

**45th
Annual
IAIR
Forum**

**Thursday, November 3 and
Friday, November 4, 2016
NIU Conference Center
Naperville, Illinois**



Illinois Association for Institutional Research

Thursday, November 3, 2016

9 am – 4 pm

Registration

Atrium

9 am – 5 pm *IPEDS New Keyholder Training*

This base level Keyholder Training provides participants with a thorough introduction to the IPEDS data collection cycle and reporting requirements. Created specifically for newer IPEDS Keyholders, this workshop outlines the roles and responsibilities of a Keyholder and the resources available to assist in the IPEDS planning and reporting processes. The workshop also provides participants an opportunity to create an IPEDS planning calendar for the upcoming data collection cycle. Because this workshop is designed for newer Keyholders (less than two years), it also serves as a valuable professional networking opportunity for institutional researchers in their new roles.

Room: 119

12 –1:30 pm

Lunch

Making the Most of a Healthy Change in Education

Mark Milliron, Co-Founder, Chief Learning Officer, Civitas Learning

Room: Special Events
Room 101 ABC

2 – 2:50 pm

Concurrent Sessions

Creating Excel Data Dashboards with Custom Functionality via Macros

Nilkamal Shah, Assistant Director for Institutional Research and **Sadya Khan**, Director for Institutional Research, Moraine Valley Community College

Some colleges do not have several thousand dollars to pay for commercially available software to produce data dashboards and custom reporting tools. However, campus constituents still need a more dynamic way to interact with data than static fact/data books. Fortunately, there is an easy way to create dashboards that does not require technical tools or expertise. This presentation will demonstrate the use of Excel Pivot Tables and Charts to create dashboards to share data with campus staff. Head Count, Seat Count, Grade Distributions, Retention and Graduation dashboards that can be made through Microsoft Excel 2013 will be shown. Additionally, with the use of Macros, automated daily reports can be produced to provide customized data to campus offices that need them. Examples of a daily Head Count and Seat Count dashboard will be shown. In addition worksheets that allow users to check the registration of a particular cohort and determine differences in seat count between any two dates will be shown.

Facilitator: Sherrie Taylor
Room: 162

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The Use of Validation and Test in Attrition Model Construction

Dr. Ping Tsui, Associate Director of Institutional Research and **Dr. Richard S. Hurst**, Director of Institutional Research, Loyola University Chicago

This presentation presents a method for constructing attrition models that can be used for identifying At-Risk students. The method presented is an attempt to show the importance of validation and test for developing a reliable attrition model.

Facilitator: Sally Mikel
Room: 164

ICCB and IDES: Illinois Student to Career Outcomes Data Tool

Nathan Wilson, Senior Director for Research and Policy Studies, ICCB

Jay Brooks, Director for Research and Policy Studies, ICCB

Dr. George Putnam, Assistant Director of the Economic Information and Analysis Division, IDES

In an effort to enhance the ability of Illinois community colleges and ICCB to track student outcomes in employment, ICCB and IDES will be discussing the development of a new Student to Career Outcomes Data Tool. Attendees will gain knowledge about the infrastructure for the ICCB and IDES Student to Career Outcomes Data Tool and an overview of the longitudinal, career-based employment outcomes for the enhanced workforce analysis. The session will also provide a brief demonstration highlighting the user-friendly data visualization tools that accompany this project to provide community college institutional researchers with the ability to track student career earnings, career job stability, and area of instruction to career industries.

Facilitator: Tanya Ternes
Room: 166

3 – 3:30 pm **Refreshment Break** **1st Floor Break Station**

3:30 – 4:20 pm **Concurrent Sessions**

Struggles and Lessons Learned with Building Dashboards

Amy Humke, Director of Institutional Research, McHenry County College

In 2014 McHenry County College began seriously looking into software and consulting services to develop interactive dashboards or query tools available to all employees on campus. It has been a long 2 ½ years but we have finally released our first two dashboards – with more planned. This session will discuss some key decisions that had to be made along the way and downstream outcomes that weren't always clear at the outset. Our software is SAP Dashboards (formerly Excelcius) and SAP Web Intelligence; however, the presentation will make an effort to be technology neutral.

Facilitator:
Room: 162

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How to Maximize Student Survey Response Rates

Sigmund Saltz, Comiskey Research

Tanya Ternes, Director of Institutional Research, Elgin Community College

Karrie Bieker, Research Analyst, Moraine Valley Community College

A panel of presenters will be sharing their methods for dealing with the ever increasing problem of declining survey response rates. We will review best practices for launching a survey, engaging the respondent, tips for increasing respondent completion rates and pitfalls and/or mistakes to avoid. The session will conclude with a group discussion of attendees on ways to maximize student survey response.

Facilitator:

Room: 164

UI wage data: Experience and perspective of 2 users

Nancy Chavez, Senior Associate Vice Chancellor-Strategy & Academic Governance, City College of Chicago

Anne Ciechanowski, Data Strategist, City College of Chicago

Sean O. Hogan, Executive Director, Office of Institutional Effectiveness, Planning & Research, College of Lake County

Nick Branson, Assistant Director, Office of Institutional Effectiveness, Planning & Research, College of Lake County

Megan Lombardi, Accreditation and Assessment Manager, Office of Institutional Effectiveness, Planning & Research, College of Lake County

The City Colleges of Chicago and the College of Lake County have been using wage and employment data from the Illinois Department of Employment Security for research outside narrowly focused federal grant reporting activities. The UI data can be paired with a college's administrative records for detailed analysis, program assessment and enrollment forecasting. CCC and CLC will discuss the strengths and challenges of using the UI data for setting and measuring student success, monitoring training needs, program assessment, profiles of students most successful in entering the workforce. Panelists will provide examples of how they use the UI data to assess whether alumni are getting and holding high paying, meaningful work. Panelists will discuss the uses of this type of information in assessing the viability of career programs. Panelists will describe the issues related to using the UI data to assess whether graduates are working in their chosen fields. Panelists will discuss data security and procedures for protecting identity of students in their institutional reporting. They will offer some discussion of the known limitations of the UI data. They will close with Q&A with the attendees.

Facilitator: Sherrie Taylor

Room: 166

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2020 Census

Ellisa Johnson, Data Dissemination Specialist, Census Bureau

An overview of the upcoming 2020 Decennial Census as well as the important data tools that are currently available. The 2020 census will provide many new technology changes including internet responses as well as smart phone responses. The most important aspect of the new decennial is updating of census addresses which is one of the major components of the census that will provide a more accurate count. A short presentation will also be conducted on the vast data tools available at the census bureau.

Facilitator: Sally Mikel
Room: 167

4:30 – 5:20 pm

Concurrent Sessions

Get the Balance Right: Satisfying Growing Demands for Student Success Data

Natalie Kistner, PhD, Director of College Success, ZogoTech

For many Institutional Research offices, attempting to balance external data demands with a growing interest in student success data from within the institution can be a losing proposition. In this session, we share best practices from a number of ZogoTech's community college clients that IR staff can use to more successfully strike this balance. Examples will highlight the combined importance of people, process, and technology, and include mechanisms for collecting end users' data needs, providing self-service access to data, and improving the overall efficiency of IR offices.

Facilitator:
Room: 162

Growing IR: How a one person IR office built a data warehouse with a shared resource

Renee Francisco, Director of Institutional Research, Rosalind Franklin University of Medicine and Science

In the age of information abundance, IR professionals are becoming inundated with data requests and the pressures of transparency and accountability that small IR offices who have limited resources have difficulty keeping up with data demands. This presentation will illustrate how a one-person IR office teamed up with IT to create a shared resource position that will support IR demands by building the data warehouse and business intelligence environment at a small private health professions graduate school. This allowed IT to obtain additional resource that supported IR without struggling to keep up with competing university priorities that both IR and IT experience. The presenter will illustrate the IR and IT journey of how this one-person IR office made its argument to make BI/DW a priority and how IR and IT built a data warehouse with limited resource.

Facilitator: Tanya Ternes
Room: 164

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ILDS-HEIS Users Discussion

David Smalley, Assoc. Director of Information Management and Research, IBHE

The ILDS/HEIS data collection has officially begun and the initial data collection has been completed. IBHE will give an overview of the 2016-2017 data collection calendar. There will also be an overview of the data elements and discussion of known issues and possible solutions. IBHE will discuss possible future uses of this data for reporting and research and ending with a discussion of a new Data Advisory Committee.

Facilitator: Sally Mikel
Room: 166

5:30 – 6:20 pm

Constituent Group Meetings

ICCB

Room: 162

IBHE/Private Colleges

Room: 265

6:30 - 8:30 pm

Dinner

Turning data into Informaiont—IR tells the Story

Randy Kangas, Associate Vice President, Planning and Budgeting, Retired, University of Illinois Administration

Room: Special Events
Room 101 ABC

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Building a Model for College Enrollment

Andrew Mellman, Scientific Verdicts

This discussion will be a brief overview covering the entire process of modeling, from the basics through some examples. We will look at such topics as why a college should build a model? Which is more important, the learning accruing from process of model building or the actual resulting forecasts? How accurate are models? Why do models fail? Finally, we will look at examples of sales/enrollment models from a consumer packaged goods industry and from colleges, to look at the process. Obviously, we will not condense a year-long graduate-level course into under an hour, but the goal is to leave attendees with a feeling for the process, and enough knowledge to determine whether the process would be helpful for their school and situation.

Facilitator:

Room: 166

EMSI Update

Stephen Tamm

EMSI is passionate about the student-to-employment journey. For better than 15 years we've served as economic data advisors to higher education leaders. Now having teamed with Career-Builder, we've created a network of data to connect and inform people, education, and business. Together our teams of economists and data scientists provide expert consultation and online resources that helps: students identify their career interests and the corresponding education path; colleges provide in-demand programs and services that boost student recruitment, retention, and career readiness; and employers work with colleges and universities to find the best talent with the needed skills for their workforce.

Facilitator:

Room: 167

10 – 10:50 am Concurrent Sessions

Redefining Ready: More Than A Score

Jeffrey Smith, Director of Research and Evaluation, Township High School District 214

America's high schools have a profound responsibility to ensure that our nation's 14 million high school students are college ready, career ready and life ready. Standardized test scores " traditionally used as the primary readiness indicator " do not always provide an accurate representation of our students' potential. Like the global economy, today's students are driven by ideas and innovations. They should not be reduced down to, or defined by, a single test score. Our students are more than a score. Redefining Ready! is a national campaign launched by the AASA (The School Superintendents Association) to introduce new research-based metrics to more appropriately assess that students are college ready, career ready and life ready. Students learn in a variety of ways. They should be able to demonstrate readiness in a variety of ways. The new readiness indicators, developed from research by world-class organizations, more accurately reflect the educational landscape of the 21st century. Multiple metrics include Advanced Placement courses, Algebra II, early college credits, industry credentials, attendance, community service, among others. This presentation will review the research and methodology behind this multi-metric approach to defining readiness and provide a case study of real relevant data from a six high school district of 12,000 students. The case study demonstrates not only how this multi-metric readiness can be applied, but preliminary analysis with post-secondary outcomes for recent graduating classes.

Facilitator:

Room: 162

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Let's Talk About Benchmarking! An Unconference Session

Tanya Ternes, Director of Institutional Research, Elgin Community College

Nick Kolweier, Institutional Research Associate, Southwestern Illinois 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! Are you interested in learning about what benchmarking tools other colleges use? Are you looking for opportunities to share best practices in benchmarking? Join your fellow IR colleagues for conversation and idea sharing about benchmarking. Topics/Questions include: What are the preferred sources/methods for benchmarking? What do you do with the results? How is information used in decision making? How do you communicate results across your institution?

Facilitator: Pam Lowrey

Room: 164

(Re)Creating a Culture of Data Informed Decision

Amy Humke, Director of Institutional Research, McHenry County College

After undergoing an ERP conversion in 2012 McHenry County College (MCC) experienced setbacks related to data quality and the ability to report on key institutional metrics. As a result, data informed decisions became more difficult to support and eventually the college community came out of practice in using data prior to making key decisions. This presentation covers MCC's current path toward changing the culture of the institution to embrace data informed decision making and adopting data governance structures to protect and treat data as a commodity.

Facilitator:

Room: 166

Online Faculty/Course Evaluations

Susan Ennis, Senior Account Executive

Scantron's Class Climate is an easy, efficient tool for faculty/course evaluations and general surveys. Communicate with students via email, your Learning Management System, or QR code to improve online evaluation response rates. Come see how!!

Facilitator:

Room: 167

IPUMS and OnTheMap Data

Sherrie Taylor, Research Associate, Northern Illinois University

You need to conduct a study about disconnected youth - meaning those that are aged 18-24 and do not attend school and are not employed. Where would you go? That information is collected by the Census Bureau but is one example of information that you cannot download as there is no table focusing on disconnected youth. You can download the number of people in school, the number of people employed or not, but not all of this information together. The Census Bureau teamed up with the University of Minnesota to create the IPUMS dataset which is the actual Census data but at the household level which is then aggregated back up enabling you to do all kinds of cross-tabs! The data is only limited by your imagination!

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Another data application we will take a look at is the OnTheMap data, which is a very user-friendly site once you go through it. The information is a combination of Census demographics and the Illinois Department of Employment Security producing information on the education attainment of not just who lives in your district (as most surveys are based) but also those who work in your district. These are sometimes very different populations between day and night and this site will help you to explore the differences. You are also able to upload your actual district boundary file so you can have information aggregated for your district or region. Very cool stuff!

We will walk through both of these applications in a hands-on computer lab so everyone gets to experience how these sites work and we will talk about how they will benefit your work.

Facilitator:

Room: Lab 117

11 – 11:50 am ***Concurrent Sessions***

Building Predictive Models of Student Retention Following Their Progression in the First Year

Hoa Khuong, Associate Director, Northeastern Illinois University

In this presentation I will describe the process of developing predictive models of first-time student retention using applicable predictor variables at different time points during the first academic year. Data used in developing these models come from a variety of sources such as applications for admission, enrollment records, financial aid, human resources, as well as from the tracking system for appointments and visits to support services. The predictive modeling techniques include logistic regression, classification trees, and neural network. I will conclude with a discussion of key findings and overall evaluation of these models.

Facilitator:

Room: 162

“It’s the Backward Episode, Jerry!” - Everything in life has a Seinfeld reference, even predictive modelling

David Rudden, Managing Director of Institutional Research, Elgin Community College

There’s a saying that “everything in life has a Seinfeld reference”. Well, maybe not a *real* saying, but there’s at least a Facebook page that claims it. The TV sitcom classic “show about nothing” was popular and funny because it was irreverent and provided a fresh, fun take on many of life’s most common questions and situations, most of which everyone watching could relate to at some level. This session will attempt to borrow that wit and irreverence, while focusing on one simple question all IR folks will probably be familiar with:

“How do you build a useful predictive model of student success at your institution?”. We’ll highlight the approach to answering this question that Elgin Community College has been utilizing, and how past attempts at exploring this topic have helped shape the “backwards” approach that we’ve recently explored. A word of warning, though, time

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will be saved at the end of this session specifically to invite attendees to share their own thoughts or experiences about modelling student success. You won't be expected to do a stand-up routine, like at the end of most Seinfeld episodes, but audience participation will still be encouraged/expected. Seinfeld fans are welcome to attend this session, but non-fans will also be tolerated.

Facilitator: Tanya Ternes
Room: 164

A Tribute to Garbage In, Garbage Out: Compromised Data and How We Overcame It!

Renee Francisco, Director of Institutional Research, Rosalind Franklin University of Medicine and Science

1) Learn how a small health professions graduate school implemented a Data Governance Policy using Robert Seiner's Non-Invasive framework. The result of implementation will show the benefits of data management and the need to gain support and understanding from administration to treat data like an institutional asset. 2) Learn the importance of the 3 's': Collaboration, Communication, and Cooperation. This presentation will show how a data governance program will break down silos across business function which resulted in increased communication, knowledge of cross-function business processes which will lead to overall improvement of data quality.

Facilitator:
Room: 166

Let's Talk Data!

Sherrie Taylor, Research Associate, Northern Illinois University

Do you have questions about where to find certain types of data? Have you ever had to access the Census web site and couldn't find what you hoped for? This presentation is going to be a demonstration on great sites and how to make their data work for you, but will start with a question and answer session on what you would like to see. There is so much information out there it can be overwhelming so let's talk about it and have everyone leave with more tools in their toolbox!

Facilitator:
Room: 167

Please return all evaluation to Registration.

Thank you



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