



2017 Annual Forum Schedule

November 8

8am-Noon

Registration – Atrium

11am-Noon

- **Room 167 – I-AIR Steering Committee Meeting**

Noon – 2pm

- **Atrium and Special Events Room A, B, C – Lunch and Keynote Speaker Marilyn Marshall**

A Wonderful Journey: The Life and Times of an “Older Generation” IR-er. Over the course of Dr. Marshall’s long career in higher education in Illinois, she has served I-AIR as President, Secretary, Program/Forum Chair (twice), and AIR Liaison (over 10 years). In 2013, she received the I-AIR Special Recognition Award.

2:00pm-2:50pm Concurrent Sessions

- **Room 162- Exploring First Year Retention Outcomes by Hoa Khuong, NIEU**
The purpose of the study was to examine the degree to which demographic characteristics, college readiness, financial support and initial commitment predict the first-year retention outcomes of first-time-in-college students at a public comprehensive university in the Midwest. Study findings and the implications for practice and future research are discussed.
- **Room 164 - Utilizing Slicers in Excel for Dynamic Reporting by Jared Sell, Christine Poindexter-Harris, and Rachel Reed, TCS Education System**
This presentation will focus on the utility of Microsoft Excel’s Slicer PivotTable Tool. We will discuss how to create and prepare PivotTables for use with the Slicer tool, inserting Slicers into an Excel document, presenting Slicer information securely, and how to effectively explain and present Slicer information to specific end-user audiences. We will provide various examples of how TCS Education System’s Office of Institutional Research uses Slicers to present historical data trends to end-user clients. We will also provide an exhaustive walk-through of our process for creating Slicers in Microsoft Excel and its usefulness in program review.

- **Room 166** - *Utilizing Tableau Server to More Efficiently Disseminate Information* by Paul Schatz and Sam Herscher, Northwestern University

The Northwestern University Institutional Research Office has regularly administered surveys to undergraduate students, their parents, and alumni for more than a decade. The IR Office hopes to leverage the recent acquisition of a Tableau Server license to more quickly and efficiently disseminate the results of each survey to the campus community. Tableau will allow viewers to filter the results based on their interests. We hope this will lead to more productive conversations about the survey results and meaningful action that can be taken based on them.

The Graduate School at Northwestern, meanwhile, has begun rolling out a series of Tableau dashboards over the past year to enhance office productivity. Allowing constituents to do their own data exploration means more time spent on projects and less on ad-hoc requests. Users can look for answers quickly and easily without involving the IR team. As Tableau takes over from a system of macros and PDF's, staff both inside and outside of the IR office will have access to far more data much more quickly.

- **Room 167** - IAIR By-Laws Session with Q&A

During the past year, a special committee reviewed our bylaws and prepared several recommendations for the membership to consider at the upcoming meeting. The committee was chaired by Amy Humke, Secretary and members included Donnie Johnson, Treasurer; Sherrie Taylor, Past President; Tanya Ternes, Vice President; and Nick Kolweier, President. The changes address three primary topics.

1) The current bylaws require the membership to elect a three-person committee each year to support the Past President in coordinating nominations for Steering Committee positions and awards. It is proposed that the requirement for electing these nominating committee members be eliminated. The Past President would still be responsible for soliciting nominations for approval by the Steering Committee. This recommendation was made because the duties of the nominating committee members has been a point of confusion in recent years. 2) At present, the bylaws indicate that the Forum Chair is a two-year position and the proposal is to extend this to a three-year term like the President. The intention is that this will allow for better knowledge retention and process improvement as planning passes from person to person. 3) The last proposed modification is to clarify that if a Forum is not held, Steering Committee positions may be filled by a majority vote online.

2:50-3:20 - Poster Session in the Atrium plus Snack Break

- *How to Benchmark Utilizing the Delta Cost Project* by Donna M. Weglarz and Laura Schuster, Midwestern University

The Delta Cost Project (DCP) represents a collaboration between the American Institutes for Research and the National Center for Educational Statistics (NCES) through its Integrated Postsecondary Education Data System (IPEDS). Among the products produced by DCP are state profiles focusing on public higher education institutions

revenue, spending, and outcomes compared to the United States as a whole. This presentation will demonstrate how DCP can be utilized to benchmark related spending statistics per FTE student for the following four categories of institutions: public research, public master's, public bachelor's, and community college.

- *Using Excel to Generate Race/Ethnicity Categories for Surveys and Reports* by Beiling Xiao and Jun Zhang, Northern Illinois University
Federal and state surveys typically require educational institutions to report data for specific race/ethnicity categories. The racial/ethnic categories institutions generally collect are different from the aggregate race/ethnicity categories required for reporting. Without using statistical software and self-developed statistical programs, analyses designed to assign the specific race/ethnicity category for reporting from collected individual data and to calculate frequencies for each race/ethnicity category can be difficult. We have developed an Excel Implementation that can easily accomplish this task. This procedure allows users to copy institutionally collected individual racial/ethnic data into the Excel Implementation and immediately generate the race/ethnicity categories for each person in the data, and to summarize these categories. The Excel results also show the distribution of racial/ethnic identification and any possible combination of the ethnicity and race groups. Poster participants will learn how to collect and prepare individual racial/ethnic data and how to use the Excel Implementation to generate the race/ethnicity categories.

3:20-4:30pm – IAIR Business Session and Awards – Location to be decided

Business meeting agenda and information will be distributed separately.

4:30 – 5:20pm Concurrent Session

- **Room 162** - *Back to the Data Basics* by Sherrie Taylor, NIU
Everyone works with internal data. How often do you have to access data that is not part of your administrative data warehouse? Do you need to access Census Bureau data once or twice per year? What about workforce data? Are you aware of what kinds of jobs are becoming available in your region? This session will review the available data, pitfalls of what to watch for, and as time allows we can dig deeper into these sites and help answer your questions. We will be in a computer lab so everyone will be able to follow along and learn how these sites work so you can find your information quickly and without frustration!
- **Room 164** - *Free Tableau Daily Enrollment Dashboard with Granular Filters* by Nil Shah and Aaron Roe, Moraine Valley Community College
The daily enrollment report which shows a day to day change in enrollment with a comparison to the prior year is commonly used. In this presentation, we will take this type of report to the next level by making it a dynamic dashboard. By activating filters it allows the day to day change in enrollment to be seen at the granular level of different

locations, course types, course prefixes, courses and even sections. This now becomes useful to deans, department heads, faculty chairs, admissions staff and anyone else on a campus that has some influence on enrollment in a specific area.

Visualizations of daily changes and differences are provided. By seeing how enrollment is changing for any given course on a day to day basis and having quick access to this data department level staff can track enrollment in a way that is relevant to them.

The secondary goal of this presentation is to show how Tableau Public can be used to create advanced dashboards that are widely shareable completely for free.

The dashboard we will be demonstrating is shown here:

<https://public.tableau.com/profile/moraine.valley.community.college#!/>

- **Room 166** - *The ICCB and IDES Student to Career Outcomes Data Tool...Tracking Job Earnings for Students Receiving Community College Credentials* by Nathan Wilson and Jay Brooks, ICCB

Thirteen Illinois community college districts are currently piloting the ICCB-IDES Career Outcomes Data Web Tool. The platform provides a secure, single point of access for colleges to track summary student career earnings, career job stability, and area of instruction to career industries. ICCB staff will provide an overview of the initiative, demonstrate the dynamic visualization tools, and share initial statewide findings. Also discussed will be next steps with scaling-up the Career Outcomes Data Web Tool for the Illinois Community College System.

- **Room 167** - *We are Family: Engaging Faculty, Staff and Students in our Research - An Unconference* by Tanya Ternes, Elgin Community College

What is an unconference you ask? It's a loosely structured conference or session that emphasizes the informal exchange of information and ideas. It's a participant-driven session, so come one, come all! In 2016, the Association for Institutional Research (AIR) published the "Statement of Aspirational Practice for Institutional Research" which includes an expanded definition of "decision makers" that includes faculty, staff and students. AIR's statement suggests that IR focuses on "**intentionally** grounding institutional research initiatives and reports in a student-focused perspective", but how well have we infused this into our current institutions, if at all? What has worked at your institution? What hasn't? What do you anticipate the future holds for institutional researchers as we move (or don't move) to a student-focused paradigm? Join your fellow IR colleagues for conversation and idea sharing about ways to engage not only faculty and staff, but students at our institutions.

5:30pm-7:30pm – Reception with Heavy Hor d'Oeuvres and Open Bar in the Atrium

7:30pm – Attendees may choose to continue networking on their own. Below is a list of a few local venues that might be appropriate.

1. Granite City Food & Brewery, 1828 Abriter Court, Naperville, IL (0.3 miles)
2. Cooper's Hawk Winery, 1740 Freedom Dr., Naperville, IL (0.6 miles)
3. Uncle Julio's, 1831 Abriter Court, Naperville, IL (0.2 miles)
4. Old Town Pour House, 1703 Freedom Drive, Naperville, IL (0.3 miles)

November 9

8:00am – 9:00am Breakfast in the Atrium

- There will be a Steering Committee Orientation during breakfast. Incoming, continuing and outgoing steering committee members, please gather at the tables designated for this.

9:00am-9:50am Concurrent Sessions

- **Room 162** - *Updates on the Illinois Higher Education Information System (IBHE's Component of the ILDS)*

IBHE Information Management and Research staff will provide updates on IBHE's component of the Illinois Longitudinal Data System, focusing on the collection timeline for the coming year, technical assistance, and new developments.

- **Room 164** - *Updates from ICCB*

10:00am-10:50am Concurrent Sessions

- **Room 162** - *Data Validation and Correction* by Renee Bauschke, Rosalind Franklin University of Medicine and Science

- **Room 164** - *University Analytics Group: Maximizing Resources with Minimal Staff* by Edward Schaefer and Devlin Hyna, NIEU

Northeastern Illinois University (NEIU), a mid-sized public university located in Chicago, IL, went online with Ellucian's Operational Data Store (ODS) and IBM's Cognos reporting application in the fall of 2008. For years, users had to make do with the ODS as delivered while trying to learn and develop reporting solutions via Cognos. Due to several factors, both resources were not utilized to their fullest capabilities. Fast forward to 2015 and the subsequent years of budget stalemates, furloughs and, eventually, layoffs. NEIU had to develop a model to enhance the capabilities of the ODS and Cognos and promote their use to drive data-based decision making at all levels: operational, managerial and, most importantly, strategic. Thus was born the

University Analytics Group (UAG), a joint venture between Institutional Research and Assessment (IRA) and University Technology Services (UTS). The UAG was tasked with highlighting methods and successes in expanding ODS capabilities and promote Cognos as the business intelligence solution for users to access and analyze university data. An overview of the UAG at NEIU and success stories will be highlighted.

- **Room 166** - *Survey Says...Live Polling* by Nicky Friedrichsen, WIU-QC
Learn how Live Polling is able to provide instant feedback and data during your meetings. WIU has used Live Polling at Educational Summits, Economic Development Summits, and with students.
- **Room 167** - *Tasked with constructing a survey? The basics of crafting good questions* by Tricia Kujawa, Lincoln Land CC
This session is designed to provide participants with a practical foundation in one aspect of survey design - formulating sound survey items. We will briefly cover how to formulate a good research question and the types of research questions that can be investigated through survey research. We will then spend our remaining time identifying common mistakes in survey items construction as well as how to develop, test, and revise survey items.

11:00am-11:50am Concurrent Sessions

- **Room 162** - *Environmental Scanning* by Brian Harger and Sherrie Taylor, Center for Government Studies, NIU
Have you thought about creating an environmental scan? What kind of data goes into an environmental scan and how is that information utilized? Come join us and let's talk about what an Environmental Scan is about and the importance external information has on your institution in gauging what is taking place in the economy and your regional population. There have been a lot of changes in Illinois and it is always best to try and stay in step with those changes. We will discuss the external data that goes into a scan and where you can find that information.
- **Room 164** - *Program Review: There's an App for That!* by Amy Humke and Michael George, McHenry County College
McHenry County College has spent the last four years attempting to move its program review process to an online application or form to alleviate the struggles that accompanied using Word documents to support the process. We will discuss our current successful application in addition to the path that got us to this point and lessons learned.
- **Room 166** - *Creating Data Visualizations Generated by Excel Pivot Tables* by Michael Wilhelm and Xiao Bao, NIU
Institutional researchers are faced with many instances where data visualization presentations are expected. In this session, we will demonstrate a method for producing an interactive dashboard using Excel pivot tables. In this method, Excel pivot tables are used to generate

dashboard presentations for clients to better understand trends in their institutional data. We will illustrate the types of dashboards that can be created using this pivot table method.

- **Room 167** - *Outmigration and Human Capital in Illinois* by Eric Lichtenberger, IBHE

In this presentation we provide an in-depth account of the residence, migration, and enrollment patterns of two overlapping groups of students: 1) Illinois high school graduates as they transition to college; and 2) first-time full-time freshmen who have graduated from high school within the previous 12 months. Using data we obtained from the Illinois State Board of Education that was merged with National Student Clearinghouse enrollment information, we first present the initial enrollment patterns for four cohorts of recent high school graduates from Illinois. We supplement that information with the IPEDS residence and migration survey specific to first-time full-time freshmen that establishes the students' residency relative to where they are enrolled.

Noon – 1:30pm Lunch Co-Hosted with IERC in Special Events Room A, B, C

- Luncheon Keynote: *From Stereotype Threat to Inclusive Pedagogy: How a small group of psychologists changed the narrative on closing achievement gaps* Valerie Purdie Greenaway, PhD. Director for the Laboratory of Intergroup Relations and the Social Mind, Columbia University

1:30-3:00pm – Region Group Meet-Ups

- **Room 119** - Chicago Area Institutional Research Group Meeting