

THE ILLINOIS ASSOCIATION FOR INSTITUTIONAL RESEARCH
WELCOMES YOU TO THE 53RD ANNUAL FORUM

THE POWER OF DATA

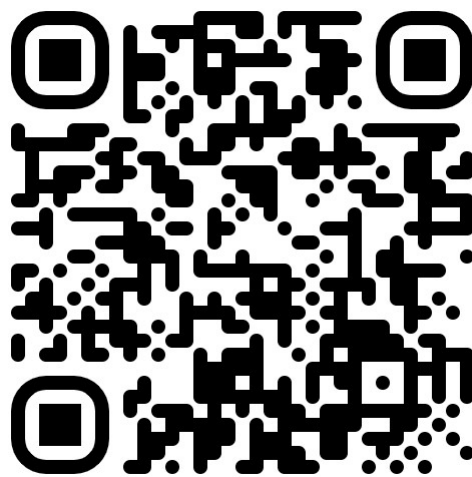
2023 IAIR FORUM



2023 IAIR Forum Program

Monday, November 6th &
Tuesday, November 7th

NIU Rockford
Conference Center



Illinois Association for Institutional Research 2023 Forum

Welcome to the 2023 I-AIR Forum!

Thank you for joining us for the 53rd annual I-AIR Forum! A special thanks to our two inspiring keynote speakers and our wonderful peer presenters, without whom none of this would be possible.

Additional information is included in the following pages, including session descriptions. Please be sure to complete the evaluations for any session you attend. These evaluations are used to help determine the best I-AIR presentation of 2023, and the presenter who wins this award is eligible for a stipend to attend and present at AIR 2024 in Denver—representing us all as I-AIR! In order to win the I-AIR Best Presentation award, sessions must meet a minimum response threshold and we rely on all attendees to provide valuable feedback to this year’s presenters.

As always, thank you for joining us and for your continued work in the IR field — we look forward to connecting with colleagues old and new over the next two days and returning to our home institutions inspired and ready to harness the Power of Data!

Monday, November 6, 2023

11:00am On-site Registration

11:30-12:15pm Welcome Lunch & Networking

12:15-1:45pm Opening Keynote: The Power of Data Leadership

Dr. Pam Northrup, Senior Director of Higher Education Coaching and Innovation
Huron | Studer Education

Today’s colleges and universities face an array of challenges that often show up in mainstream news outlets. The “ripped from the headlines” issues seem to land on the doorsteps of our campus IR/IE units for responses that many times lead to quick action. Questions might include: *“What do shifting demographics and high school graduation declines mean for our institution?”* -- *“Where did all of the males go?”*— *“What is the ROI for higher education with all of this student debt?”* – *“What are our enrollment numbers now, what about now?”* – *“What does faculty load look like by department?”* – and so many more. In addition to the ongoing challenges of compiling and tracking a wide range of ongoing metrics, the questions are coming at the speed of extreme urgency. All these changes point to the need for higher education and data leaders to think differently about how we leverage data, how we communicate data in ways people understand, and how we make it accessible and usable for all. As data leaders, creating understanding and excitement around the power of data will support moving the institution’s big goals forward and answering challenges that seem to keep coming. Using solid leadership principles for creating organizational excellence is the power of a data leader and provides a foundation for work as a campus partner. In this session, a framework along with several examples will be shared for providing clear internal goals, meetings and direction, mapping results along the way, building data communication plans, and implementing data stories, data visualizations and accessible dashboards for broad utilization.

Illinois Association for Institutional Research 2023 Forum

12:15-1:45pm Opening Keynote: The Power of Data Leadership

Dr. Pam Northrup Bio



Dr. Pam Northrup is a Senior Director of Higher Education Coaching and Innovation at Huron | Studer Education. She also holds an appointment to the Louisiana Board of Regents supporting Louisiana's big goals for prosperity, economic mobility, workforce alignment, and attainment.

Pam has been an educational leader and innovator for close to thirty years. In her prior higher education institutions, Pam served in various leadership roles to include professor, department chair, college dean, vice provost of academic innovation, vice provost of educational support services, vice president of research and strategic innovation, strategic initiatives leader in the President's office, and CEO of a statewide innovation institute. As CEO, she led a team working on big challenges for the future of education using design and systems thinking, change leadership and performance improvement methodologies along with supporting region and state workforce initiatives, survey research, economic impact modeling and ongoing identification and alignment of high demand occupations to curriculum planning. The Institute also led the state's distance learning plan, career education for K-20, and the statewide distance learning infrastructure. As a consultant, she has worked with The Oklahoma State Regents for Higher Education to launch and scale micro-credentials aligned to industry demands at institutions across the state and has consulted with institutions in several states in the areas of alternative revenue generation, career-ready education, academic master planning, cybersecurity, the student experience, and access for non-traditional students. At Huron | Studer Education, Pam is a Senior Leader supporting the needs of higher education partners, with expertise in strategy, systems, and innovation practice.

2:00-2:50pm Concurrent Sessions I

1) Documentation Helps! Some Ideas to Get Started | *Executive Room 200*

Kayla Bandy, Research Analyst, College of DuPage

This session will synthesize information from Jillian Morn's 2023 AIR presentation "Hit by a Bus: Documentation in IR as Risk Management & Career Development" (University of Washington) and Laura Boyles' 2022 AIR presentation "Prepare for the Unexpected & Reveal Breadth of Work" (Davidson College). This session will also be the opportunity to hear my experience creating documentation and share attendees' experiences.

Illinois Association for Institutional Research 2023 Forum

2:00-2:50pm **Concurrent Sessions I (continued...)**

2) Benchmarking Faculty Compensation by Tenure Status | *Executive Room 202*

Jasmine Ahmad, Associate Director of College Decision Support, DePaul University

Liz Sanders, AVP Institutional Research and Market Analytics, DePaul University

A faculty committee, working in conjunction with our Institutional Research (IR) office, is tasked with conducting peer benchmarking and analyzing faculty composition (tenure-line, term, adjunct) to determine optimal staffing strategies for future hiring across colleges, schools, departments, and programs. During this session, we will delve into the examination of data sources, including IPEDS and the Delaware Cost Study, and explore methods for efficiently synthesizing and presenting this information to the committee.

3) Forecasting Credit-based Enrollment: An Application of Time Series Model in District 518 | *Executive Room 204*

Wanhoe Kim, Data and Information Specialist, Carl Sandburg College

This session is based on Carl Sandburg College's internal research report composed on October 2022. The study conducted time series analysis regarding the Summer, Fall, Spring semesters' credit-hour and head-count enrollments. The analysis includes a set of exploratory data analysis of the past 10 years', 2012-2022, week-based enrollments and a set of predictive analysis. Supplementary time series charts and bulleted descriptions are intended to deliver intuitive understanding regarding the sets of analysis and the mathematical results. The forecasting model is developed based on "SARIMA" model and "Rolling Forecasting Origin" method in order to enhance the foundational model. The process of the study includes 1) collecting the time series data, 2) decomposing the time series factors, 3) developing predictive models, 4) training and testing the models, and 5) evaluating the best fitting model. During my session, we will discuss a time series' perspective of weekly enrollments and forecasting model developments with the case of District 518 (Carl Sandburg College). The session includes:

- Time series decomposition of student-enrollment
- Forecasting model that includes the component
- Rolling origin technique that improves the prediction result

Illinois Association for Institutional Research 2023 Forum

3:00-3:50pm Concurrent Sessions II

1) Mining Post-Secondary Earnings Data for Meaning | *Executive Room 200*

Chris Lehman, Associate Director, University of Illinois System

Feel like you're lost in a dark cave when it comes to earnings outcomes data? Between the College Scorecard, the Illinois College2Career tool, and the imminent release of state of Illinois data in the Post-Secondary Employment Outcomes Explorer (PSEO), there are so many different numbers and methodologies that it's hard to know which way to turn. To further cloud your vision, the fall 2023 U.S. News ranking methodology revamp incorporated earnings data from the College Scorecard for the first time using a metric available only in the behind-the-scenes data. This session will shine a light (a headlamp, of course) on the various post-secondary earnings tools and datasets, highlighting the power and limitations of each one, and explore some safe passages through the data that others have already spe-lunked. Finally, we'll blast through some dense and raw datasets to mine for insights on the earnings power of your institution and its programs.

2) Mapping at the Margins: Using maps to analyze population health to further center equity in higher education access, retention, and completion rates | *Executive Room 202*

Nicole M. DelMastro-Jeffery, Executive Director for Diversity, Equity, Inclusion & Belonging, Richland Community College

This session will share how to use free population data maps to articulate population trends in relationship to proximity to higher education institutions. This session will also articulate the ways in which Center for Disease and Control (CDC) population health and data trends in relationship to high school completion rates can be useful for policy development with a particular bend towards student success and student access to quality basic needs in high poverty and/or food deserts.

3) Creating a Workable Enrollment Prediction Model | *Executive Classroom 204*

Tim Sheahan, Director of Graduate Admissions, Northeastern Illinois University

Using RapidMiner software, Tim demonstrates how to use historical data to create predictive models. There are many important predictions that can be useful to colleges in addressing where to extend their resources. Regardless of the topic, the approach used will be similar. In this presentation, we will investigate which admitted students have the highest likelihood of enrolling. The result of the model will 1) allow us to determine which of the thousands of admitted students can likely benefit the most from making one-to-one connections versus those best served by automated-only follow-up methods. 2) Allow us to identify prospective students who can benefit from support services and design support messaging and outreach to them. The presentation includes an overview of CRISP-DM methodology, data sourcing, cleaning, model building, types of models, testing, validation, and how results can be used to take action. The audience should be familiar with the basics of data gathering, be familiar with statistical fundamentals, and be curious about how large datasets can be useful in helping specific students, applicants, families, and staff.

Illinois Association for Institutional Research 2023 Forum

4:00-4:30pm Data Café Conversations & Networking

Data Café Conversations are facilitated by a volunteer to discuss a variety of topics and issues currently affecting IR offices and higher education. Please feel free to grab a coffee and join a café conversation to learn more about an issue, network with institutions facing similar issues, and share your experiences!

1) Being or Becoming a Hispanic-Serving Institution (HSI) | Executive Classroom 200

*Facilitated by **Matthew Crull**, Director of Research & Data Management, Kishwaukee College*

2) Changes in Gender Reporting | Executive Classroom 202

*Facilitated by **Alim Ray**, Sr. Application Developer, DePaul University*

3) Social Engagement Opportunities for I-AIR Members | Executive Classroom 204

*Facilitated by **Tanya Ternes**, Senior Director of Data Quality, Elgin Community College*

4:30-5:30pm Networking Happy Hour

Please join us in the atrium for a networking happy hour!

5:30-7:00pm Dinner & Awards

Please join us for dinner to close out our first day! During dinner we will hold a quick business meeting, present awards, and introduce our new Steering Committee. There will be plenty of time for networking and reconnecting with colleagues.

Tuesday, November 7, 2023

8:00 am Breakfast Opens

8:30-9:30am Closing Keynote: Advancing the Diversity/Equity Agenda: the Role of Enrollment-related Analysis

Dr. David Kalsbeek, Senior Vice President for Enrollment Management & Marketing (emeritus), DePaul University & SEM consultant, Human Capital Research Company

In his comments, Dr. Kalsbeek will emphasize and illustrate the critical contribution of institutional research in a college's pursuit of its diversity/equity outcomes, particularly in student enrollment.



Dr. David Kalsbeek Bio

Dr. David Kalsbeek is currently a consultant with the Human Capital Research Company (HCRC), a higher education consultancy based in Chicago that provides research and analytic support for colleges and universities - with a particular focus on strategic enrollment management. Prior to joining HCRC in 2019, David served for 22 years as senior vice president for the Division of Enrollment Management and Marketing (EMM) at DePaul University.

Illinois Association for Institutional Research 2023 Forum

9:40-10:30am Concurrent Sessions III

1) R and R Studio Workflow for Data Reporting | Executive Room 200

James Anderson, Data Analyst, John A. Logan College

Expected Audience Background: IR reporting. No coding needed Knowledge: None to Beginner Experience: Varies R and R Studio Workflow for Data Reporting will be a workshop where IR professionals are introduced into the basics of R, how to import, manipulate, visualize, create reports, and export data in a day to day operation of an Institutional Research Office. This workshop will cover the basic steps that are part of a normal workflow for data reporting. Attendees should bring a laptop capable of accessing the internet or with R and R Studio installed.

2) The Evolution of Institutional Surveys: Using Power BI for High-Level Survey Data Reporting | Executive Room 202

Joseph Maxon, Research Analyst, Harper College

Harper College has implemented Power BI interactive reports to disseminate a wide range of data to many internal stakeholders at the institution. One of the methods that Power BI has been used by Harper is for the continual distribution of high-level institutional surveys, where respondent data can be divided in a productive manner including the ability to filter based off of key student and course demographical variables. In this demonstration, the evolution of how these surveys went from ineffective static reports to useful interactive dashboards will be shown as well as key elements of how the data is currently provided.

3) To Three or Not to Three (plus 1): A Study of College of DuPage's 3+1 Programs | Executive Room 204

Jennifer Matiasek, Research and Evaluation Coordinator, College of DuPage

Dann Taylor, Research Analyst, College of DuPage

College of DuPage (COD) currently collaborates with seven universities to offer 3+1 programs for a variety of bachelor's degrees. These programs allow students to complete their bachelor's degree by taking three years of classes at COD and one year with a partner institution. This session will focus on the approach COD has taken to document the impact of the 3+1 programs on student experience and success. We will outline who we partner with at COD, the indicators we track, what we have learned from students, specific challenges we encounter, and strategies for improvement.

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10:40-11:30am Concurrent Sessions IV

1) The Legend of the Phoenix—DePaul's Program Portfolio Review |

Executive Classroom 200

Liz Sanders, AVP Institutional Research and Market Analytics, DePaul University

Jasmine Ahmad, Associate Director of College Decision Support, DePaul University

In November 2021, DePaul shared with the Illinois AIR community the story of the Program Portfolio Review (PPR), a faculty-lead initiative aimed at simultaneously evaluating DePaul's academic programs. However, with a change in university leadership in the 2021-22 academic year, the PPR was indefinitely suspended. In this presentation, we will share the rest of the journey of PPR – from its suspension to its rebirth. We will describe how, after dismantling the PPR process, we reimagined it as a streamlined set of data for local units, eliminating faculty input and program ranking. Through our experiences, we will offer insights and strategies for successfully navigating program prioritization initiatives on your campus. Join us for this tale of adaptation and resilience.

2) A study of the Predictive Utility of NSSE Catholic Mission Items in Relation to Student Satisfaction | *Executive Room 202*

Jorge Arevalo, Director of Institutional Effectiveness, Saint Xavier University

Timothy Ritchie, Coordinator of Educational Quality and Assessment, Saint Xavier University

The present study examined the predictive utility of the National Survey of Student Engagement's items concerning students' Catholic mission attitudes in relation to satisfaction with their college education. Since 2016, each year, we examined responses to the same 19 mission items and the same two student satisfaction items. Across the past eight years the total sample size included more than 2,800 students with each year including approximately equal subsample sizes for first-year students and fourth-year students. Using multiple linear regression, we revealed patterns of reliable statistical relations between several of the mission items and student satisfaction. We address the conceptual, methodological, and practical implications of these findings.

Illinois Association for Institutional Research 2023 Forum

10:40-11:30am Concurrent Sessions IV (continued...)

3) Impact of HEERF on Community College Student Persistence | Executive Room 204

Samantha Schenk, Manager of Research, Oakton College

Gema Mariscal, Research Analyst, Financial Aid Coach, College of Lake County

Between March 2020 and March 2021, the Higher Education Emergency Relief Fund (HEERF), Coronavirus Response and Relief Supplemental Appropriations Act and American Rescue Plan (i.e., HEERF II and HEERF III) provided millions of postsecondary students with financial assistance during the global COVID-19 pandemic (National Association of Student Financial Aid Administrators et al., 2022). The current study compared students from a medium Midwestern, high transfer-high nontraditional 2-year college who received any form of HEERF (i.e., HEERF I, HEERF II, or HEERF III) funding with students who did not receive HEERF funding during the same award timeframe. Collected data was analyzed to examine the relationship between HEERF funding and student persistence. This research presentation will review the methods and findings of the study, as well as discuss implications of the findings on future emergency student grant development outside of federal financial aid funding.

11:40-12:30pm Lunch & Constituent Group Meetings

Please join us for lunch and constituent group meetings. For those who are unable to stay for constituent group meetings, please take a brown bag lunch to go — thank you for joining us for this year's forum!

4-year Track | Classroom 215

IBHE Updates

4-yr Public & 4-yr Private Discussions

2-year Track | Classroom 217

ICCB Updates

2-yr institution Discussions

12:30-1:00pm Regional Group Meetings/Networking

Space has been designated for regional group meet-ups to conclude the conference. Please feel free to stay and network with colleagues, or grab a coffee for the road!

CAAIR (Chicago Area Association for Institutional Research) | Classroom 204

CSICCRG (Central/Southern Illinois Community College Research Group) | Classroom 202

Illinois Association for Institutional Research 2023 Forum

Conference Resources



Coffee Station | Coffee/tea will be available all day in Classroom 215/217



Parking | Ample parking is available at the venue adjacent to the building

PARKING



Wi-Fi | Wi-Fi is available at the venue and instructions on connecting are provided below.

To connect to Wi-Fi, you'll need to register for NIU visitor Wi-Fi access.

1. Connect to the 'NIUvisitor' Wi-Fi network from the list of available networks. A browser window will automatically popup and open the sign in page as shown below.



The NIUvisitor network is for **NIU visitors** only.

If you're a **current NIU student or employee**, close this window and connect to NIUWireless.

You have to register as a visitor before you can connect to **NIUvisitor**. Your **NIUvisitor** registration will be valid for five days. Sessions that are inactive for more than two hours will require you to login again.

GUEST USERNAME:

GUEST PASSWORD:

[By signing on or registering you agree to the Acceptable Use Policy.](#)

[Sign On](#)

[Register for guest access](#)



2. Fill your details in the account creation page. You have to register as guest before you can connect to **NIUvisitor**. Your NIUvisitor registration will be valid for five days. Sessions that are inactive for more than two hours will require you to login again. After the details are filled, the account is created, and credentials are sent to the email address provided and is valid for 5 days to re-login.

3. As a last step, 'Acceptable User Policy' need to be accepted to continue the access to the visitor network.



Venue Map | Venue layouts are included in the following pages for your reference.



Questions | Please don't hesitate to contact this year's forum chair, Coleen Dickman, at cdickma1@depaul.edu.

Illinois Association for Institutional Research 2023 Forum

