumeikan University*; Nobuhiko Kondo, *Tokyo Metropolitan University*; Koichi Yamamoto, *Meiji University*

## **Automated Text Analysis: Advantages and Creative Interactive Visualizations**

*Poster Presentation | Data and Technology*

**Presenter(s):**

Alba Karuni, *Florida International University*

## **Generalizability Theory and Its Application to Institutional Research**

*Poster Presentation | Assessment and Evaluation*

**Presenter(s):**

Paul Sturgis, *University of Central Florida College of Medicine*

## **Graduate Students' Perceptions About IR**

*Poster Presentation | Educate*

**Presenter(s):**

Karen Paulson, *Penn State University*

## **Helping Student Success and Student Retention**

*Poster Presentation | Decision Support*

**Presenter(s):**

Kevork Horissian, *Bucknell University*; Xiaoyan (Rita) Liu, *Bucknell University*

## **Lost at the Crossing? Tips for Assessing Intersectional Experiences**

*Poster Presentation | Educate*

**Presenter(s):**

Allison BrckaLorenz, *Indiana University Bloomington*; Thomas Kirnbauer, *Indiana University Bloomington*; Kyle Fassett, *Indiana University Bloomington*; Sylvia Washington, *Indiana University Bloomington*

## Mapping Field Experience to Demonstrate Impact on the Local Community

*Poster Presentation | Educate*

**Presenter(s):**

Jamal Rollins, *Morgan State University*; Linda Loubert, *Morgan State University*; Cheryl Rollins, *Morgan State University*

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

*Poster Presentation | Assessment and Evaluation*

**Presenter(s):**

Susan Brooks, *The University of Findlay*; Mary Jo Geise, *The University of Findlay*; Helen Schneider, *The University of Findlay*

# Networking and other events

## Ethics in Action - A follow-up discussion from today's Impact Session

*Coffee Talk | Special Event*

**Presenter(s):**

Michelle Appel, *University of Maryland*; Jeffrey Johnson, *Utah Valley University*

## Graduate Student Coffee Talk

*Coffee Talk | Special Event*

**Presenter(s):**

Eric Atchison, *Arkansas State University System*; Bethany Miller, *Macalester College*

## Guided Stretch Break Sponsored by Cognitell

*Wellness Break | General*

## Guided Stretch Break Sponsored by HelioCampus

*Wellness Break | General*

## Guided Stretch Break Sponsored by StataCorp

*Wellness Break | General*

## Guided Stretch Break Sponsored by SurveyMonkey

*Wellness Break | General*

## Guided Stretch Break Sponsored By Xitracs

*Wellness Break | General*

## Happy Hour Hosted by the AIR Board

*Happy Hour | Special Event*

**Presenter(s):**

Marty Fortner, *Northeast Lakeview College*; Heather Kelly, *University of Delaware*; Junelyn Peeples, *Scripps College*

## Happy Hour with Microsoft

*Happy Hour | Special Event*

**Presenter(s):**

Jason Morales, *Microsoft*

## Keynote Reflections - Practical Applications of Rebecca Costa's Keynote

*Coffee Talk | Special Event*

**Presenter(s):**

David Troutman, *University of Texas System*

## Leading in the Age of Covid - Sharing Strategies

*Coffee Talk | Special Event*

**Presenter(s):**

Christine Keller, *Association for Institutional Research*; C. Ellen Peters, *University of Puget Sound*

## Making Analytics Your Superpower

*Coffee Talk | Special Event*

**Presenter(s):**

Lisa Moore, *SAS*

## Measuring the Skills that Matter Most

*Happy Hour | Special Event*

**Presenter(s):**

Christine Mackrell, *ETS*; Margarita Olivera-Aguilar, *Educational Testing Service*

## Monday Meanderings - Takeaways from Today's Sessions

*Happy Hour | Special Event*

**Presenter(s):**

Raldy Laguilles, *Springfield College*; Mary Ann Coughlin, *Springfield College*

## Morning Yoga Sponsored by SAS

*Wellness Break | General*

## Morning Yoga Sponsored by SmartEvals

*Wellness Break | General*

## Past Presidents Coffee Talk

*Past Presidents Coffee Talk | Private Meeting*

## Strategic Services to Aid in Your Pandemic Response

*Coffee Talk | Special Event*

**Presenter(s):**

Craig Rudick, *Heliocampus*

## Tuesday Takeaways- What Inspired You Today?

*Happy Hour | Special Event*

**Presenter(s):**

Mike Urmeneta,

## Virtual Coffee with Xitracs for Institutional Research

*Coffee Talk | Special Event*

**Presenter(s):**

Stephanie Allen, *Xitracs by Concord USA, Inc.*



## **Virtual Exhibit Hall**

*Exhibit Hall Hours | Special Event*

## **Virtual Exhibit Hall**

*Exhibit Hall Hours | Special Event*

## **Walking the Talk on Equity, Inclusion**

*Coffee Talk | Special Event*

**Presenter(s):**

Bethany Miller, *Macalester College*

## **We Want You! Student Retention Strategies for The New Normal**

*Coffee Talk | Special Event*

**Presenter(s):**

Ronald Jennings, *SmartEvals*; Leanne Wagner, *SmartEvals*

## **Working Remotely , Ups and Downs, Tips and Tricks**

*Happy Hour | Special Event*

**Presenter(s):**

Michele Hansen, *Indiana University*

## **Yoga FANatics - Meet Folks From Yoga Sessions**

*Coffee Talk | Special Event*

**Presenter(s):**

Tinsley Smith, *Association for Institutional Research*