2020
Annual I-AIR
Virtual Forum

IAIR: 50 Years
in the Making

50

Monday, November 9 and
Tuesday, November 10, 2020

Illinois Association for Institutional Research

Monday, November 9, 2020

10:00 – 11:00 am   *I-AIR Business Meeting*

1:00 – 2:00 pm   *Keynote — IAIR in 2020: 50 Years in the Making*

Trudy Bers, Ph.D.

Trudy Bers is President of the Bers Group, an educational consulting organization, and is an Achieving the Dream data coach. Formerly the Executive Director of Research, Curriculum and Planning at Oakton Community College and a Past President of both I-AIR and AIR, she has a long history in Institutional Research in Illinois. We look forward to her perspective on how much has changed (or not changed) as we celebrate I-AIR's 50th annual forum.

2:15 – 3:15 pm   *Concurrent Sessions I*

1) Innovative Solutions in Power BI
Ron Serio, Information Analyst, and **David Earl**, Research Analyst, Harper College

Highlighting the most interesting Power BI visualizations and reporting techniques that Harper College has used to meet client needs and share information across campus. **Please note that this session will not be recorded.**

2) Higher Education, Attainment, Equity, and the College Pipeline
Eric Lichtenberger, Chief Information Officer, **David Smalley**, Associate Director for Research, and **Sophia Gehlhausen-Anderson**, Assistant Director of Academic Affairs, IBHE

IBHE Staff will present recently developed information on statewide and sector-specific equity measures, with an emphasis on African American, Latinx, low income, and rural undergraduates students. Overall statewide demographics and educational attainment information will also be provided for context, as well as information on the high school to college pipeline.

3) Data Reporting: Moving from Accommodation to Accessibility
Chris Lehman, Associate Director, University Office for Planning and Budgeting, University of Illinois

Accessibility is a legal mandate for higher ed institutions which receive federal financial aid. As such, much effort is expended ensuring content is Section 508, and more recently, WCAG 2.1 compliant. But meeting the letter of the law and true accessibility are two very different things. This session will take you on an accessibility journey using a real-world example of a website with a mix of content including embedded Tableau dashboards, with the goal of moving from accommodation to true accessibility. Emphasis will be placed on how screen reader users navigate the site, and demonstrations will be provided.

3:30 – 3:50 pm   **Fun Break**

4:00 – 5:00 pm   **Concurrent Sessions II**

---

1) Taking Modeling Back from COVID
David Rudden, Managing Director of Institutional Research, Elgin Community College

This session will present some preliminary findings from a new implementation of statistical modeling utilized at Elgin Community College for identifying students who might be most impacted by an institutional scholarship and then using that model as one of the criteria for identifying awardees.

2) New Data and Dimensions for You in the IPP
Alan Clemens, Director, NIU Research & Data Collaborative, Northern Illinois University and
Nathan Wilson, Deputy Director for Academic and Institutional Effectiveness, Illinois Community College Board

Illinois Postsecondary Profiles is a publicly available data resource first released in 2019. A second set of data releasing November 2020 and a third in early 2021 will provide new data sets and dimensions to explore as you examine postsecondary institutions and students in Illinois. Join us for a live walk-through where we'll highlight existing and new features and solicit feedback about how the tool can best serve your research, analysis and policy needs, now and in the future!

3) Text analysis for higher education: More than just word clouds!
Kevin Chang, Founder and CEO, Kai Analytics and Survey Research Incorporated and
Isaiah Lankham, Data Analyst, University of California - Office of the President

Whether it's student satisfaction, campus climate, or alumni surveys, analyzing open-ended comments can be daunting! This workshop explores essential text analytics concepts in Natural Language Processing (NLP) and linguistics, focusing on detailed hands-on examples for higher education. No coding experience is required. All hands-on activities will use pre-written Python code available in the online platform Google CoLab, and will focus on analyzing and visualizing over 100,000 Coursera course reviews. All example code will also be made publicly available after the workshop and participants will need a Google account to access CoLab. Email kevin@kaianalytics.com or Isaiah.Lankham@ucop.edu for more info.

5:00 – 6:00 pm   **Break**

6:00 – 7:00 pm   **Virtual Happy Hour**

Illinois Association for Institutional Research

Tuesday, November 10, 2020

IBHE

ICCB

1) Part 1 – Board of Trustees Key Performance Indicators Dashboards
Sally Mikel, Interim Director, Planning and Budgeting, and **Siew Szetho**, Resource and Policy Coordinator, Planning and Budgeting, University of Illinois

This is part one of a two-part presentation about a board of trustees' key performance indicators dashboard. The dashboard covers six functional areas of performance with multiple metrics per area. Part one will provide background, project objectives, coordination with campus entities, and an overview of the metrics and data sources. Part two explores the more technical aspects of moving the dashboard indicators from static PowerPoint graphs to a dynamic, online Tableau environment.

2) Reaching Out, One Legislator at a Time
Chris Lehman, Associate Director, University Office for Planning and Budgeting, and **Ben Sands**, Office Support Associate, University Office for Planning and Budgeting, University of Illinois

Legislators are busy people with competing priorities. Conveying the impact of your institution both in their district and statewide can be a challenge. This session will discuss an effective way to tell your story with data via personalized printable summary sheets, one for each legislator. Our office has been producing some form of these sheets for over 25 years. Out of necessity due to recent retirements, we retooled a labor intensive process for creating and delivering the sheets into a more automated one using Tableau and a dynamic website. Come to our session to learn how we did it, see our current system in action, and find out what's next.

3) Environmental Scanning
Katherine Coy, Ph.D., Director, Institutional Research, Harper College and
Sherrie Taylor, Senior Research Specialist, Northern Illinois University

Harper College has been collaborating with NIU CGS every three years since 2005 to develop an environmental scan to identify changes and trends taking place in the district external to the college. These data are critical for identifying ways to meet the academic and workforce development needs of the community residents and businesses. We will discuss how the scans are utilized to support the strategic and operational planning processes along with the data included as input to the report and online dashboard.

11:30 am – 12:30 pm   Concurrent Sessions IV

1) Part 2 – Board of Trustees Key Performance Indicators Dashboards
Chris Lehman, Associate Director, Planning and Budgeting, and **Nick O'Dea**, Resource and Policy Analyst, University of Illinois

This is part two of a two-part presentation about a board of trustees' key performance indicators dashboard. The dashboard covers six functional areas of performance with multiple metrics per area. Part one will provide background, project objectives, coordination with campus entities, and an overview of the metrics and data sources. Part two explores the more technical aspects of moving the dashboard indicators from static PowerPoint graphs to a dynamic, online Tableau environment.

2) Equity Focused Dashboards… and More
Dr. Sadya Khan, Director, Institutional Research and Planning, **Aaron Roe**, Assistant Director, Institutional Research and Planning, and **Dan Gaichas**, Senior Research Analyst, Institutional Research and Planning, Moraine Valley Community College

Moraine Valley has been working to disaggregate and share equity data as a strategy to examine and close equity gaps at the college. Our IR department has created a set of Tableau dashboards to put these data elements into the hands of our campus's faculty and staff. In addition, we will be sharing ways we are trying to integrate equity data into planning and continuous improvement efforts at our institution, including our annual planning process and other equity resources and tools.

3) Student Thoughts on COVID-Era Learning
Jennifer Matiasek, Research Specialist, College of Dupage

Results from a series of surveys conducted by COD about the transition to online learning. Will include data from our spring student survey, fall student survey, and preliminary findings from a survey of student experiences with synchronous and asynchronous learning.

4) Project Management with Trello (It's Free)
Sherrie Taylor, Senior Research Specialist, Northern Illinois University

Project management is always tough and if you get too detailed you can spend all of your time detailing what needs to be done to your team. How can you foster communications about tasks without spending too much time? How does Trello work? We will discuss tips and tricks on how to make the free software work for you and make life easier.