



CALIFORNIA ASSOCIATION FOR INSTITUTIONAL RESEARCH

44th Annual Conference

November 6-8, 2019

Embassy Suites by Hilton, Seaside

Mission: Serving the Whole
Student

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Welcome

Dear Colleagues,

On behalf of the CAIR Board of Directors, I would like to welcome you to the 44th Annual CAIR Conference. This year's theme, *Mission: Serving the Whole Student*, represents the many things we do as IR professionals that ultimately focus on the *students* served by our institutions. IR professionals' roles today are varied – we are behind the scenes data analysts, strategists, teachers, and prominent leaders on our college campuses (to name a few). IR professionals have unique access to faculty and administrators that allow us to build collaborative partnerships aimed at increasing successful student outcomes. These partnerships can help equitably guide students on their journeys through our institutions and beyond to additional education and the workforce. Data-based and student-centered decision making and planning positively impact all areas of our institutions. These areas include equitable and comprehensive instruction, learning, and student services; the broader institutional mission, priorities, and planning efforts; student-centered policy, finance, and administration; and community and workforce engagement. Keeping students at the forefront of our work is critical, both in helping to shape our institutions for our students and in providing meaning in our work.

We are pleased to present three keynote sessions that emphasize our theme:

- Sabrina Crawford - Associate Vice President of Institutional Effectiveness and Academic Services at St. Petersburg College will present *Impacting Student Success through Guided Pathways*.
- Ryan Smith – Chief External Officer for Partnership for Los Angeles Schools will present *Data for the People: In Pursuit of Equity and Justice*
- Brad C. Phillips – President/CEO of the Institute for Evidence-Based Change will lead a panel discussion focusing on *Research in Action – Actionable Intelligence to Support Student Success*, with Hannah Lawler, Santa Monica College; Deborah Lee, Concordia University Irvine; Roy Stripling, California State University Office of the Chancellor; and Erika Jackson, University of California Davis.

In total, the 2019 CAIR Conference will feature over 100 presentations covering tracks related to IR Practice and Results; IR Methodology; Assessment, Accreditation, and Institutional Effectiveness; and IR Management and Collaboration. We will host a new track, Humanizing Data with a new session format, CAIR-talks! CAIR 2019 will have ten IR 101 sessions in a track designed to support those new to IR, new to IR management, or simply new to an IR technique or tool.

I want to express my appreciation to the many volunteers, facilitators, and presenters, without whom this conference would not be possible. I am so very grateful to the CAIR Board for volunteering their time and energy in support of the conference. Finally, I want to give special thanks the 2019 CAIR conference sponsors for their generous support.

The CAIR conference once again serves host to IR professionals spanning all segments of higher education. We invite you take advantage of the opportunities to learn from each other, and to join our special events and activities. Thank you and enjoy the conference!

Sincerely,



Jessica Luedtke
2019 CAIR President

CAIR Board of Directors

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IRVINE

General Information

Conference App

The conference mobile app brings all the details of the conference to your fingertips. Browse the complete conference program and save your favorite sessions to your personal schedule, access session evaluations, learn more about our sponsors and their services, connect with fellow attendees and much more!

This year's Conference App is available through Attendify. Please download the Attendify App on your smart phone or tablet. After you download the Attendify App, search for CAIR 2019 and join the event. You can find the CAIR 2019 app by searching for the Attendify App  in the App Store™ or in Google Play™ or by using the following links:

iPhone:

<https://itunes.apple.com/ua/app/attendify-app/id1262403617?mt=8>

Android:

<https://play.google.com/store/apps/details?id=com.attendify.app>

Landing Page: <https://attendify.com/app/se4u4x>

You can also scan the code below using the QR Scanner on your smart phone:



Exhibit Hall

Visit the Exhibits, located in the Laguna Grande Foyer to meet sponsors, and learn about the latest software, products and services available to IR. You can access the Laguna Grande Foyer between 7:00 AM and 5:00 PM.

Dietary Restrictions and Mobility Needs

Menus are provided in the conference program. If you have any questions about the menu due to dietary restrictions, please alert a CAIR director or hotel staff.

Session and Conference Evaluations

Session evaluations are integral to the selection of the annual Best Presentation Award. Links to the online session are accessible within the Schedule section of the conference app. Click on the session that you wish to evaluate and follow the provided link to the evaluation.

The overall conference evaluations are used to help plan and improve future conferences. We would appreciate your feedback via the online survey:

<https://www.surveymonkey.com/r/DS8RJMF>

Parking and Wireless Internet

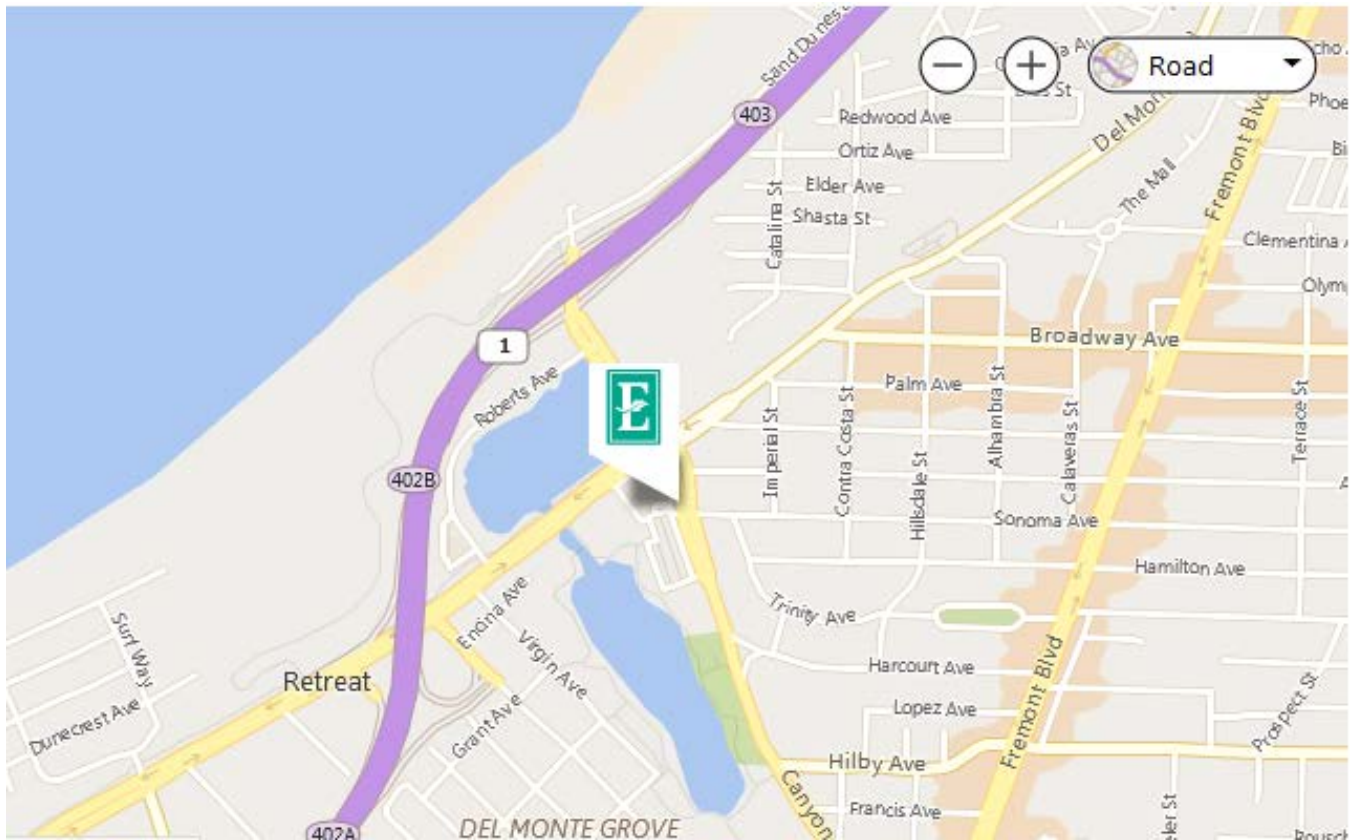
Hotel parking is available to conference attendees at a discounted rate of \$10 per night. Day-use parking is complimentary. Valet parking is not available. In-room complimentary Wi-Fi is available as well as in all meeting and public spaces. Connection instructions will be provided to you upon check in at the registration desk. We ask that you limit the number of devices connected to the meeting space internet to allow access for all attendees.

The hotel features a restaurant, cafe and bar on site. Some eateries and attractions are within walking distance of the hotel and many in nearby communities. You will find recommended options from the CAIR local arrangements committee at the end of the program.

General Information

Getting Here

Monterey County is situated on California's central coast approximately 100 miles south of San Francisco and 300 miles north of Los Angeles.



Driving:

Exit Highway 1 at Exit 403 for CA-218 toward Seaside/Del Rey Oaks. Travel east on Canyon Del Rey to first stop light. Hotel is located at the intersection of Canyon del Rey and Del Monte Blvd.

From The Airport:

Monterey Peninsula Airport

Exit airport. Take Route 1 to Canyon Del Rey exit.

Distance from Hotel: 2 mi.

Drive Time: 7 min.

San Jose International Airport

North on Hwy 1, East on Hwy 156, North on Hwy 101. Follow signs to Norman J. Mineta International Airport at San Jose

Distance from Hotel: 70 mi.

Drive Time: 1.5 hr.

San Francisco International Airport

North on Hwy 1, East on Hwy 156, North on Hwy 101 towards San Francisco. Exit at San Francisco International Airport

Distance from Hotel: 100 mi.

Drive Time: 2.5 hr.

2019 Conference Sponsors

Platinum:



Gold:



Silver:



Bronze:



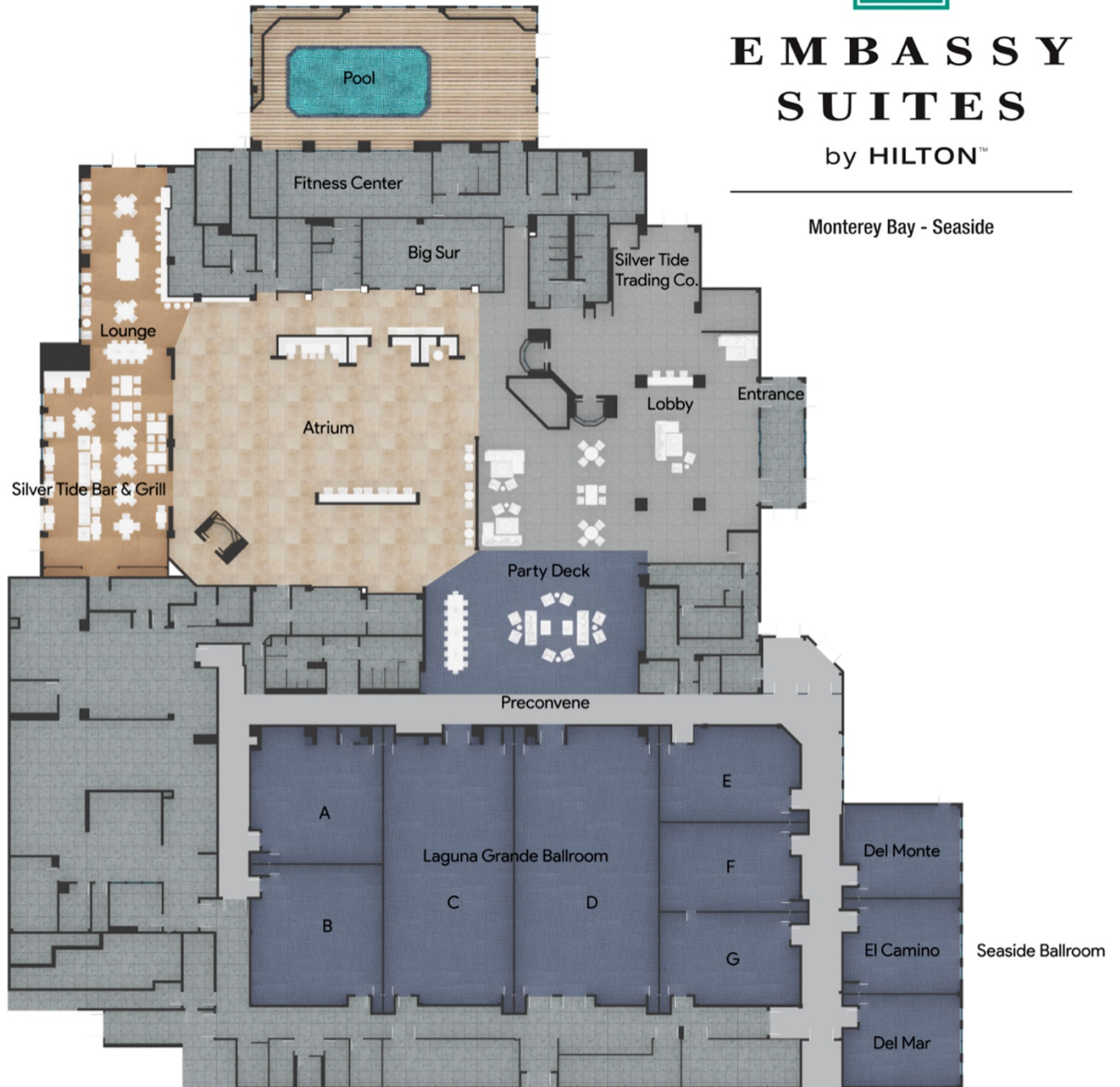
Conference Map



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Mission: Serving the Whole Student - CAIR 2019 Program at a Glance

Orange shading indicates a Highlighted Session; **Blue** shading indicates a Workshop; **Purple** shading indicates a CAIR-talks/panel session -- No advanced sign up needed -- all are welcome to attend.

Time Span	Laguna Grande A (50 Banquet Seat)	Laguna Grande B (50 Banquet Seat)	Laguna Grande C (130 Banquet Seat)	Laguna Grande D (150 Banquet Seat)	Laguna Grande E (55 Theatre Seat)	Laguna Grande F (55 Theatre Seat)	Laguna Grande G (55 Theatre Seat)	Seaside Ballroom (86 Classroom Seat)
Monday, November 4th					Tuesday, November 5th			
9 am - 5pm	IPEDS Workshop 'Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success' Special Advanced Registration required through AIR (Seaside Ballroom)				IPEDS Workshop 'New Keyholder Training' Special Advanced Registration required through AIR (Seaside Ballroom)			
5:30-7:30	Early Bird Reception with the CAIR Board (Atrium)							
Wednesday, November 6th								
7am - 5pm	Conference Registration (Laguna Grande Foyer)							
8:00-9:45			CCC Segment Meeting (Stoup)	CSU Segment Meeting (Figueroa, Marks, Dubrow)				UC Segment Meeting (Fernald)
9:45- 10:00	Refreshment Break and Sponsor Exhibits (Laguna Grande Foyer)							
10:00-11:40			CCC Segment Meeting (Stoup)	CSU Segment Meeting (Figueroa, Marks, Dubrow)	Independent Segment Meeting (Moore, Tarnowski)	International Attendees Meeting: IR in American Higher Education (Chang)		UC Segment Meeting (Fernald)
12:00-1:50	Welcome Luncheon featuring Opening Keynote Sabrina Crawford (Laguna Grande Ballroom A-D)							
1:50-2:15	Networking and Sponsor Exhibits (Laguna Grande Foyer)							
2:15-3:00	Developing a Data-Informed Citizenry for Planning and Decision-Making (Murray, Omae)	No Fear Program Review for Student Services and Instruction (Lisle)	WSCUC Invited Session: WSCUC Graduation Rate Dashboard 101 - New Users and a Refresher (Powers)	Enrollment Prediction Models using Machine Learning Algorithms (Yang, Moon)	Platinum Sponsor: Integrated Analytic Processes for Efficient University Operations (Pietrzak)	Cluster Analysis for Early Interventions in First-Year Experience Programs (Cowan)	Understanding the Experiences of Students with Non-normative Gender Presentation (Van Matre)	IR 101: What is Institutional Research, Anyway? (Krist)
3:00-3:30	Refreshment Break, Networking and Sponsor Exhibits (Laguna Grande Foyer)							
3:30-4:15	Enrollment Management through Strategic Scheduling and Budgeting (Ulate, Lisle)	IR-led Retention Committees: 76th Variation (de los Reyes)	IR 101: How do I Start with Tableau? Tableau Basics for IR Professionals (Rogulkin)	A UX Approach to Optimizing the Efficiency of Your Data Visualizations (Heider, Ahearn)	(IPEDS) Survey Says: Let's Feud! (Goldman, Tuttle)	Promoting Actionable Data Analysis for Program Review and Program Planning (Rivas, Luedtke)	Examining Student Demographic and Course Outcome Differences with Power BI (Correa, Rahimic, Martinez)	Data Engineering in an Evolving IR Landscape (Apitz, Zenteno, Albawaneh)
4:30-5:15	Efficiency and Effectiveness: Cross-Institutional Comparison of Workflow Tracking Systems (Marks, Agrawal, Moon)	District Program Review: Revising the Process (Gilbert)	Tracking Student Expenses and Resource: Implications for Student Success (Case, Landin)	Beyond Capturing the Voice: Engaging Students through Participatory Action Research (Khamkongsay, Cummings)	Supporting Student Research (Galloway, Willis)	Using Data Coaches to Score on Your Student Success Goals (Hayward)	Once Upon a Time, There Was an Institutional Researcher (Moore-Trieu, Popoola)	
5:45-7:45	President's Reception and Sponsor Exhibits (Laguna Grande Foyer)							

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Thursday, November 7th								
7am - 5pm	Conference Registration (Laguna Grande Foyer)							
7:00-8:30	Breakfast (Atrium)**				Coffee and Sponsor Exhibits (Laguna Grande Foyer)			
8:45-9:30	IR Gets "Pushy": Practical Steps Towards a Student-Centered Culture (Bronson, Chukwuemaka)	Building Internal R Packages: Lessons Learned and Recommendations (Ranzolin)	Why Faculty Count: Strengthening Faculty Data to Support Student Success (Biesiada, Abdou, Yang)	Developing a Dashboard to Compare Predicted and Actual Graduation Rates (Danube, Chang, Townsend)	Reporting Postgraduation Outcomes of Doctoral Students Using NCSES/ NSF Data (Palbusa)	Empowering Students with Intersegmental Maps to Program Completion (Hayward, Lakhani, Skipper)	Assessing Learning by Evaluating Online Student Presence and Emotion (Prabhu)	IR 101: Negotiation Skills for IR (Powers, Krist, Herron, Moore)
9:30-10:00	Coffee Break, Networking and Sponsor Exhibits (Laguna Grande Foyer)							
10:00-10:45	You're Gonna Shoot Your Eye Out Kid (Castellino)	I've Got 99 Problems; First Generation Ain't One (Martinez, Torres, Cartnal)	Simplifying Ad Hoc Queries: A Case Study in Data Warehousing (Lankham)	Using Text Analysis of "Most Meaningful Experiences" to Inform Policy (Brown, Bleemer, Van Matre)	Platinum Sponsor: Oklahoma State University Visualizes Data 'til the Cows Come Home (Burns)	IR 101: Managing an Institutional Research Office (Krist, Moore, Luedtke, Powers, Krishnan)	The Influence of Undergraduate School Experiences on Post-Baccalaureate Outcomes (Huang, Moon)	R for IR: A Package Written Specifically for Institutional Research (Rollins)
11:00-11:45	Revolutionizing Student Outcomes through the Power of Big Data (Travers)	Automating Data Insertion into Program Review with R (Murphy)	Inside Counts: Communicating Your Data Story (Oh) / More Colors of the Rainbow – Diversity in Students' Sexual Orientation (Van Matre)	Tired of Tableau? Try Paper - Dashboards vs. Infographics (Uppal, Makabali, Delgadillo)	Responding to EO1110 - Creating Collaborative Campus Conversations (Dawson, Karimi, Abdou, Swarat)	Unit Load Momentum: Indicator for Successful and Timely Graduation (Moon, Yu)	Picturing the Student Experience through Data Visualization (Ryan, Wilson)	IR 101: Life after Death by PowerPoint (Castellino, Le)
12:00-1:50	Keynote Luncheon featuring Ryan J. Smith (Laguna Grande Ballroom A-D)							
1:50-2:15	Networking and Sponsor Exhibits (Laguna Grande Foyer)							
2:15-3:00	Listening to Student Voices and Understanding Barriers Using Text Modeling (Tran, Klein)	Slicing The Wage Pie: Addressing Income Inequality of Graduates (Willett, Jamoosian, O'Donovan, Leonard)	How to Harness Your Data and Apply It More Efficiently to IR Initiatives (Brown, Ziko)	A Mobile-Friendly Info Book to Tell Whole-Student Stories (Rogulkin)	Beyond the Classroom: Multiple Forms of Engagement and Learning Outcomes (Thomson)	The Role of IR in On-boarding a Data Warehouse (Prabhu)	Mining and Maximizing NSSE Data to Advance Student Success (Kinzie, Castellino, Swarat, Shindledecker)	IR 101: IR Preparedness and Response Guide (Lee)
3:00-3:45	Poster Sessions, see next page (Laguna Grande Foyer-Video Wall)				Refreshments, Networking and Sponsor Exhibits (Laguna Grande Foyer)			
3:45-4:30	ESL Pathways: Mapping the Whole Student Experience (Newell, Hayward, Willett, Morris)	AI and Storytelling: Beginner's Information for IR Application (Powers)	Embedding a College Redesign/Student Progression Model in Strategic Planning (Lofman)	Finish in Four: An Analysis of Men, STEM, & Underrepresentation (Abdou, Biesiada, Yang, Babcock)	Platinum Sponsor: Accelerate your Institution with Data Quality (Rehm, Moore)	Predicting Student Retention with AWS SageMaker (Krishnan, Mao)	Game of Loans: Players, Payers, and Naysayers (Livingston, Cleaver)	IR 101: Telling Your Story with Data (Phillips)
4:45-5:30	An Exciting New Way to Track Post-enrollment Outcomes! (Martinez)	Calibration, Evaluation, and Analysis - Hold my beer (Schirmer, Lee)	ACCJC Invited Session: Nuance vs. Reductionism: Community College Successes in an Age of Bright Lines (Winn)	New Approach to Predictive Models for Student-centered Support (Nettles, Devos)	Refining Co-curricular Program Review Process (Siegel)	Humanizing the Individual in Time to Degree and PhD Completion (Malinowska)	Visualizing Opportunities for Equity: Unearthing College Experience of Underrepresented Students (Swarat, Karimi, Murarka)	Beyond Compliance: Turning Your Data into Action (Weisman)
5:30-8:00	Dinner on Your Own							
8:00-10:00	CAIR-aoke! (Seaside Ballroom)							

** If registered at hotel, breakfast is complementary beginning at 6am; otherwise, please see the CAIR registration desk for a breakfast voucher 7:00-8:30am

Mission: Serving the Whole Student - CAIR 2019 Program at a Glance

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Friday, November 8th								
7am - 4pm	Conference Registration (Laguna Grande Foyer)							
7:00-9:00	Breakfast (Atrium)**				Coffee and Sponsor Exhibits (Laguna Grande Foyer)			
9:15-10:00	IR Collaboration with Athletics: Working Toward Student Success (Whisenand, Santos)	Aggie Metrics: Supporting a Systematic Cycle of Institutional Improvement (Jackson, Barbulesco, Siino, Hannibal)	Commuting Distance from Campus and Student Success (Dubrow, Ranzolin) / STEM for All: STEM Education by Gender, Race, and Income (Kim, Edens, Kamei, Dam)	Expand Your IR Capacity: Design a Shared Student Success Dataset (Kahn, Pasternak, Manlangit)	Data Sharing for Equity and Student Success in Greater Fresno (Jansen, Nottbohm, Pimentel, Zivot)	Rethinking the Data Collection of Identity in Native American students (Palbusa, Halimah)	Monitoring Student Progress from Day 1 (Brown, Demesa)	IR 101: Pivot Tables for Beginners (Martinez)
10:00-10:30	Coffee Break, Networking and Sponsor Exhibits (Laguna Grande Foyer)							
10:30-11:15	Getting Published: The CAIR Report (Moore- Trieu, Powers)	What IR Can Learn From MR's Global Crisis (Harris)	Equity in Action: Action Research Tools to Support Classroom Innovation (Herrin)	Are Your Tableau Dashboards Accessible to Everyone? (Van Matre, Prayag)	Using Department Data to Optimize Resources and Promote Student Success (Eleuterio, Kaul)	Promoting Data-Informed Improvements in First-Year Math Course Success (Schwartz)	WASC Graduation Balance Sheet: Dashboards and Supplemental Models (Hall-Cuccia, Townsend)	IR 101: Power BI for Beginners (Rodriguez, Wilson)
11:30-12:15	Power BI: Tips, Considerations, and Stories (Barkman, Medina Tagarao, Rodriguez)	Creating Virtuous Data Cycles from Faculty Data (Yu)	Leveraging the Strategic Value of People Analytics (Prayag, Straub)	Postbaccalaureate Graduation Rates: Methods and Issues (Cress)	Student Tracker: Are You Taking Full Advantage of the Service? (Penna)	Getting Credit for Serving Non-Traditional Students (Powers)	Academic Mindset: Are Students and Faculty on the Same Page? (Goel, Deplazes)	IR 101: SQL for Beginners (Zenteno)
12:30-2:30	Closing Plenary Luncheon featuring Moderator Brad C. Phillips and IR Panelists Hannah Lawler, Deborah Lee, Roy Stripling, and Erika Jackson (Laguna Grande Ballroom A-D)							

**** If registered at hotel, breakfast is complementary beginning at 6am; otherwise, please see the CAIR registration desk for a breakfast voucher 7:00-9:00am**

Schedule is subject to change

#	Poster Sessions - Thursday, November 7, 3:00 pm - 3:45 pm (Laguna Grande Foyer – Video Wall)	Presenters	
		First	Co-Presenters
1	Developing an Effective Data Request Process	Furuichi	Rhee, Ly, Zhang, Yeung
2	Faculty and Course Dashboards using APDB data	Hardy	
3	Equity-Mindedness and California Institutional Researchers	Lindstrom	
4	Capturing Student Voices: Taking Action with Qualitative Data	Nottbohm	Cowan
5	Fostering Innovation in Your IR Department	Delgadillo	Uppal, Makabali
6	A Study on Factors Relating to International Student Academic Performance	Xia	

Keynote Speakers

WEDNESDAY, NOVEMBER 6TH

Impacting Student Success through Guided Pathways



Sabrina Crawford, Associate Vice President of Institutional Effectiveness and Academic Services at St. Petersburg College.

The Guided Pathways initiative is quickly transforming the traditional college and university model of education. Designed to impact every area of a student's progression through their chosen degree program, Guided Pathways provides the means to tear down siloed departmental efforts and build lasting collaborative results across internal and external institutional hierarchies. The development and leveraging of institution and initiative-specific, ongoing metrics by IRE departments within this process is essential to tracking student progression and success. By sharing the journey of one institution, St. Petersburg College, institutions will be able to learn from their successes and failures as they have

worked to build clear lines of sight from High School through College and onward to University, utilizing collaborative articulations, leveraging data sharing and technology, and creating strong on-ramps from non-credit to credit with the goals of shortening time to degree, increasing completion rates, and striving to close achievement gaps.

Sabrina Crawford joined the St. Petersburg College team in 2013, bringing 20 years' experience in teaching, curriculum development, assessment, research, and accreditation from both the K-12 and higher education fields. Sabrina has served as the president of the Florida Association of Institutional Research for two years and sits on several local and state academic committees. Sabrina's holds a Bachelor's degree in Elementary Education and English from Boston College, a Master's degree in Curriculum from Saint Michael's College, and a Doctorate in Curriculum, Teaching, and Leadership from Northeastern University. She focuses upon streamlining processes to remove effort duplication, ensuring self-sustainability of practices, and creating user-friendly platforms to drive continuous improvement. Her current research interests include the use of e-portfolios for program assessment and faculty evaluation, balancing qualitative and quantitative assessment to develop a true picture of student success, utilizing guided pathways to improve time to graduation, developing articulated pathways between non-credit and credit, and bridging the gap between high school and college. For the past six years, much of her time has been devoted to developing clear guided academic pathways for students. These pathways include specifying the best order courses should be taken; identifying off-ramps that enable students to stop out with a certificate, certification, or license to improve their career prospects; on-ramps that allow prior experience through industry certifications, on-the-job training, licenses, and apprenticeships to translate earned credit hours towards degrees or certificates; and utilizing competency based learning to build stackable modules that lead to degree attainment. She works with institutions to develop process and achieve buy-in from all constituents, which becomes the foundation for their successful initiative implementation. She has presented at various conferences in the area of curriculum, assessment, and guided pathways including the Appalachian College Association, NC Department of Instruction, Achieving the Dream, AACC Pathways Institute, and the Association for Institutional Research (national, regional, local). She consulted with individual institutions, as well as college systems, to develop different aspects of guided pathways including Complete College America's MA TAACCT Guided Pathways Implementation Institute, WV Guided Pathways Innovation Summit, CT STEM Pathways Summit, FL Meta Majors Pathways Summit, and the Virginia Community College System Chancellor's Retreat.

Keynote Speakers

THURSDAY, NOVEMBER 7TH

Data for the People: In Pursuit of Equity and Justice

Ryan Smith, Chief External Officer, Partnership for Los Angeles Schools



Through storytelling and a review of the California education landscape, Ryan Smith will discuss how we leverage research and data to advance education equity for low-income students and students of color kindergarten through college.

*Prior to joining the [Partnership for Los Angeles Schools](#), Ryan was the Executive Director of the Education Trust-West and Vice President of Strategic Advocacy for the Education Trust, an education and civil rights organization dedicated to closing opportunity gaps. At The Education Trust-West, he worked on producing actionable, accessible research and advocacy tools that reached state policymakers and on-the-ground community advocates and education leaders alike. Ryan also led the team's development and production of *Black Minds Matter: Supporting the Educational Success of**

Black Students in California, and *The Majority Report: Supporting the Educational Success of Latino Students in California*. Before Ed Trust, Ryan served as the Director of Education Programs and Policy for United Way of Greater Los Angeles, where he was responsible for education programs and policy efforts for the organization. After launching the Partnership's Family and Community Engagement Team and founding the Parent College Program, Ryan returned as the Partnership's Chief External Officer. In this role, he is responsible for strategic and operational oversight of the organization's development, communications, policy and advocacy, and family and community engagement initiatives. Recently, California State Superintendent Tony Thurmond appointed Ryan Co-Chair of the statewide Closing the Achievement Gap Initiative. Ryan holds a Bachelor of Arts degree in Political Science from UCLA, and he is also pursuing a Doctorate of Education (EdD) from UCLA. Ryan also served as an Annie E. Casey Children and Family Fellow and a Coro Fellow in Public Affairs.

FRIDAY, NOVEMBER 8TH

IR Panel: Research in Action - Actionable Intelligence to Support Student Success

This moderated panel shares how institutional research/effectiveness professionals in higher education institutions are developing compelling displays, reports, and presentations as well as practices that motivate others to turn data into useable, useful, and actionable information in the service of making informed decisions about student success. The session begins with the moderator setting the stage for this work to occur. Each panelist will describe their work in the context of data-informed decision making and will respond to questions from the moderator and the audience.



Moderator: Brad C. Phillips, Institute for Evidence-Based Change, President/CEO

*Dr. Brad C. Phillips, President/CEO of the Institute for Evidence-Based Change (IEBC), leads the organization's focus on improving educational practice and outcomes in schools, colleges and universities. He has pioneered the collaborative collection, sharing and effective use of meaningful data across educational segments and its connection to educator use and institutional changes that dramatically improve student success. He is a frequent keynote speaker, author of numerous articles, and recipient of recognitions and honors. He is co-author of the book, *Creating a Data-Informed Culture in Community Colleges*. Dr. Phillips is the founder of the California Partnership for Achieving Student Success (Cal-PASS) and the Institute for Evidence-Based Change.*

Keynote Speakers



Hannah Lawler, Santa Monica College, Dean of Institutional Research

Dr. Hannah Lawler is the dean of institutional research at Santa Monica College where she provides leadership and directs the research and assessment activities of the college. Dr. Lawler has worked in the California Community College system in the institutional research capacity for over 14 years. Dr. Lawler was formerly on the faculty at the University of Southern California Rossier School of Education, teaching a course in assessment of learning. Additionally, she consults and provides technical assistance to the Research and Planning (RP) Group and USC's Center for Urban Education (CUE) on projects such as the LaunchBoard (including the Student Success Metrics), Guided Pathways, the Aspen Institute Data Dashboard, and student equity tools.



Deborah Lee, Concordia University Irvine, Director of Institutional Research and Assessment

Deborah Lee is the Director of Institutional Research and Assessment and the Accreditation Liaison Officer at Concordia University Irvine. Her background is in criminology, sociology, and research methods. She oversees institutional research, assessment, regional accreditation, and specialized accreditation at Concordia while also serving as the co-chair for the Retention and Persistence Committee. As an alumna of the WASC Senior College and University Commission (WSCUC) Assessment Leadership Academy, Deborah serves on the WSCUC Academic Resource Conference Proposal Review Committee, and is currently serving her third year on the California Association for Institutional Research Board (CAIR) Board of Directors. This year will be her first year serving as an IPEDS Educator along with 29 other individuals in her cohort.



Roy Stripling, California State University, Office of the Chancellor, Director of Student Success Dashboard Research Initiatives

Roy Stripling is the Director of Student Success Dashboard Research Initiatives at the California State University, Office of the Chancellor. In this role, Roy provides strategic oversight and technical management for the CSU Student Success dashboards. Working with CSU campus Institutional Research offices and Student Success directors, he provides guidance to CSU faculty, staff, and administrators on effective use of the dashboards and other data sources in data-informed decision making. Previously Roy served as the Assistant Director for Assessment at UCLA's National Center for Research on Evaluation, Standards, and Student Testing and as the Scientific Program Office for the Office of Naval Research's Human Performance, Training, and Education research portfolio. Roy received his Ph.D. in Neuroscience at the University of Illinois at Urbana-Champaign.



Erika Jackson, University of California Davis, Assistant Director Student Success

Erika Jackson is an Assistant Director of Institutional Analysis at University of California, Davis. She guides a team working on the analysis of student experiences, student outcomes, and university rankings. Together they aim to bring data to bare on institutional priorities and decision-making. She works closely with colleagues in the UC Davis Business Intelligence office to translate data into actionable resources for campus partners. Previously, Erika worked in Undergraduate Admissions at UC Davis and in Institutional Research at University of California Office of the President. Erika did her graduate work at UC Davis in Sociology, focusing on the Sociology of Education.

Institutional Research 101 Series

A New Special Program Series!

Are you new to Institutional Research? Do you want to know more about some of the things you are expected to do? Have you recently been given additional responsibilities in areas you have little experience? If the answer to any of these questions is **YES**, you will want to attend one or more of these 10 a la carte sessions aimed at an introductory level.

IR 101: What is Institutional Research, Anyway?

This session will briefly describe the evolution of the field of institutional research. Most of the session will elaborate on the primary functions of institutional research, such as data collection and management, data mining, and reporting. Participants will better understand the scope of the institutional research office and will leave with a short list of helpful references.

Presenter(s):

Paula Krist, Ph.D., Director of Institutional Research & Planning, *University of San Diego*

IR 101: How do I start with Tableau? Tableau Basics for IR Professionals

In this workshop, the participants will be introduced to Tableau. It is designed for beginners or users with very little experience in Tableau. The workshop will focus on the basics: connection to data sources, Tableau workspace and user interface, filters, measures, and dimensions. The participants will learn about different chart and graph types and when to use them. How to create calculated fields and parameters. Some best practices to visualize data and build interactive dashboards will be shared. The participants are recommended to bring their laptops for hands on experience.

Presenter(s)

Dmitri Rogulkin, Ph.D., M.B.A., Executive Director, *State Center Community College District*

IR 101: Negotiation Skills for IR

While many IR professionals focus on developing technical skillsets, there is a tendency to overlook development of “Essential Skills” such as effective negotiation and communication skills. However, with the changing role of IR professionals the combination of such “Essential Skills” and technical skills becomes essential. This session is designed to help IR professionals identify and develop non-technical skills to facilitate the changing role of IR in many institutions. Using institutional project examples, practical strategies, and lessons learned regarding the necessity of soft skills in complex institutional projects are shared.

Presenter(s):

Kristina Powers, Ph.D., President, *Institute for Effectiveness*

Paula Krist, Ph.D., Director of Institutional Research & Planning, *University of San Diego*

Waddell Herron, Ph.D., Emeritus, Associate Director, *California State University*

Leeshawn Moore, Ph.D., Director of Institutional Research, *University of La Verne*

IR 101: Managing an Institutional Research Office

Whether your office has one person or a dozen, there are management concerns and issues that will have to be addressed. This session is for new institutional research directors or for people who may aspire to be. Topics include defining the roles that each member of the IR team fulfills, making informed personnel decisions, and building institutional relationships. An effective IR office must be nimble – come and get some ideas on how.

Presenter(s):

Paula Krist, Ph.D., Director of Institutional Research & Planning, *University of San Diego*

Leeshawn Moore, Ph.D., Director of Institutional Research, *University of La Verne*

Jessica Luedtke, Dean, *San Diego Continuing Education, San Diego Community College District*

Kristina Powers, Ph.D., President, *Institute for Effectiveness*

Kris Krishnan, Ed.D., Assistant Vice President, *California State University, Bakersfield*

IR 101: Life After Death by PowerPoint

Since its release in 1987, PowerPoint in the wrong hands has been used to confuse, frustrate, and just flat out waste the time of audiences everywhere. Jokingly, this phenomenon is referred to as death by PowerPoint. Less funny however is the ease and scale at which this technology is misused and that misuse is replicated. Fear not, Lisa Castellino and Michael Le are here to show you that there is life after death by PowerPoint. Presenters will share their engaging, effective, and award-winning presentation styles along with their methods for creating, editing, and delivering a presentation. Participants will learn how to utilize data

Institutional Research 101 Series

storytelling to communicate complicated analysis to their audience.

Presenter(s):

Lisa Castellino, Ph.D., Associate Vice President, *Humboldt State University*

Michael Le, Research Associate, *Humboldt State University*

IR 101: IR Preparedness and Response Guide

Regardless of your office size, IR professionals have to be adept at thinking on their feet and making the most of limited resources. Organizing your survey deadlines are one thing, but how can you address change that happens outside your control? The phrase "putting fires out" seems more common than one would expect in the IR profession. In this workshop, we will discuss best practices in task management, how to leverage collaborative teamwork, why you should have a seat at the table, and learning when to say "no" before disasters strike!

Presenter(s)

Deborah Lee, Director of Institutional Research and Assessment, *Concordia University Irvine*

IR 101: Telling your Story with Data

The Telling your Story with Data workshop addresses how to identify the key stories to be gleaned from data and how to tell those stories effectively. Drawing upon IIBC's data use model – Integrating Analytics, Human Judgment & Decision-Making, and Organizational Habits – participants will learn how to turn data into information that is useful and useable. Learning more than the mere use of clever infographics, participants will practice identifying the story they want to tell and presenting it in ways, grounded in data to ensure their message is understood and actionable.

Presenter(s):

Brad Phillips, Ph.D., President and Chief Executive Officer, *Institute for Evidence-Based Change*

IR 101: Pivot Tables for Beginners

Are you new to the IR profession or not familiar with Pivot Tables? Come learn how to present your data using Pivot Tables.

Presenter(s):

Daniel Martinez, Ph.D., Director of Institutional Research, *College of the Desert*

IR 101: Power BI for Beginners

This session will provide an overview of the fundamental and key functions in Power BI that will help users in developing a solid foundation to become proficient with the tool. Some of the functions this session will cover include developing a data model, developing buttons and bookmarks, and other functions researchers will find helpful in conducting IR work. The session will have an informative component but will also have a hands-on component in some areas so attendees can learn how to complete key functions.

Presenter(s):

Jaime Rodriguez, Senior Research Analyst, *Mt. San Antonio College*

Katy Wilson, Associate Researcher, *Monterey Peninsula College*

IR 101: SQL for Beginners

If you're curious to know more about SQL (Structured Query Language) and how it can empower you to answer your institution's questions, this session can be the starting place where you learn about what SQL is and how it is used. Understanding the basics of databases and how to access data efficiently allows professionals to effectively analyze relevant data and draw meaningful insights. We will cover the basic properties of relational databases and consider examples similar to our student records management systems. We will then cover the fundamentals of selecting the records we want from a table. If your career in IR is just starting and you don't come from a background that includes exposure to programming languages, don't be shy. We'll start at zero and get you through the basics with an eye for further (and free!) self-paced learning opportunities you can pursue online.

Presenter(s)

Freddie Zenteno, Research Analyst, *California State University, Long Beach*

CAIR Conference Menu

Tuesday, November 5th

Early Bird Reception

- ❖ Jumbo Prawns, Snow Crab Claws, & Oysters on the Half Shell
- ❖ Domestic and Imported Cheese
- ❖ Bruschetta with Heirloom Tomato
- ❖ Three Cheese Mousse
- ❖ Olive & Sundried Tomato Tapenade
- ❖ Vegetable Crudités
- ❖ Parmesan Crusted Artichoke Hearts
- ❖ Beverages

Wednesday November 6th

AM Break

- ❖ Whole Fruit
- ❖ Donuts, Coffee & Tea
- ❖ Flavored Creams, Syrups, & Whip Cream

Lunch

- ❖ Tomato Basil Soup
- ❖ Baby Spring Greens, Corn, Black Bean, Tomato, Red Onion Salad w/ a Cilantro Lime Vinaigrette
- ❖ Apple Jicama Slaw
- ❖ Cheese Enchiladas
- ❖ Grilled Chicken w/ Chipotle Cream Sauce
- ❖ Fajita Vegetables
- ❖ Spanish Rice
- ❖ Ranch Pinto Beans
- ❖ Tortilla Chips, Guacamole, Sour Cream, Pico de Gallo, Piquante Salsa, Shredded Cheese
- ❖ Warm Flour and Corn Tortillas
- ❖ Tres Leche's Cheesecake & Churros

PM Break

- ❖ Chocolate Brownies
- ❖ White Chocolate Blondie's
- ❖ Assorted Chocolate Bars
- ❖ Chocolate Dipped Strawberries
- ❖ Starbucks Mocha Frappuccino
- ❖ Chocolate Milk

President's Reception

- ❖ Vegetarian Spring Roll
- ❖ Chicken Satay w/ Peanut Sauce
- ❖ Pot Stickers w/ Plum Dipping Sauce
- ❖ Smoked Salmon w/ Dill
- ❖ Belgian Endive Gondolas w/ Boursin Cheese, Pecans & Cranberry
- ❖ Flatbread Station
- ❖ Beverages

CAIR Conference Menu

Thursday, November 7th

Breakfast

- ❖ Sliced Fruits, Assorted Bakery Selections, Toast & Bagels, Oatmeal, Granola & Yogurt
- ❖ Bacon, Sausage, Scrambled Eggs
- ❖ Build Your Omelet & Pancake Station
- ❖ Juices, Coffee & Tea

AM Break

- ❖ Coffee & Tea

Lunch

- ❖ Clam Chowder
- ❖ Balsamic Roasted/Grilled Vegetables
- ❖ Field Greens w/ a Red Wine Vinaigrette & Julienne Fresh Vegetables
- ❖ Grilled Chicken w/ a Rosemary, Artichoke and Mushroom Cream Sauce
- ❖ Citrus Salmon w/ a Lemon Dill Burre Blanc
- ❖ Orzo Pilaf
- ❖ Seasonal Fresh Fruit Salad
- ❖ Chocolate Mousse and Fruit Tart

PM Break

- ❖ Fresh Vegetable Crudités & Hummus
- ❖ Whole Fruit
- ❖ Granola Bars
- ❖ Soft Jumbo Pretzels w/ Gourmet Mustard
- ❖ Citrus Infused H₂O, Chilled Green Tea, Coffee

CAIR-aoke!

- ❖ Tortilla Chips w/ Salsa & Guacamole
- ❖ Miniature Chicken Taquitos
- ❖ Caramel Filled Churros
- ❖ Strawberry Lemonade
- ❖ Beverages

Friday, November 8th

Breakfast

- ❖ Sliced Fruits, Assorted Bakery Selections, Toast & Bagels, Oatmeal, Granola & Yogurt
- ❖ Bacon, Sausage, Scrambled Eggs
- ❖ Build Your Omelet & Pancake Station
- ❖ Juices, Coffee & Tea

AM Break

- ❖ Coffee & Tea

Lunch

- ❖ Chef's Minestrone Soup
- ❖ Mixed Green Salad w/ Ranch & Balsamic
- ❖ Cole Slaw & Potato Salad
- ❖ Roasted Vegetables
- ❖ Hickory BBQ Chicken
- ❖ Tri Tip w/ a Shallot Shitake Demi Glaze
- ❖ Apple Pie & Fruit Parfait
- ❖ Corn Bread & Honey Butter

Conference Schedule

Monday November 4th

9:00AM - 5:00PM

IPEDs Workshop (Advanced Registration Required) *Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success*

Seaside Ballroom

This workshop is designed for individuals interested in utilizing IPEDS data to examine and measure student and institutional success. The first half of the workshop explores the five IPEDS surveys that contain academic performance metrics (Completions, Graduation Rates, 200% Graduation Rates, Fall Enrollment, and Outcome Measures). Through group discussion, activities, and lectures, participants will learn what the measurements can—and cannot—tell us about student and institutional performance. The second half of the workshop will involve hands-on activities to work through a series of case studies based on real-life scenarios. Participants will identify the question being asked in each case study; determine the best metric(s) to use to answer the question; extract data using the IPEDS tools; perform analyses; and present the data to answer the question. Participants will gain the knowledge needed to explore and answer questions at their institutions or organizations.

Participants are required to bring a MAC or PC laptop with wireless capability and Microsoft Excel.

Visit the link below to register:

https://myair.airweb.org/airssa/f?p=EVTSSA:4010:14752921624925::YES:4010:P0_EVENT_ID,G_WEBREG_SERNO:1221

Tuesday November 5th

IPEDs Workshops (Advanced Registration Required) *New Keyholder Training*

Seaside Ballroom

This workshop provides essential beginner-level training and a thorough introduction to the IPEDS data collection cycle and reporting requirements. Workshop

topics outline keyholders' roles and responsibilities and highlight the resources available to assist in the IPEDS planning and reporting processes. Participants are given the opportunity to create an IPEDS planning calendar for the upcoming data collection cycle. Additionally, this workshop serves as a valuable professional networking opportunity for institutional researchers in their new roles.

Participants are required to bring a MAC or PC laptop with wireless capability and Microsoft Excel.

Visit the link below to register:

<https://www.airweb.org/collaborate-learn/calendar/2019/11/05/event/air-cair-ipeds-new-keyholder-workshop---seaside-ca>

5:30PM - 7:30PM

Early Bird Reception

Atrium

Early to the conference? Come meet the CAIR Board and network with other attendees who have also arrived early.

Board Members: Jessica Luedtke, Brianna Moore-Trieu, Cinnamon Danube, Erin DeSantis, Kris Krishnan, Leeshawn Moore, Deborah Lee, Monica Malhotra, Nga Phan, Vikash Lakhani, Rosa Belerique, Ryan Cherland

Wednesday November 6th

7:00AM - 5:00PM

Conference Registration

Laguna Grande Foyer

Pick up your name badge at the CAIR registration Desk. Located at the back of the sponsor exhibits

Conference Schedule

8:00AM-11:40AM

California Community Colleges Segment Meeting

Laguna Grande C

The CCC Segment meeting is an in-person meeting convening CCC institutional planners and researchers across the state. The meeting is focused on the latest institutional research and planning issues and developments taking place in California, specifically in the CCC system.

Presenter(s)
Greg Stoup

California State University Segment Meeting

Laguna Grande D

CSU affiliates will meet to provide updates, share best practices, and discuss ongoing and emerging issues in CSU IR at the campus and system levels.

Presenter(s)
Tanya Figueroa
Jeff Marks
Greg Dubrow

University of California Segment Meeting

Seaside Ballroom

UC campuses will meet to provide campus and systemwide updates, discuss challenges and successes, and learn from each other. Topics of discussion may include: enrollment planning and forecasting, surveys, assessment, and accreditation.

Presenter(s)
Julian Fernald

9:45AM-10:00AM

Refreshment Break and Sponsor Exhibits

Laguna Grande Foyer

10:00AM-11:40AM

Independent Segment Meeting

Laguna Grande E

Join fellow colleagues for a discussion on the latest higher education topics affecting independent colleges and universities.

Presenter(s)
Leeshawn Moore
Randy Tarnowski

International Attendees Meeting: IR in American Higher Education

Laguna Grande F

The international segment meeting will offer an opportunity to get to know other international attendees as well as review approaches to research, assessment, accreditation and management of institutional research offices in the US and abroad. Attendees will be invited to discuss the focus of IR at their own institutions and challenges they hope to address.

Presenter(s)
Tongshan Chang

12:00PM-1:50PM

Welcome Luncheon and Opening Keynote: Impacting Student Success through Guided Pathways

Laguna Grande Ballroom

The Guided Pathways initiative is quickly transforming the traditional college and university model of education. Designed to impact every area of a student's progression through their chosen degree program, Guided Pathways provides the means to tear down siloed departmental efforts and build lasting collaborative results across internal and external institutional hierarchies. The development and leveraging of institution and initiative-specific, ongoing metrics by IRE departments within this process is essential to tracking student progression and success. By sharing the journey of one institution, St. Petersburg College, institutions will be able to learn from their successes and failures as they have worked to build clear

Conference Schedule

lines of sight from High School through College and onward to University, utilizing collaborative articulations, leveraging data sharing and technology, and creating strong on-ramps from non-credit to credit with the goals of shortening time to degree, increasing completion rates, and striving to close achievement gaps.

Presenter(s)
Sabrina Crawford

1:50PM-2:15PM

Networking and Sponsor Exhibitions

Laguna Grande Foyer

Come learn more about the latest software and services available to IR while networking with IR colleagues.

2:15PM-3:00PM

Developing a Data-Informed Citizenry for Planning and Decision-Making (IR Management and Collaboration)

Laguna Grande A

Building a culture of evidence-based inquiry is both a challenge and a necessity in the current higher education climate. How do you engage individuals beyond the research office in using data to inform planning and decision-making? San Diego City College is engaged in a process to democratize access to data and support its use in planning conversations throughout the college. Learn about strategies for engaging faculty in expanding their understanding of data sources, inquiry frameworks, and data-informed planning and decision-making. Rather than assigning tasks and roles, this approach takes an “educated citizenry” perspective on the process of developing a culture of inquiry with a focus on holistic evaluation in support of student equity. The presenters will share tools and resources to support the creation of a model for your institution.

Presenter(s)
Susan Allen Murray
Masahiro Omae

No Fear Program Review for Student Services and Instruction (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande B

For campus stakeholders, can program review based on fear and compliance have meaning? This presentation demonstrates how Foothill College redesigned program review to allow the constructs of performance based management, cultural continuous improvement, and strategic and budget planning to be woven together into a completely new data driven, action oriented process. Foothill needed to move away from a compliance orientation that had programs responding to complicated templates that felt more like program monitoring than a process that provides long term program strategic direction and an opportunity to be honest about improvement.

Foothill set out over the last eighteen months to redesign with a focus on programs, emphasizing student services and the customization of templates focused on operational and learning metrics. The objective for the session is to share the redesign process, IRs role, new templates, timelines, along with sharing lessons learned and the excitement and trepidation of implementation.

Presenter(s)
Kristy Lisle

WSCUC Invited Session: WSCUC Graduation Rate Dashboard 101 - New Users and a Refresher (Invited Session)

Laguna Grande C

This year will mark the fifth collection of Graduation Rate Dashboard (GRD) elements for all undergraduate institutions in the WSCUC Annual Report. Additionally, in spring 2018, visiting teams began to engage institutional leaders regarding their use of the GRD along with other measures to better understand and improve student success. This session is intended for those new to WSCUC and/or the GRD. The presentation will include 1) a background of the GRD 2) definitions, 3) how to submit GRD data for the Annual Report, and 4) resources to use the data including the comparative tool and institutional use cases.

Audience: This session is intended for: 1) New to the WSCUC region, 2) New ALO, 3) New role in completing

Conference Schedule

the student success section of the Annual Report, or 4)
Need a refresher on the GRD

Presenter(s)
Kristina Powers

Enrollment Prediction Models using Machine Learning Algorithms (IR Methodology)

Laguna Grande D

Accurate enrollment projection is important for effective planning and resource allocation. At Cal State LA, we are attempting to transition from enrollment projection using mathematical formulas to more cutting-edge machine learning algorithms. Machine learning is a powerful technique that higher education institutions are using to become more data-driven in their decision-making. In our study, we proposed two prediction models for different student types: new and continuing students. We compared the results from four different models of logistic regression, random forest, XGboost, and Neural Network. Some technical issues and future directions will be discussed.

Presenter(s)
Suseon Yang
Sunny Moon

Integrated Analytic Processes for Efficient University Operations (Platinum Sponsor)

Laguna Grande E

The use of predictive modeling, data dashboards and various Base SAS® functions can easily lead to data confusion in a university setting. This can lead to conflicting numbers and responses that can fragment operations. This is especially critical in the time-sensitive areas of enrollment management and admissions. In this session, you'll learn by example to see how one university is working to keep an integrated data analytics process in place. Examples of available data, predictive modeling and Base SAS processes will be demonstrated to illustrate the university's current process.

Presenter(s)
Dale Pietrzak

Cluster Analysis for Early Interventions in First-Year Experience Programs (IR Methodology)

Laguna Grande F

Building Opportunities for Networks of Discovery (BOND) is a freshman first-year learning community for STEM majors at Fresno State. While BOND students are being retained in the university and in science majors at higher rates than a matched control group, their average science retention continues to decline in the semesters following the program. In order to examine if there are distinct profiles of students within BOND and whether these distinct profiles differ in academic outcomes, a combination of hierarchical cluster analysis and k means cluster analysis were conducted on BOND's pre-college survey consisting of self-efficacy, sense of belonging, completion intention, and academic control measures. Results of this analysis identified two distinct cluster profiles. This presentation will demonstrate how to conduct cluster analysis, present a dashboard examining outcome differences between clusters, and how this analysis can be used to predict outcomes and tailor interventions to incoming cohorts.

Presenter(s)
Cory Cowan

Understanding the Experiences of Students with Non-normative Gender Presentation (Humanizing Data)

Laguna Grande G

Many campuses are just starting to institutionally recognize the gender diversity of their students by collecting sexual orientation and gender identity data. But gender expression – one's actions, behaviors, and dress that express gender – also play an important role in a student's college experience. This presentation will: provide an overview of intersectional identities of sexual orientation, gender identity, and gender expression; explore the connections between normative and non-normative gender expression and student outcomes; and provide resources for understanding and serving students of all gender expressions. Using three administrations of the University of California undergraduate experience survey data, this presentation will explore associations between students' gender presentation and their perceptions of campus safety and inclusion, their academic behaviors, and the level to which their basic needs are met.

Conference Schedule

Presenter(s)
Joseph Van Matre

IR 101: What is Institutional Research, Anyway? *Seaside Ballroom*

This session will briefly describe the evolution of the field of institutional research. Most of the session will elaborate on the primary functions of institutional research, such as data collection and management, data mining, and reporting. Participants will better understand the scope of the institutional research office and will leave with a short list of helpful references.

Presenter(s)
Paula Krist

3:00PM-3:30PM

Refreshment Break, Networking, and Sponsor Exhibits *Laguna Grande Foyer*

3:30PM-4:15PM

Enrollment Management through Strategic Scheduling and Budgeting (IR Practice and Decision Support) *Laguna Grande A*

Course schedules are often "rolled over" without discussions on how they address student needs or how they impact instructional budgets. Real-time schedule and budget data allow for strategic decisions that balance student needs with institutional capacity. This session will demonstrate a two-step process to develop an annual strategic scheduling and budgeting plan and how using an innovative data dashboard framework can help make real-time, data-informed schedule adjustments that support the balance between the budget, enrollment, and efficiency goals. The presentation objective is for participants to learn how to develop planning strategies that align scheduling with budget goals and how to make day-to-day decisions that maximize efficiency to meet student needs.

Presenter(s)
David Ulate
Kristy Lisle

IR-led Retention Committees: 76th Variation (IR Management and Collaboration) *Laguna Grande B*

At the San Francisco Art Institute, IR either participated in or led two Retention Committees for the last two years that coincides with an increase in freshman and transfer retention. One committee is ground-level involving collaboration with key offices that interact with students, and another is a campus-wide retention steering committee. Alternative, or perhaps unusual, data points such as Attendance, Mid-Term GPA, and Academic Appeals will be presented that were critical for IR in identifying areas of struggle or dissatisfaction for students that became actionable for either other departments or the institution.

Presenter(s)
Jose de los Reyes

IR 101: How do I start with Tableau? Tableau Basics for IR Professionals *Laguna Grande C*

In this workshop, the participants will be introduced to Tableau. It is designed for beginners or users with very little experience in Tableau. The workshop will focus on the basics: connection to data sources, Tableau workspace and user interface, filters, measures, and dimensions. The participants will learn about different chart and graph types and when to use them. How to create calculated fields and parameters. Some best practices to visualize data and build interactive dashboards will be shared. The participants are recommended to bring their laptops for hands on experience.

Presenter(s)
Dmitri Rogulkin

A UX Approach to Optimizing the Efficiency of Your Data Visualizations (IR Practice and Decision Support) *Laguna Grande D*

Interactive dashboards can serve as an excellent tool to support data-driven decision-making. As IR professionals, we are tasked with designing dashboards that allow stakeholders to effectively transform the data

Conference Schedule

into actionable information to improve student success. Countless resources exist to guide us in designing dashboards that are understandable (choosing appropriate data visualizations, etc.), but how do we know if users are actually interacting with our dashboards in the way we intended? In this session, we will provide an introduction to User Experience (UX) design and how it can help answer this question. We will outline how to implement UX solutions using the “Double Diamond” approach, and how to evaluate their effectiveness through data analytics and user-testing. We will illustrate using the UCLA Graduate Division’s experience publishing public Tableau dashboards and will provide resources attendees can use to evaluate the effectiveness of dashboards in their own offices.

Presenter(s)
Kelsey Heider
Anna Ahearn

{IPEDS} Survey Says: Let's Feud! (Gold Sponsor)

Laguna Grande E

Join this fun, interactive session as we pose a series of questions to the audience – all pertaining to the 12 IPEDS surveys. Examples of questions include: “Which survey’s data is the hardest to validate?” and “Which survey requires the most cooperation from other departments?” The goal of this session is to have participants learn what sort of challenges surveys pose at different institutions, and to then spark discussions to gain (or provide) insight into best practices and tips & tricks around alleviating those challenges. Ultimately, this session will be less ‘feud’ and more collaboration!

Presenter(s)
Eric Goldman
McKenzie Tuttle

Promoting Actionable Data Analysis for Program Review and Program Planning (IR Practice and Decision Support)

Laguna Grande F

This session will describe how data analysis contributes to program review and planning at San Diego Continuing Education (SDCE). Presenters will highlight how a small research office revamped the institution’s program review and planning processes to improve

faculty data literacy and the development of actionable program strategies through a multi-faceted data coaching and training series. The presenters will explain faculty training strategies to reduce data intimidation, improve faculty participation, and analyze program data using program-level, labor market, and equity lenses. The presenters will also provide an operational look at how this small office balanced resources, capacity, and collaboration to implement these changes. Attendees will learn about the challenges researchers encountered and strategies employed to overcome them. The session will illustrate how connecting institutional data with instructional practice empowers practitioners to make data-informed and student-centered decisions about their program activities that better serve their students.

Presenter(s)
Jesus Rivas
Jessica Luedtke

Examining Student Demographic and Course Outcome Differences with Power BI (IR Methodology)

Laguna Grande G

This session will focus on the use of a data visualization tool, Power BI, to analyze and disseminate data to support campuswide data-informed decisions that impact students. With the continued need to incorporate data in campus decision-making, it is imperative for institutional researchers to provide greater access to information that highlights trends and provides varying levels of detail to meet the needs of multiple groups. Objectives of the session are to provide attendees with: (1) information on the use of data visualization tools; (2) an understanding of the process for creating a Power BI dashboard; (3) dashboard demonstration to highlight demographic and course outcome differences between students who take online classes and those who take face-to-face classes; and (4) discussion on how this type of tool may help researchers at their campus.

Presenter(s)
Alma Correa
Emila Rahimic
Daniel Martinez

Conference Schedule

3:30PM-5:15PM

Data Engineering in an Evolving IR Landscape (Workshop - IR Methodology)

Seaside Ballroom

The landscape of institutional Research over the past decade has shifted as the movement towards data driven decision making in higher education has gained momentum. IR offices are finding campus needs moving from descriptive analyses to more real time and predictive analyses, with the ultimate goal being prescriptive insights to better support student success. A reconceptualization of the data is required in order to assess the student path in a longitudinal way. The result is a highly structured and robust sequential data set easily consumable by machine learning models.

This workshop is intended to help participants understand what is needed to move from descriptive data structures to more predictive data structures. Participants will be able to design datasets and new metrics using raw, basic student data that incorporates three fundamental categories: Demographic & Application Data, Enrollment Data, and Graduation Data. Participants will gain an understanding of sequential analysis in higher education.

[Please Note: Required materials for this session are a laptop with python and anaconda installed and working, intermediate knowledge of IR and data analysis with programming experience. Juan Carlos Apitz will email instructions on the installation of the programs needed and a sample dataset for those who do not have one to work from upon request:
Juan.Apitz@csulb.edu

Presenter(s)

Juan Carlos Apitz
Freddie Zenteno
Mahmoud Albawaneh

4:30PM-5:15PM

Efficiency and Effectiveness: Cross-Institutional Comparison of Workflow Tracking Systems (IR Management and Collaboration)

Laguna Grande A

Cultivating a culture of evidence is one major role of Institutional Research and Effectiveness. The increasing need for evidence and data to inform decision making to

better serve students necessitated the transformation of two Institutional Research Departments from traditional reporting entities to a collaborative data source for their campuses. The development of Data Request and Workflow Tracking Processes for each campus will be discussed and compared.

The goal of this presentation is to describe how a formal Data Request and Workflow Tracking Process for each campus was developed, the intra-campus collaboration required, and how the process aligns with serving students and efforts towards Data Governance and Strategic Planning. The mature process for an Institutional Research Office in Cal State San Marcos will be compared with an emerging innovative process for Institutional Effectiveness Office in Cal State Los Angeles.

Presenter(s)

Jeff Marks
Kalin Agrawal
Sunny Moon

District Program Review: Revising the Process (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande B

In 2017-2018, the San Bernardino Community College District's Program Review processes were reviewed and revised to be student and college centered, align district resource requests with campus strategic goals and initiatives, increase the amount of qualitative and quantitative data available with an emphasis on productivity and staffing, develop and assess Student Area Outcomes, align campus and district processes, and improve reporting and communication. This presentation will discuss how this new process was developed and what it now entails, including an annual resource request application period tied to campus planning and district goals along with a four-year district program evaluation cycle.

Presenter(s)

Jeremiah Gilbert

Conference Schedule

Tracking Student Expenses and Resource: Implications for Student Success (IR Practice and Decision Support)

Laguna Grande C

Students' financial security is an integral part of their academic success. Using data from the 2018-19 Student Expenses and Resources Survey (SEARS), we will provide a summary of selected results, including cost-of-living estimates for CSU students, student attitudes towards college costs, and alignment with institutional cost of attendance. We also model how financial insecurity may influence academic performance and retention. This session is geared towards institutional researchers and administrators that are currently developing or are interested in exploring more about the relationship between student finances and success, whether to inform institutional decision-making, improve transparency, and/or meet compliance mandates.

Presenter(s)
Matthew Case
Megan Landin

Beyond Capturing the Voice: Engaging Students through Participatory Action Research (IR Methodology)

Laguna Grande D

With statewide emphasis on reducing inequities for disproportionately impacted student groups across the California institutions, a more equitable approach to research practices needs consideration by institutions. Our goal at Cerro Coso Community College is to go beyond just capturing the student voice to empowering our students to become research practitioners themselves. This session will highlight a community-based participatory action research (CBPAR) model of inquiry that engages students as equal collaborators in the inquiry process. In collaboration with our faculty data-champions, the Office of IR implemented a student participatory action project that directly supports the college's aims in strengthening student success. This session will be co-presented by faculty and institutional research staff on the collective process, what was learned, and how other institutions can adopt a CBPAR model to advance IR and further student success at their campuses.

Presenter(s)
Ryan Khamkongsay
Nakysa Cummings

Supporting Student Research (Gold Sponsor)

Laguna Grande E

Resources for supporting student research at the undergraduate or graduate level exist on every campus. Identifying, gathering and effectively sharing these resources are incumbent for student success. This presentation will focus on finding and creatively using existing and prospective resources to support student research initiatives. We will discuss why student research matters, and share examples of institutions that successfully engage students in future-focused projects. From finding external funding, to the importance of showcasing finished projects, we will discuss a range of techniques to help students engage in research to achieve their educational goals.

Presenter(s)
Linda Galloway
Mariam Willis

Using Data Coaches to Score on Your Student Success Goals (IR Management and Collaboration)

Laguna Grande F

At Bakersfield College, data coaching is a collaborative practice that builds the capacity of college personnel to actively access and utilize data. BC's data coaches are key members of completion coaching communities that collectively are responsible for advancing student success for students in specific metamajors or affinity groups. Specifically, data coaching focuses on the student experience and utilizes evidence-based decision making. This engaging presentation will review how the Office of Institutional Effectiveness supports data coaching and completion coaching, including a review of our high-tech, high-touch strategies to impact student success. We are now leveraging data from Starfish CONNECT, Tableau, and Cognos, and using a case-management approach to move the needle on student progress and completion. We will share our developing practices for utilizing data through data coaching and

Conference Schedule

completion coaching communities to drive data-informed decisions.

Presenter(s)
Craig Hayward

Once Upon a Time, There was an Institutional Researcher (Humanizing Data)

Laguna Grande G

Institutional researchers often prioritize ensuring data accuracy and applying appropriate statistical analysis in preparing for presentations to decision makers. With all the work that goes into creating these presentations, there is often little time invested in the delivery of the information or implementing effective storytelling techniques. However, effective storytelling can be extremely powerful. It draws people into the insights being presented and can inspire decision makers to take action towards improving student success. Fortunately, there are several resources and examples of how to effectively engage audiences. Researchers from the UC, Office of the President sought out and reviewed some of these resources (i.e. Harvard Business Review, TEDx) to become better storytellers with data. Presenters will share and demonstrate these techniques appropriate for engaging audiences in presentations and meeting settings. Participants will also be encouraged to share their own examples of effective storytelling.

Presenter(s)
Brianna Moore-Trieu
Ola Popoola

5:45PM - 7:45PM

President's Reception and Sponsor Exhibits

Laguna Grande Foyer

Join us for some good food, good drinks and good company with conference attendees and sponsors. Enjoy light hors d'oeuvres before you go to dinner. Don't forget your drink tickets to redeem at the hosted bar (found with your name badge). Sponsors will be on hand to discuss their services and products.

Thursday November 7th

7:00AM - 5:00PM

Conference Registration

Laguna Grande Foyer

Pick up your name badge at the CAIR registration Desk. Located at the back of the sponsor exhibits

Sponsor Exhibitions

Laguna Grande Foyer

7:00AM - 8:30AM

Breakfast

Atrium

Breakfast: If registered at hotel, breakfast is complementary beginning at 6am; otherwise, please see the registration desk for a breakfast voucher between 7:00-8:30am

8:45AM - 9:30AM

IR Gets "Pushy": Practical Steps Towards a Student-Centered Culture (Gold Sponsor)

Laguna Grande A

IR on most campuses is known as the provider of data sets and reporting for compliance, decision support and planning based on clients' needs. With a goal of re-centering campus culture on "serving the whole student, the IR staff can also "get pushy," serving as thought leaders and catalysts for transformation. This workshop will draw from the stories of IR at several universities, with a special focus on CSU-Monterey Bay. You will: 1) briefly assess your current IR process and campus culture, 2) envision possibilities for "leaning in" as convener and active translator of the student experience, and 3) review some current tools and promising practices to support this shift.

Presenter(s)
Matthew C. Bronson
Veronica O. Chukwuemaka

Conference Schedule

Building Internal R Packages: Lessons Learned and Recommendations (IR Practice and Decision Support)

Laguna Grande B

An R package is a shareable bundle of software designed to solve a problem. The problem could be anything – difficult calculations, repetitive tasks, excessive toggling between applications, general dissatisfaction with other tools – or whatever else burdens the modern data professional. In each of these cases, creating an R package can streamline your workflows, thus reducing the inevitable ‘friction’ that slows project completion. Package development may seem daunting, but this session will encourage R users by describing the tools, techniques, best practices, and lessons learned from the creation of rfsu, San Francisco State’s internal R package. This session will include a live demo of the package’s functionality including branded reports, slides, and plot templates; automated connections to various data sources; and special time-to-degree/graduation-retention rates functions. Some R experience is recommended.

Presenter(s)
David Ranzolin

Why Faculty Count: Strengthening Faculty Data to Support Student Success (IR Management and Collaboration)

Laguna Grande C

This session will address the importance of faculty data reporting for student success. Faculty play an integral part in student development, yet preparing and reporting faculty data is a complex and intricate process in higher education. In 2018, the California State University Chancellor approved a report on the Task Force on Tenure Density which emphasized that inadequate tenure density can adversely affect educational quality. Reporting faculty data is strategically important to university-wide leadership for planning, budget preparation, hiring, and better serving students. This session will focus on demystifying faculty data and the revamping process Cal State Fullerton (CSUF) undertook with faculty data reporting, data governance, collaborating with strategic partners, and developing dashboards to meet the demands of serving the whole student. The highlights of this session will provide conference attendees with insights on

faculty data reporting required to address strategic goals centered on student success.

Presenter(s)
Michael Biesiada
Noha Abdou
Kevin Yang

Developing a Dashboard to Compare Predicted and Actual Graduation Rates (IR Practice and Decision Support)

Laguna Grande D

One of the most challenging issues facing American higher education and thus one of the most important topics in institutional research is how to ensure all students complete their college education successfully to help satisfy our mission to serve the whole student. To do this, institutions set graduation rate targets based on predictive analytics, identify barriers to completion, and strategically allocate resources to help students succeed. In this session, we first present a new approach to predicting graduation rates to facilitate strategic planning for student completion. Second, we share a resulting dashboard that can reveal gaps between predicted and actual graduation rates and discuss how campus leadership can use it to set graduation rate targets and develop strategies to improve completion. Participants in this session will learn methods to predict graduation rates, visually share the results, and engage campus leaders to use the results to develop a strategic plan.

Presenter(s)
Cinnamon Danube
Tongshan Chang
Corinne Townsend

Reporting Postgraduation Outcomes of Doctoral Students using NCSSES/NSF data (IR Practice and Decision Support)

Laguna Grande E

In 2017 the Chief Academic Officers of the Association of American Universities called on all PhD-granting colleges and universities to make a commitment to providing prospective and current students with accessible information on student demographics, time to degree, financial support, and career paths and

Conference Schedule

outcomes within and outside of academia. One data resource that colleges and universities can use is the National Center for Science and Engineering Statistics of the National Science Foundation's restricted-use data. These data include information from the Survey of Earned Doctorates, Survey of Doctorate Recipients, National Survey of College Graduates, and National Survey of Recent College Graduates. In this session, I will discuss the process of obtaining a license to access these data, provide an overview of the available information on doctoral students, and explore post-graduation outcomes of doctoral students who graduated from the University of California since 2010 using this resource.

Presenter(s)
Julienne Palbusa

Empowering Students with Intersegmental Maps to Program Completion (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande F

In 2018 Bakersfield College pioneered a tool for improving student completion, the Program Pathways Mapper (PPM). Designed to scale to other institutions, the mapper has already been adopted by 30 other California community colleges and now a prototype for the CSU is being developed at CSU Bakersfield. This session provides an overview of the PPM including its data cleanup tool, authoring tool, and the user interface. Early results from Google Analytics will be shared showing how the PPM has already been widely used and is highly successful at capturing attention and providing relevant information including program maps, program learning outcomes, and relevant employment and labor market information. In addition to full four-year maps, the CSUB implementation of the PPM includes a seamless user experience connection from community college associate degree maps to the upper division CSU maps. Evaluation models, unit accumulation, and how to become involved will be discussed.

Presenter(s)
Craig Hayward
Vikash Lakhani
Wayne Skipper

Assessing Learning by Evaluating Online Student Presence and Emotion (IR Methodology)

Laguna Grande G

Academic learning like all other types of learning depends on the emotions and learning presences of students, as well as the relationships between students and students, and teachers and students. An updated version of Garrison's Community of Inquiry framework analyzes online learning by distinguishing between a cognitive presence, a social presence, an emotional presence, and a teaching presence. Golden Gate University (GGU) primarily teaches undergraduate and graduate adult students who commonly take classes in online or blended modes. This session discusses an analysis of an introductory online undergraduate course where discussion board text within a learning management system is analyzed according to the Community of Inquiry framework. A secondary analysis is conducted where levels of student and teacher presences and emotions are correlated with course and student outcomes, like course completion, grades, and retention. Methods used include language processing content analysis and logistic regression using SPSS and R.

Presenter(s)
Roop Prabhu

IR 101: Negotiation Skills for IR

Seaside Ballroom

While many IR professionals focus on developing technical skillsets, there is a tendency to overlook development of "Essential Skills" such as effective negotiation and communication skills. However, with the changing role of IR professionals the combination of such "Essential Skills" and technical skills becomes essential. This session is designed to help IR professionals identify and develop non-technical skills to facilitate the changing role of IR in many institutions. Using institutional project examples, practical strategies, and lessons learned regarding the necessity of soft skills in complex institutional projects are shared.

Presenter(s)
Kristina Powers
Paula Krist
Waddell Herron
Leeshawn Moore

Conference Schedule

9:30AM – 10:00AM

Coffee Break, Networking and Sponsor Exhibits

Laguna Grande Foyer

10:00AM – 10:45AM

You're Gonna Shoot Your Eye Out Kid (IR Management and Collaboration)

Laguna Grande A

Closing the loop. In higher education, this phrase most often refers to acting on data in an effort to improve student learning, but another version could involve acting on mistakes and missteps in an effort to improve as a professional. Adapted from Justin Mory's 2017 article "25 Lessons (And More) Learned from a Christmas Story," You Will Shoot Your Eye Out, Kid is a session that leverages one IR director's professional if I knew then what I know now case study to close the loop through improved strategies.

Presenter(s)
Lisa Castellino

I've got 99 Problems; First Generation Ain't One (IR Methodology)

Laguna Grande B

Many studies have shown that first generation students do not fare as well as non-first generation students in college in terms of success, persistence, and completion. However, there is no agreed-upon way to identify these students. Furthermore, the nature of the label also causes confusion. Is it a category that is fixed and unchanging, or is it an amalgam of behaviors that can be modified? And how does first generation interact with other student attributes, such as gender, age, or ethnicity?

This session will explore the definitions that currently exist and the impact that each has on the number of students who could and should benefit from specialized services. The research will examine data collected over a decade at community colleges, as well as preliminary results from both two-year and four-year schools regarding how first generation status interacts with other student variables.

Presenter(s)
Daniel Martinez
David Torres
Ryan Cartnal

Simplifying Ad Hoc Queries: A Case Study in Data Warehousing (IR Practice and Decision Support)

Laguna Grande C

For an IR shop without an extensive budget or IT support, a well-intentioned data lake (aka collection of flat files) can quickly become a foreboding swamp. Tracking how to properly query everything only adds to the complexity.

This session presents a case study in transforming a data lake into a comprehensive data warehouse, emphasizing best practices and lessons learned. Techniques include modeling data for straightforward querying, handling duplicate records, integrating external data sources, and using version control to document queries (as source code or otherwise).

As a running example, we'll detail on-going efforts to warehouse participation records for UC's network of K-12, community college, and educator preparation programs. Participants lack reliable unique identifiers, so fuzzy matching techniques are needed to identify duplicates within and across programs, as well as for matching to external data sources when handling ad hoc requests and annual longitudinal accountability reporting.

Presenter(s)
Isaiah Lankham

Using Text Analysis of "Most Meaningful Experiences" to Inform Policy (IR Practice and Decision Support)

Laguna Grande D

This project uses innovative computational strategies to visualize and analyze unstructured text from over 100,000 student survey responses to provide detailed insight into student experience across the undergraduate UC campuses. Our corpus includes students' long-form text responses to a survey question about their "most

Conference Schedule

meaningful learning experience" in college. We begin by analyzing word and N-gram use frequency by campus and demographic characteristic, documenting important differences in students' first-hand description of their most impactful university experiences. We then turn to fixed-effect linear regression models and sentiment analysis techniques to compare the responses of academically- and demographically-similar students across each campus. Finally, we estimate topic models over the corpus and building an online visualization tool showing variation in topic prevalence across students. We conclude by discussing how text analysis – comparing across campuses and student backgrounds – can be used to improve undergraduate experience and outcomes.

Presenter(s)
Pamela Brown
Zachary Bleemer
Joseph Van Matre

Oklahoma State University Visualizes Data 'til the Cows Come Home (Platinum Sponsor)

Laguna Grande E

Cowboy Data Round-Up using SAS Visual Analytics (now SAS Viya) was unveiled to Oklahoma State University in November of 2017. Fresh off of a system conversion to Banner, the Office of Institutional Research & Information Management was intent on taking reporting to a higher level, making it more accessible and flexible for end users and creating a 360-degree view of the student. Converting to Banner revealed a need for better reporting, complete with interactive reports, data visualization, dashboards and the ability to drill down into information. This presentation provides an overview of their first-year implementation, along with future analytics plans. Topics Include: 1) Strategies to make reports readily available that show immediate value and usefulness of visual analytics and dashboard reporting, 2) Project Priorities, 3) Internal Dynamics – the challenge to embrace potential for change and innovation, 4) Successes and "outside the box" projects, 5) Lessons Learned, and 6) Future Analytics Plans: Enrollment, Career Services, Purchasing & Recruitment.

Presenter(s)
Larry Burns

IR 101: Managing an Institutional Research Office

Laguna Grande F

Whether your office has one person or a dozen, there are management concerns and issues that will have to be addressed. This session is for new institutional research directors or for people who may aspire to be. Topics include defining the roles that each member of the IR team fulfills, making informed personnel decisions, and building institutional relationships. An effective IR office must be nimble – come and get some ideas on how.

Presenter(s)
Paula Krist
Leeshawn Moore
Jessica Luedtke
Kristina Powers
Kris Krishnan

The Influence of Undergraduate School Experiences on Post-Baccalaureate Outcomes (IR Methodology)

Laguna Grande G

Studies that measure alumni outcomes through graduate school placement, career, and salary do not capture the total experience and impact of higher education on alumni. This study identifies undergraduate student school experiences that most significantly influence post-baccalaureate outcomes, by using Gallup Alumni survey data that samples almost 2,000 alumni from a large, comprehensive, Hispanic-Serving university. Unlike traditional metrics of measures, Gallup measures the important aspects of a life well-lived. This study's findings can be applied to improve students' undergraduate school experiences, to lead them to more meaningful lives and careers.

Presenter(s)
Huang Yumi
Sunny Moon

R for IR: A Package Written Specifically for Institutional Research (IR Practice and Decision Support)

Seaside Ballroom

This interactive session demonstrates how IR professionals can use R for data processing,

Conference Schedule

visualization, and presentation. The presenter will walk through how to use an R package that he wrote specifically for processing and presenting IR data to college faculty and administrators. You will learn how to use the package as well as how to automate the production of reports to better inform decision making that can lead to more equitable outcomes for students. This session is suitable for researchers of all R skill levels.

Presenter(s)
Tyler Rollins

11:00AM - 11:45AM

Revolutionizing Student Outcomes through the Power of Big Data (Gold Sponsor)

Laguna Grande A

Are you responsible for tracking your student outcomes? Accurate and simple outcomes tracking have been nearly impossible, until now. Equifax is uniquely positioned to help solve your data challenges with our Graduate Outcomes Metrics Solution. Equifax owns exclusive data assets including payroll, credit, debt and employment history for the majority of American citizens. Our solution gives you instant access to reporting mechanisms with outputs that include your graduate's income, industry, and geography up to 15 years post-graduation correlated back to your institution's programs, degrees, financial aid, gender, and more. Join us to learn how Equifax can help solve your data dilemma.

Presenter(s)
Sean Travers

Automating Data Insertion into Program Review with R (IR Practice and Decision Support)

Laguna Grande B

Who in IR at one point or another hasn't spent hours developing multiple excel workbooks for program review or some other repetitive data tasks? Maybe you moved away from that process by implementing a dashboard solution only to find out that folks who only use the dashboard once every few years have trouble integrating all that data required by your college's program review process into a physical document. Automating the curation of data for a specific audience

is possible with R. Come by this session, learn how-to, and get some free code – as in free speech and free beer. We should even have time to discuss your ideas for future improvement.

Presenter(s)
Brian Murphy

CAIR-Talks Session (Humanizing Data)

Laguna Grande C

1) Inside Counts: Communicating Your Data Story

As IR professionals, we are typically interested in sharing the most comprehensive look at our data. This often results in long, detailed reports that only the most dedicated IR aficionados will read. In this presentation, I will share an alternate approach, which we have branded as "Inside Counts". Inside Counts is part of a larger set of efforts to support data-informed strategies among stakeholders at CSU Northridge, from administrators to faculty to staff to students. Brief reports (1 to 4 pages) with eye-catching graphic elements are designed to share a variety of data stories with the campus – touching on topics such as equity gaps in retention on campus to the use of multiple measures for writing placement – which are advertised with email campaigns that then draw readers to the Inside Counts website, where they can also link to on- and off-campus resources.

Presenter(s)
Janet Oh

2) More Colors of the Rainbow - Diversity in Students' Sexual Orientation

Collecting administrative data necessitates putting people into boxes – collecting data in black and white. But students' identities don't always fit neatly in our boxes. The University of California has allowed undergraduate applicants to fill out an open ended "other" category to describe their sexual orientations since the fall of 2016. Over 8,000 applicants across three years provided a response outside the choices provided. Come explore the rainbow of sexual orientations outside of "gay", "straight" and "bisexual" that students use to identify themselves. We will consider patterns and

Conference Schedule

trends in “other” responses that can help us serve the whole student, no matter how they identify.

Presenter(s)

Joseph Van Matre

Tired of Tableau? Try Paper - Dashboards vs. Infographics (IR Practice and Decision Support)

Laguna Grande D

Are you tired of creating elaborate dashboards and not seeing enough usage by your stakeholders? Do you want to find other meaningful ways to visualize and disseminate your institution’s data? How about an infographic? An infographic is another visual representation of data that allows users to present information in a digestible manner. IR offices are tasked with assisting stakeholders with decision-making by providing a smorgasbord of data. However, multiple stories can be told through the same dataset depending on how the data is presented. Furthermore, differing audiences infer different meanings from varying data presentation methods. To tell the whole student story, data must be presented from varying angles. This session will cover the pros and cons of the two different visualization tools, dashboard vs. infographic, and discuss when it is appropriate to use one over the other.

Presenter(s)

Harpreet Uppal

Jason Makabali

Dulce Delgadillo

Responding to EO1110 - Creating Collaborative Campus Conversations (IR Practice and Decision Support)

Laguna Grande E

Executive Order 1110 (EO1110) was issued in 2017 within the California State University (CSU) system with the goal for utilization of multiple measures in assessing academic readiness and determining course placement for first year students. One of the most important tenets of EO1110 was the elimination of “remedial courses” in Math and English, which were replaced with support courses or college-level, baccalaureate, credit-bearing courses. Cal State Fullerton (CSUF) developed data tools that examined EO1110 impacts and also analyzed placement results for students in Math and English. The

discussions that resulted from reviewing EO1110 data uncovered information gaps in the placement system and led to collaborations and discussions with campus members that were not originally working together. The presenters will discuss the tools and infographics developed to communicate the impact of EO1110, which helped bring together the efforts of campus stakeholders including academic departments, divisions, and the academic senate.

Presenter(s)

Robert Dawson

Afshin Karimi

Noha Abdou

Su Swarat

Unit Load Momentum: Indicator for Successful and Timely Graduation (IR Methodology)

Laguna Grande F

Graduation Initiative in California State University Los Angeles is seeking to improve four-year graduation rates. To this end, students are encouraged to take full course load, e.g. 15 units per semester. The question then arises: Is taking full course load too rigorous and thus counterproductive? We investigated the effects of taking full course load on students’ academic outcomes, while closely examining the background characteristics of each student. We will share actionable data and evidences indicating that full course load is actually beneficial for students’ timely graduation. In fact, taking a full course load in the freshmen year is one of the strongest indicators of successful graduation in four years. All student groups benefit by taking 15 or more units, regardless of demographic characteristics and academic abilities. The results and evidences of this study can help IR professionals and decision-makers better plan for institutional actions to increase student success.

Presenter(s)

Sunny Moon

Alan Yu

Conference Schedule

Picturing the Student Experience through Data Visualization (IR Practice and Decision Support)

Laguna Grande G

This presentation addresses two current issues facing higher education. First, all segments of California colleges and universities are enrolling a more diverse group of students, many of whom are not prepared for college-level work. At the same time, all segments are facing greater accountability for student learning and achievement at both state and federal levels. Easily accessible and interactive data dashboards can help college stakeholders understand their students and respond more readily to college initiatives or external agencies. Data dashboards that include a variety of data--quantitative and qualitative--and that incorporate student engagement as well as student achievement data allow institutions to better serve the whole student.

The presentation objectives are to: (1) demonstrate how different types of data visualizations, such as those available through Microsoft Power BI, can serve institutional planning, and (2) leverage quantitative and qualitative data to paint a more vivid picture of the student experience.

Presenter(s)
Rosaleen Ryan
Katy Wilson

IR 101: Life After Death by PowerPoint

Seaside Ballroom

Since it's release in 1987, PowerPoint in the wrong hands has been used to confuse, frustrate, and just flat out waste the time of audiences everywhere. Jokingly, this phenomenon is referred to as death by PowerPoint. Less funny however is the ease and scale at which this technology is misused and that misuse is replicated. Fear not, Lisa Castellino and Michael Le are here to show you that there is life after death by PowerPoint. Presenters will share their engaging, effective, and award-winning presentation styles along with their methods for creating, editing, and delivering a presentation. Participants will learn how to utilize data story telling to communicate complicated analysis to their audience.

Presenter(s)
Lisa Castellino
Michael Le

12:00PM - 1:50PM

Keynote Luncheon: Data for the People: In Pursuit of Equity and Justice

Laguna Grande Ballroom A-D

Through storytelling and a review of the California education landscape, Ryan Smith will discuss how we leverage research and data to advance education equity for low-income students and students of color kindergarten through college.

Presenter(s)
Ryan J. Smith

1:50PM - 2:15PM

Networking and Sponsor Exhibitions

Laguna Grande Foyer

Come learn more about the latest software and services available to IR, while networking with colleagues.

2:15PM - 3:00PM

Listening to Student Voices and Understanding Barriers Using Text Modeling (IR Practice and Decision Support)

Laguna Grande A

At Saddleback College, students share the barriers that lead them to dropping and/or withdrawing from courses and in some instances, college. Students identify barriers by answering a drop survey given to them immediately after they drop a course(s). In this session, we will share how we use natural language processing (NLP) and machine learning on text data gathered through open-ended survey questions on the drop survey to listen to student voices. Additionally, we will share our initiative to use NLP and machine learning at scale to increase student success and address equity gaps by resolving the academic and non-academic barriers specific to each student.

Presenter(s)
Truong Tran
Jennifer Klein

Conference Schedule

Slicing the Wage Pie: Addressing Income Inequality of Graduates (IR Methodology)

Laguna Grande B

The Vision for Success (VfS) goals require community colleges to address equity not only academic outcomes such as completion of transfer level English and Math, graduation, and transfer but also post-college employment and wages. When faced with income inequities among our former students we are pressed to determine reasons for these inequities to inform solution strategies. It's tempting to blame social and historical forces as out of a college's control, but there is still an imperative to identify what we can influence. For example, to what extent are wage inequities influenced by choices in program of study or the types of jobs students apply for versus pay differentials by employers or other factors? This session will define and examine wage inequity of graduates followed by discussion of data source quality and strategies to improve income equality.

Presenter(s)

Terrence Willett

Leila Jamoosian

Doreen O'Donovan

Megan Leonard

How to Harness Your Data and Apply It More Efficiently to IR Initiatives (Gold Sponsor Effectiveness)

Laguna Grande C

It's no secret that Institutional Research departments are swimming in data. How that data is effectively accessed, organized, and utilized for reporting and other important initiatives presents a challenge for most of us. Under the leadership of Heather Brown, the Institutional Research, Planning, and Analytics team at California State Polytechnic University, Pomona, uses a data preparation tool that makes data processes significantly more efficient. Join Dr. Brown, along with Alex Ziko of Rapid Insight, as they explore several applications of Rapid Insight's data-prep software, Veera Construct, including file preparation and custom reporting to support grant programs, course evaluations, student engagement, and more. Learn how the right data-prep tool can transform your day-to-day in IR.

Presenter(s)

Heather Brown

Alex Ziko

A Mobile-Friendly Info Book to Tell Whole-Student Stories (IR Practice and Decision Support)

Laguna Grande D

Engaging higher education professionals to use data is challenging and exciting work. Knowing data is good; understanding data is powerful. State Center CCD used MIS data to design interactive and mobile-friendly dashboards to engage campus stakeholders in exploration and understanding of student data. We implemented Info Book with purpose: to transform interesting data into interactive and actionable insights by connecting data to people. Using Tableau, we built comprehensive data visualizations to highlight trends in student-level performance, insights which become more practical when disaggregated by equity groups. Visualizations for student access, progress, and completion help build a perspective on whole student journeys. And since higher education is not a silo, we built in the ability to compare to regional and state data, and to better understand our local performance. Attendees will review key elements of visual design, and applicable Tableau calculations, joins, level of detail expressions, dynamic sets, and parameters.

Presenter(s)

Dmitri Rogulkin

Beyond the Classroom: Multiple Forms of Engagement and Learning Outcomes (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande E

Using the results of the 2012 University of California Undergraduate Experience Survey (UCUES), I first examine the correlates (demographics, academic discipline, campus) of five distinct forms of engagement by university students (time spent studying, classroom and instructor interaction, research activity, co-curricular leadership, and community service). I then test the hypothesis that these forms of engagement make independent contributions to distinct patterns of self-assessed gains in skills and proficiencies, including the WASC graduating proficiencies and a number of "soft"

Conference Schedule

skills (e.g., leadership, interpersonal skills, and ability to make a presentation). The results confirm the advantages of a "whole student" and multiple pathways perspective in designing and conducting institutional research on undergraduate student "learning outcomes".

Presenter(s)
Gregory Thompson

The Role of IR in On-boarding a Data Warehouse (IR Practice and Decision Support)

Laguna Grande F

Developing a data warehouse and a data dictionary at a university from scratch is no small feat. Within the last year, the IT department at Golden Gate University (GGU) started the process of developing a data warehouse along with GGU's first data dictionary, which set the stage for data governance meetings where key constituents from the academic and business sides have been able to vet and verify new proposed data elements. Input from the academic and business sides has been crucial to this process, but the role of IR has been less defined. In this process, IR has had to be consulted on all aspects of data governance, taking the role of 'C' in the RACI (Responsible, Accountable, Consulted, and Informed) assignment matrix. This session will outline the role of one IR professional in the early stages of the data governance process for the purpose of developing a data warehouse.

Presenter(s)
Roop Prabhu

Mining and Maximizing NSSE Data to Advance Student Success (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande G

Student engagement data provides colleges and universities useful insights into aspects of the undergraduate experience that matter to understanding the whole student and importantly, what the institution does to promote their success. Yet, making full use of institutional National Survey of Student Engagement (NSSE) data is challenging. This session highlights the varied approaches undertaken by Institutional Research professionals at several CSUs to maximize NSSE data use and mine results to address the systems' Graduation Initiative 2025. Participants will learn from effective

examples of sharing data in a "Did You Know" campaign, the use of first-year student data to influence retention, approaches to studying the benefits of High-Impact Practices, and efforts to interpret qualitative student comments, and reflect on practices for their own institution.

Presenter(s)
Jillian Kinzie
Lisa Castellino
Su Swarat
Emily Shindledecker

IR 101: IR Preparedness and Response Guide

Seaside Ballroom

Regardless of your office size, IR professionals have to be adept at thinking on their feet and making the most of limited resources. Organizing your survey deadlines are one thing, but how can you address change that happens outside your control? The phrase "putting fires out" seems more common than one would expect in the IR profession. In this workshop, we will discuss best practices in task management, how to leverage collaborative teamwork, why you should have a seat at the table, and learning when to say "no" before disasters strike!

Presenter(s)
Deborah Lee

3:00PM – 3:45PM

Poster Sessions, Refreshment Break, Networking, and Sponsor Exhibits

Laguna Grande Foyer

Developing an Effective Data Request Process (Poster Session)

Laguna Grande Foyer (Video Wall)

Does your IR office still receive email requests for basic student information such as student demographic data or graduation rates? Are you looking for an effective process of handling data requests? The Institutional Effectiveness and Research office at Cal State East Bay, in collaboration with the ITS department, has implemented a robust system utilizing a custom data request form to address different types of requests more effectively and efficiently. The new system has not only

Conference Schedule

improved communication between our staff and the clients campus-wide, but more importantly, has enabled us to provide relevant and timely data support.

Consequently, we are able to re-allocate our time and thereby focus our attention on in-depth analyses and visualizations of student outcomes to help inform campus conversations for student success. This topic aligns with the conference theme of addressing the campus constituents' needs to serve the entire campus and the students.

Presenter(s)

Satomi Furuichi

Eun Rhee

Yen Ly

Jianhua Zhang

Fanny Yeung

Faculty and Course Dashboards using APDB data (Poster Session)

Laguna Grande Foyer (Video Wall)

Sacramento State has developed specialized annual faculty reports including the Faculty Teaching Assignment Report (TAR), a historical dashboard containing 5 years' worth of data as well as a historical dashboard on courses taught here at Sac State. These reports demonstrate faculty teaching load (WTU), assigned and reimbursed release time, course enrollment, Student Credit Unit (SCU), Full-time Equivalent Students (FTES) and Full-time Equivalent Instructional Faculty (FTEF) as well as course count and classification. These reports were originated and requested by the Provost and Vice Provost in 2007. To date, they are used regularly in support of planning, budget allocation, and faculty hiring. In the past, these reports were generated in Excel and published to the campus community. Now, we have been able to create a Faculty Teaching Assignment Report that is more dynamic and interactive with 5 years of historical data which is easier to use and navigate.

Presenter(s)

Nancy Hardy

Equity-Mindedness and California Institutional Researchers (Poster Session)

Laguna Grande Foyer (Video Wall)

Principles of equity-mindedness can provide guidance for institutional researchers in identifying equity issues

in student outcomes in higher education, and can play an important role in organizational learning to support equity. However, these principles are rarely part of training for institutional researchers. This session introduces principles of equity-mindedness (race consciousness; systemic nature of racial/ethnic inequities; personal and institutional responsibility to address inequities; evidence guided practice; taking action), and the results of a recent survey study exploring equity-minded attitudes of institutional researchers in California and their ability to advocate for equity on campus. Recommendations for professional development and practices to introduce and support equity-minded attitudes and advocacy for equity will be discussed, as well as potential policy implications in higher education.

Presenter(s)

Richard Lindstrom

Capturing Student Voices: Taking Action with Qualitative Data (Poster Session)

Laguna Grande Foyer (Video Wall)

Universities collect a plethora of data on student outcomes, however most traditionally collected data does not capture why students make certain decisions, or how life outside of the university impacts students' academic success. In order to fill this gap in information, we have conducted a series of focus groups with students and gained better insight into student behaviors and opinions, such as sense of belonging, food security, and finances. Collecting this qualitative data has allowed us to humanize our quantitative results in communications to key decision makers. Additionally, by better understanding the whole of student's experiences both on and off campus, we can better inform our research and campus policies to support our unique student population. The presentation will discuss focus group methodology, examples of how to use qualitative data to inform current IR projects, and how to use student stories to humanize quantitative data to key decision makers.

Presenter(s)

Alex Nottbohm

Cory Cowan

Conference Schedule

Fostering Innovation in Your IR Department (Poster Session)

Laguna Grande Foyer (Video Wall)

Curious about what IR departments are doing to foster innovation among team members? What strategies have been effective? These are the types of questions our session will be addressing. As a team of institutional researchers within a standalone noncredit institution, much of our work is thinking outside of the credit box. Creating spaces and time where team members can be innovative encourages employee engagement and promotes the idea of adaptability and flexibility in the workplace. As the IR field evolves, innovation contributes to our ability to provide data that can truly serve the whole student within our institutions. This session explores the methods in which innovation can be fostered and encouraged among IR departments with the intent to fully engage team members and ultimately provide data that can be used to tell the story of the Whole Student.

Presenter(s)
Dulce Delgadillo,
Harpreet Uppal
Jason Makabali

A Study on Factors Relating to International Student Academic Performance (Poster Session)

Laguna Grande Foyer (Video Wall)

International student migration from the Belt and Road region has increased rapidly in China, as the Chinese government pushes forward the Belt and Road Initiative. For these international students, their academic performance is dictated by such factors as cultural background differences, language proficiency, teaching, education facilities, accommodation, campus culture, etc. However, empirical research on the cultivation of international students, especially highly educated international students from the Belt and Road region, is limited in the context of Chinese higher education. The University of Chinese Academy of Sciences (UCAS) is committed to developing high-end science and technology alumni, with the largest number of Ph.D. international students among China's universities. As a senior staff member of the Intl's Affairs Office of UCAS, the author has accumulated experience in international cooperation and management of international students. This research

sample includes UCAS international students from 109 countries at four campuses and 5 educational bases all around China to whom more than 1,000 questionnaires were distributed. Academic performances of the international students are evaluated according to difference levels of their graduation thesis papers and impact factors of the academic papers. Using principal component analysis, this study analyzes the proportion of all the factors relating to academic performances of international students and finds the three key factors among them. Based on the research results, the study puts forward suggestions on optimization of education and management of international students in order to improve the cultivation of international students in China.

Presenter(s)
Yu Xia

3:45PM – 4:30PM

ESL Pathways: Mapping the Whole Student Experience (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande A

English as a Second Language (ESL) at the community college system is an intricate network of varying pathways that have 114 different amalgamations. In order to understand the whole student pathway across the ESL spectrum, the MMAP research team created 92 different pathways ESL students take along the way to completing transfer-level English prior to transferring to a four-year institution. A multivariate regression was used to conduct the analysis and Sankey diagrams were created to visually display the outcomes. This session will walk attendees through the statistical modeling, the development of the code used for the Sankey model and the results of the analysis.

Presenter(s)
Mallory Newell
Craig Hayward
Terrence Willett
Terra Morris

Conference Schedule

AI and Storytelling: Beginner's Information for IR Application (Humanizing Data)

Laguna Grande B

Data analysis is quickly becoming not enough to tell our institution's story and help leaders identify where they should intervene. This session offers an introduction into two areas that can help IR professionals humanize data and get others to use it – storytelling and artificial intelligence (AI). While these topics seem to be the new “buzz” words and it can seem a bit overwhelming as to where to dig in, this session focuses on IR applications and provides some relevant resources for those who want to learn more.

Presenter(s)

Kristina Powers

Embedding a College Redesign/Student Progression Model in Strategic Planning (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande C

In this era focused increasingly on student success outcomes, it is ineffective to serve students in compartmentalized ways. How can an institution use an innovative approach for strategic planning to foster change in organizational systems, structures, and processes with the intention of serving the whole student experience and thereby result in substantially higher degree completion? This presentation will tell the evolving story of how one community college - Hartnell College - has adopted a student progression model to ensure that the student experience at each stage of the academic journey is strategically targeted and guided for student success, and that all stages are joined as seamlessly as possible. Discussion will include the model's incorporation into a 5-year planning horizon while using an organic method for annual operational planning. Opportunities will be provided for participants to reflect on embedded elements of the student experience in their institution's planning process.

Presenter(s)

Brian Lofman

Finish in Four: An Analysis of Men, STEM, and Underrepresentation (Humanizing Data)

Laguna Grande D

This session will focus on the analysis of the spring 2018 administration of the National Survey of Student Engagement (NSSE) that help explain predictors of first-time freshmen (FTF) four-year graduation rates at Cal State Fullerton (CSUF). We will discuss the logistic regressions that we analyzed of the fall 2014 entering FTF cohort who took the NSSE. Of the ten engagement indicators examined in the NSSE, higher order learning and reflective and integrative learning are useful predictors of FTF graduating in four years. Additionally, we found insightful two-way interactions that affected four-year graduation rates for FTF students that are male, underrepresented, and STEM majors.

Triangulating these findings with results from the Men of Color study we conducted in 2016, were instrumental in the opening of the Male Success Initiative Center.

Presenter(s)

Noha Abdou

Michael Biesiada

Kevin Yang

Jenny Babcock

Accelerate Your Institution with Data Quality (Platinum Sponsor)

Laguna Grande E

Clean data is a necessity when you want to produce accurate reports and insightful analytics. It's often very challenging to convey the importance of accurate information to those responsible for the systems of record and get them to make the required changes. Beyond the obviously important things like compliance, clean, reliable data is critical for enabling today's increased focus on predictive analytics. Data is the fuel which drives your analytical engine, and good data will keep that engine running smoothly so you can not only accurately report information but help administrators across the institution make reliable decisions. Learn how a comprehensive focus on data quality can help you get the most from your data and accelerate your institution.

Presenter(s)

Wes Rehm

Lisa Moore

Conference Schedule

Predicting Student Retention with AWS SageMaker (IR Methodology)

Laguna Grande F

Students persisting to completion of their educational goals is a key gauge of student success, and therefore institutional success. Two most frequently cited statistics in connection with student success are the freshman-to-sophomore retention rate, and the cohort graduation rate.

The primary goal of this research is to develop an innovative approach that utilizes machine learning to predict individual student retention. Based on AWS (Amazon Web Services) machine learning toolsets - Linear Learner and Binary Classification algorithms, the researchers have identified a process to implement a complete machine learning protocol from data collection, data exploration, data clean up, model development, and real-time evaluation.

Predictive models have tremendous potential to improve student success. In addition, given that retention rates are traditionally lower among disadvantaged groups, predictive models – paired with effective intervention programs – help to achieve diversity and access goals. Thus, fulfilling our mission to serve “the whole student”.

Presenter(s)
Kris Krishnan
Jun-Ying Mao

Game of Loans: Players, Payers, and Naysayers (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande G

Why are students declining to take out loans? Our presentation focuses on identifying unifying characteristics of low-income students who rejected loans and the effect their decision had on student outcomes. Preliminary findings from UC Davis over the last seventeen years suggest that low-income students who declined to take any loans actually have a higher four-year graduation rate than their peers who took out loans. To better understand the aggregate difference, we investigated background characteristics of each group including demographics, family assets, and high school rating. Attendees should leave the session with a better understanding of student loan taking behavior related to

commonly collected financial aid, registrar and undergraduate admissions data.

Presenter(s)
Brendan Livingston
Joyce Cleaver

IR 101: Telling Your Story with Data

Seaside Ballroom

The Telling your Story with Data workshop addresses how to identify the key stories to be gleaned from data and how to tell those stories effectively. Drawing upon IEBC’s data use model – Integrating Analytics, Human Judgment & Decision-Making, and Organizational Habits – participants will learn how to turn data into information that is useful and useable. Learning more than the mere use of clever infographics, participants will practice identifying the story they want to tell and presenting it in ways, grounded in data to ensure their message is understood and actionable.

Presenter(s)
Brad C. Phillips

4:45PM – 5:30PM

An Exciting New Way to Track Post-enrollment Outcomes! (IR Methodology)

Laguna Grande A

Many studies have shown that a person with a college degree will make more money over their lifetime than those who don’t complete college. Institutions need to show the jobs and earnings of graduates after completing one of their programs for accountability and want to show this for marketing strategy. Historically, there have been two ways to get this information – student surveys or a data match available through a state’s unemployment insurance (UI) wage data. A new data source from Equifax addresses these concerns.

The session will compare student outcomes between the three data collection processes: on a survey, using UI wage data, and this new tool from Equifax. Comparisons will be made between the three regarding the ease and cost of capturing the data and more importantly, what can be learned about students once they leave us.

Presenter(s)
Daniel Martinez

Conference Schedule

Calibration, Evaluation, and Analysis -Hold my beer (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande B

This interactive participant-centered session, hosted by Sam Adam's Longshot Series 2012 Winner James Schirmer, explores the application of assessment techniques that lead to successful outcomes. Yes, quality assurance in homebrewing! The live demonstration will include a discussion of calibration techniques, evaluation measures, analysis of results, and closing the loop plans to improve the next batch. Participants will walk away with a refreshing perspective of data analysis that cleanses their palate and benefits them professionally. Join us as we illustrate assessment strategies through an innovative lens while brewing for success.

Presenter(s)
James Schirmer
Deborah Lee

Nuance vs. Reductionism: Community College Successes in an Age of Bright Lines (ACCJC Invited Session - attendance open to all)

Laguna Grande C

As Washington seeks to reauthorize the Higher Education Act (HEA) and change regulations it uses to oversee accreditors, the legislature is once again entranced with the notion of "bright lines." Proposed bright lines for community colleges, like graduation rates dropping below a certain percentage (e.g. 20%) would be grounds for revoking accreditation and furthermore, "the accreditor should lose its recognition for not taking that action." Community colleges are especially vulnerable to these kinds of hardline cutoffs. This session discusses ways in which IR professionals can be allies with accreditors by helping to identify and feature multiple measures by which community colleges can report on student success.

Presenter(s)
Richard Winn

New Approach to Predictive Models for Student-centered Support (IR Methodology)

Laguna Grande D

Predictive analytics is sometimes used without deep understanding of an institution's student population, and the sophistication of this approach often contrasts with the simplicity of a single, binary prediction (such as "graduating or not"). This presentation focuses on a novel approach consisting of segmenting students using actual performance and attendance patterns. Then predictive analytics on the student characteristics available early in the lifecycle is used to classify students into these profiles. Using an initial study of over 30,000 online undergraduate students followed over two years as an example, we will introduce the audience to our segmentation methodology (cluster analysis to identify behavioral profiles using historical data and gradient boosted trees to forecast these profiles among new cohorts). We will explain how we rallied various departments behind this comprehensive approach, leading to more student-centered educational support, and processes for student access, progression, and degree completion.

Presenter(s)
Stephen Nettles
Lorraine Devos

Refining Co-curricular Program Review Process (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande E

This session will introduce an approach that a committee at Western University of Health Sciences utilized to refine its co-curricular program review process. Western University of Health Sciences has been implementing its co-curricular program review for more than five years, however, there have been obstacles in effectively completing the review process. The Office of Institutional Research and Effectiveness conducted gap analysis and interviews to co-curricular units, and reached recommendations based on the resulting data. This topic fits the conference theme "Mission: Serving the whole student" since co-curricular programs provide learning experiences to students outside of the classrooms.

Presenter(s)
Satoko Siegel

Conference Schedule

Humanizing the Individual in Time to Degree and PhD Completion (Humanizing Data)

Laguna Grande F

Around 50% of graduate students drop out of doctoral education. Some factors include advisor/advisee relationships, funding, departmental environment, and campus support systems. UC Santa Barbara offers few support systems directed to graduate underrepresented minority (URM) students. This study considers persistence among URM doctoral students at UCSB, and how adequate financial packages support student degree completion and time to degree. This study controls for differences between divisions and highlights how support services impact persistence in relation to the cost of living in the Santa Barbara area. The study uses graduation and financial data for a 2012 cohort of 1,258 doctoral students and follows the students through 2018. The study finds that while race and gender alone are not significant in predicting attrition for URM Ph.D. students, variance in financial aid packages are more consequential. This study highlights the need for re-evaluating financial support and time to degree expectations.

Presenter(s)
Aleksandra Malinowska

Visualizing Opportunities for Equity: Unearthing College Experience of Underrepresented Students (Humanizing Data)

Laguna Grande G

California State University, Fullerton is committed to access, diversity and equity. With nearly half of our 40,000 students traditionally underrepresented in higher education, it is critical to use data to tell the stories of the whole college experience for these students. It is even more important to find ways to tell the stories in an audience-friendly way so that our commitment can move from rhetorical narratives to substantive changes. Harnessing the power of Tableau, we have developed a series of data visualization and dissemination tools that track student experiences from admission to graduation, and by doing so, made a strong data-driven argument that brings to light the different experiences of students from underrepresented groups throughout their college experience. We empowered the campus with the ability to unpack data that reveal different experiences for

different student groups, which has resulted in provocative conversations and impactful changes.

Presenter(s)
Su Swarat
Afshin Karimi
Rohit Murarka

Beyond Compliance: Turning Your Data into Action (Gold Sponsor)

Seaside Ballroom

What happens when you stop looking at your data in a reactive way and adopt a more proactive approach? When you embrace the logic of emerging standards in higher ed, you can prepare for the future of data use on campus. Join us to learn how an enterprise-wide approach to data management can inspire you to make evidence-informed decisions and drive mission fulfillment for your institution. From accreditation and planning to faculty development and learning outcomes, see how the Campus Labs platform brings everything together for a holistic solution.

Presenter(s)
Michael Weisman

5:30PM-8:00PM

Dinner on Your Own

8:00PM-10:00PM

CAIR-aoke!

Seaside Ballroom

You're invited to rock on and sing the night away at CAIR-aoke! The fun will begin at 8:00PM.

Hope to see you all there!

Conference Schedule

Friday November 8th

7:00AM - 4:00PM

Conference Registration

Laguna Grande Foyer

Pick up your name badge at the CAIR registration Desk. Located at the back of the sponsor exhibits

Sponsor Exhibitions

Laguna Grande Foyer

7:00AM - 9:00AM

Breakfast

Atrium

Breakfast: If registered at hotel, breakfast is complimentary beginning at 6am; otherwise, please see the registration desk for a breakfast voucher between 7:00-9:00am

9:15AM - 10:00AM

IR Collaboration with Athletics: Working Toward Student Success (IR Practice and Decision Support)

Laguna Grande A

Athletics is an important aspect of the college experience for many of our students; at Whittier College, student-athletes comprise over 30% of the student population. However, there can be difficulties that arise between the academic and athletic parts of the student experience. This presentation reports on a yearlong collaboration between IR and Athletics to promote student success. In particular, the study included the use of four elements: 1) student focus groups; 2) the Beginning College Student Survey of Engagement (BCSSE); 3) the National Survey of Study Engagement (NSSE) and 4) an analysis of the weekly calendar as it pertains to the scheduling of classes and athletic practice. The last element included a comparison of 2008 and 2018 class scheduling data. The study included the collection of data, analysis of the data, and dissemination of the results, including reporting to faculty committees.

Presenter(s)

Gary Whisenand
Susana Santos

Aggie Metrics: Supporting a Systematic Cycle of Institutional Improvement (IR Practice and Decision Support)

Laguna Grande B

Today we present "Aggie Metrics," institutional dashboards and indicators providing leadership and campus stakeholders with a succinct snapshot of institutional position and opportunities for improvement. Exploiting our University Data Portal, we provide full context including goals, targets, benchmarking, and action plans for priorities like increasing graduation rates, closing the achievement gap, and achieving our desired freshman/transfer ratio. Connecting high-level dashboard metrics to granular data, leadership can monitor progress while underlying indicators support continuous improvement.

This presentation will cover what motivated this project, the process we used to build the site, a demo of the final product and what we learned along the way.

Presenter(s)

Erika Jackson
Nick Barbulesco
Greg Siino
Darcy Hannibal

CAIR-Talks Session (Humanizing Data)

Laguna Grande C

1) Commuting Distance from Campus and Student Success

Students who live and attend college in areas with high housing costs face not only the challenges of high rents, but also potentially long commutes. This is especially true in the San Francisco Bay Area. This session will examine the relationship between distance from the SF State campus and student success measures such as GPA and term-to-term retention. Focusing on undergraduate students and controlling for demographic and academic characteristics and proximity to transit options, we will map student addresses, compute distance from campus, and model the relationship between commute distance and student outcomes. The commute to campus is an integral aspect of the overall student experience story, especially at

Conference Schedule

commuter-focused institutions and advances in geo-spatial analyses allow us to tell that story with greater ease than ever before.

Presenter(s)
Greg Dubrow
David Ranzolin

2) STEM for All: STEM Education by Gender, Race, and Income

This empirical study examines the role of gender, race/ethnicity, and income played on outcomes and experiences in undergraduate STEM majors. This session shares practical application regarding the importance of institutional research in providing data and analysis to improve cognitive, affective, and civic outcomes as a method of enhancing the college experience. Enhancing college experience for undergraduate STEM students through effective IR practices and assessments can yield positive institutional influences on student learning outcomes because the focus of this research is student-centered. IR departments rarely examine and report on outcomes and experiences that are inclusive of sense of belonging, social awareness, or interpersonal skills in findings of their colleges and universities. This session encourages IR professionals to assess the positive and negative factors contributing to outcomes and experiences for STEM undergraduates, and its relationship to gender, race/ethnicity, and income for future development of student-centered policies.

Presenter(s)
Young Kim
David Edens
Emi Kamei
Marie Christie Dam

Expand Your IR Capacity: Design a Shared Student Success Dataset (IR Practice and Decision Support)

Laguna Grande D

In its Statement of Aspirational Practice, AIR leadership envisioned a transformed practice of institutional research with expanded capacity, centered on student success and serving a broad range of decision-makers (Swing & Ross, 2016). This session provides an example of aspirational institutional research in action. San Diego State University has created a longitudinal

student data set intentionally designed for student success data exploration and statistical analysis. Data are shared with campus stakeholders who explore questions relevant to their own student populations and programmatic contexts. Presenters will demonstrate use of the data, share access to their data dictionary, and provide guidelines for building a similar data set. This presentation is appropriate for all levels, and will be of interest to institutions with and without data warehouses.

Presenter(s)
Sandra Kahn
Arthur Pasternak
Cris Manlangit

Data Sharing for Equity and Student Success in Greater Fresno (IR Management and Collaboration)

Laguna Grande E

Governor Newsom has prioritized k-20 data sharing in California. Fresno Unified school district, State Center community college district, and Fresno State are a prototype for this project. We are in the third year of a data sharing collaborative aimed at increasing students' college preparedness and cross-institution collaboration. This session will discuss the political and technical issues overcome, early insights gained from the shared data, and contributions made to larger regional projects. This collaborative addressed IR management problems such as how to get an MOU signed, IR practice such as where to house shared data, how to share results of studies, and how to match students across institutions, and institutional effectiveness such as evaluating the impact that programs in one institution have on student experiences in subsequent institutions.

Presenter(s)
David Jansen
Alexandra Nottbohm
Robert Pimentel
Matthew Zivot

Conference Schedule

Rethinking the Data Collection of Identity in Native American Students (Humanizing Data)

Laguna Grande F

When reporting on Native American students, institutional research analysts commonly identify Native American students through questions that allow students to self-report their racial/ethnic group identity and/or through the two-part definition for racial/ethnic identity that the U.S. Department of Education utilizes. However, previous research suggests that individuals may self-identify as Native American inconsistently (McFarland et al., 2018). In addition, Native American identity and tribal membership is rooted in tribal self-determination as tribes are the official bodies deciding membership (Faircloth, Alcantar, & Stage, 2015). As a result, Native American students can be miscounted at colleges and universities, which can lead to inaccurate data regarding their enrollment, persistence, and graduation rates. In this session, presenters will discuss challenges encountered when using self-reported Native American identity; explore the collection and reporting of students' tribal affiliation; and discuss recommendations for future research and student support practice.

Presenter(s)

Julienne Palbusa
Liz Halimah

Monitoring Student Progress from Day 1 (IR Practice and Decision Support)

Laguna Grande G

At Cal Poly Pomona, a highly collaborative team worked to develop detailed process maps that delineated key steps and milestones necessary for students to succeed in their first year. Join us to see how these process maps were developed, how they have been used to inform student support strategies, and how they inspired a new dashboard. Our new dashboard for the Fall 2019 Entering Class provides comprehensive and new insights about student progress – from their first day of registration through the end of their first academic year. We'll share metrics, goals and how this dashboard informs student support strategies.

Presenter(s)

Heather Brown
Carol Demesa

IR 101: Pivot Tables for Beginners

Seaside Ballroom

Are you new to the IR profession or not familiar with Pivot Tables? Come learn how to present your data using Pivot Tables.

Presenter(s)

Daniel Martinez

10:00AM – 10:30AM

Coffee Break, Networking and Sponsor Exhibits

Laguna Grande Foyer

10:30AM – 11:15AM

Getting Published: The CAIR Report (IR Methodology)

Laguna Grande A

Come learn more about CAIR's new online annual publication, "The CAIR Report." The CAIR Report offers an opportunity for presenters at the annual CAIR conference to publish written versions of their research. Additionally, The CAIR Report serves as a valuable resource for IR professionals. In this session, co-editors of the CAIR Report will discuss the submission process and criteria for inclusion. The short presentation will be followed by a conversation with contributing authors about their experiences with the submission and publication process, then a Q & A from attendees. Attendees looking to learn more about getting their work published are encouraged to join the conversation.

Presenter(s)

Brianna Moore-Trieu
Kristina Powers

What IR Can Learn From MR's Global Crisis (IR Management and Collaboration)

Laguna Grande B

A twenty year crisis in the marketing research industry (MR) has led to an upheaval in accepted practices, methodologies, and even beliefs about the value of research. Institutional research as an applied research discipline faces many of the same challenges that are being addressed by our MR colleagues, particularly those that impact trust in our data, and how and why we

Conference Schedule

collect it. This presentation will summarize the changes being introduced in the global research industry that attempt to solve some of these challenges, and how IR practitioners may adapt these to improve our own practice.

Presenter(s)
Cheryl Harris

Equity in Action: Action Research Tools to Support Classroom Innovation (IR Practice and Decision Support)

Laguna Grande C

In this session, attendees will learn how San Diego Mesa College is using student-centered, equity-minded research and collaboration efforts to help move the needle on student success and equity at their campus. Presenters will share the tools developed to provide faculty with interactive, accessible, and meaningful data on the success of their own classes. Faculty and Researchers will share the journey that led to a collaborative project with the English department and IR to build an interactive data tool for faculty to use as they reflect on their practices and engage in equity-minded reflection to inform teaching strategies and ultimately improve success. Data from faculty participants will be shared as well as examples of Guided Reflection activities, presentations to the department, and the Data Dashboard that is used to support the work.

Presenter(s)
Bridget Herrin

Are Your Tableau Dashboards Accessible to Everyone? (IR Practice and Decision Support)

Laguna Grande D

Tableau has become a tool of choice for data analysis and visualization on many campuses. At the same time, higher education institutions are focusing on ensuring that online content is accessible to all users. This session will provide participants with: an overview of why accessibility is important, what to consider when thinking about accessibility, and accessibility best practices and limitations specific to Tableau. Participants will become familiar with resources for creating content in Tableau that is more accessible to all audiences, as well as articulate strengths and weaknesses of Tableau's

accessibility features. While this presentation will focus on Tableau, the accessibility considerations and best practices are applicable to any data visualization process. The goals of this session are to generate accessibility awareness among IR colleagues and empower them to make existing Tableau dashboards more accessible.

Presenter(s)
Joseph Van Matre
Amit Prayag

Using Department Data to Optimize Resources and Promote Student Success (Assessment, Accreditation, Planning and Institutional Effectiveness)

Laguna Grande E

The unit cost of instruction in dollars per student credit hour, is a widely used key performance indicator. Four drivers of instructional expense including faculty salaries, teaching workloads, class size, and non-personnel expenses may be managed to improve performance on this metric. Our research has described the impact of these cost drivers by academic discipline and institutional mission. Bench-marking focused on departmental characteristics among discipline-level peers may identify the optimal faculty resources necessary to promote student success. The use of productivity and cost ratios in the Delaware Cost Study data may facilitate the identification of under-resourced academic programs. Data-informed decision making in faculty budgeting and staffing reveal opportunities for improvement. Understanding the relative position of departmental resourcing allows for the modification and implementation of pedagogical approaches to ensure student success. Case studies will illustrate the improvements in student outcomes as a result of this activity.

Presenter(s)
Tom Eleuterio
Gitanjali Kaul

Conference Schedule

Promoting Data-Informed Improvements in First-Year Math Course Success (IR Practice and Decision Support)

Laguna Grande F

First-year math success is a key factor in student retention and progression. Sacramento State eliminated most remedial math requirements a year before elimination of remedial math throughout the CSU. Previous analysis showed remedial students had low math success even after completing remediation. Elimination of remediation provided an opportunity to revamp our overall approach to math success, resulting in the Placement, Learning, and Understanding Math (PLUM) program, implemented in Summer 2018. We apply exploratory data analysis and regression modeling to a range of student, course, instructor, and placement-test data from the first year of PLUM to determine the factors most strongly related to math course success. We also develop a predictive model to identify which students are likely to need additional support to succeed in their first math course and describe a new in-course early warning and intervention approach that we hope will improve future course success rates.

Presenter(s)
Joel Schwartz

WASC Graduation Balance Sheet: Dashboards and Supplemental Models (IR Practice and Decision Support)

Laguna Grande G

The IPEDS six-year graduation rate is a cohort-based model measuring rates for first-time, full-time students. This often produces misleading pictures of institutions serving non-traditional students. The WASC Senior College and University Commission created the Graduation Balance Sheet to provide meaningful rates for a wide variety of institutions. The balance sheet is a difficult to understand spreadsheet. This workshop will demonstrate a dashboard to present the data in a more consumable fashion. It will discuss shortcomings of the model and present a supplemental model more appropriate to institutions in a prolonged period of flux such as institutions in a growth phase. Accreditation is a critical issue, and this workshop will aid in understanding and completing the WASC Graduation Balance Sheet. Understanding the

methodologies used to measure graduation rates assists in evaluating a college or university's success in moving students through college.

This session is suitable for practitioners with familiarity with WASC Graduation Balance Sheet and IPEDS 6-year graduation data.

Presenter(s)
Andrea Hall-Cuccia
Corinne Townsend

IR 101: Power BI for Beginners

Seaside Ballroom

This session will provide an overview of the fundamental and key functions in Power BI that will help users in developing a solid foundation to become proficient with the tool. Some of the functions this session will cover include developing a data model, developing buttons and bookmarks, and other functions researchers will find helpful in conducting IR work. The session will have an informative component but will also have a hands-on component in some areas so attendees can learn how to complete key functions.

Presenter(s)
Jaime Rodriguez
Katy Wilson

11:30AM - 12:15PM

Power BI: Tips, Considerations, and Stories (IR Practice and Decision Support)

Laguna Grande A

Power BI is an increasingly popular platform for delivering visual data to users on and off campus. This session will highlight various topics relevant to creating quality dashboards. Topics include:

- Evolving the dashboard through user interaction: Interaction and feedback from users of the data is key.
- Coding Measures: Go beyond simple data by using formulae to code new measures to add analytical power.
- Considerations and tasks for 508/ADA Compliance: Our dashboards need to be accessible. Some accessibility is built into Power BI, some comes from features which require our action, and some is entirely up to our design choices.
- Designing for Security & FERPA: There are design

Conference Schedule

issues which need to be considered to make sure that there is no inadvertent access to sensitive data.

Presenter(s)

John Barkman

Annel Medina Tagarao

Jaime Rodriguez

Creating Virtuous Data Cycles from Faculty Data (IR Practice and Decision Support)

Laguna Grande B

Faculty data has been underutilized. There is immense potential to improve how we organize, plan, and allocate resource. In part of serving the student, we must improve how we allocate limited resources. Our office developed and implemented a business process which allows us to continuously observe, evaluate and improve the quality of faculty data. This session provides the strategies, tools (Tableau), and implementation experience of building a faculty dashboard and data set for nontechnical end users.

Presenter(s)

Alan Yu

Leveraging the Strategic Value of People Analytics (IR Practice and Decision Support)

Laguna Grande C

People analytics is an emerging discipline that uses digital tools and data analysis to measure, report, and understand employee performance, workforce planning, talent management, and operational improvement. The New York Times called people analytics "Another side of the Moneyball revolution." In an era of diminished resources and fiercely competitive labor markets, higher education institutions cannot take their staff for granted. Employee issues have been a minor part of traditional IR functions. This session will highlight key applications of people analytics in higher education, as well as encouraging participant discussion of fresh ideas and approaches towards analysis of staff experiences.

Presenter(s)

Amit Prayag

Jason Straub

Postbaccalaureate Graduation Rates: Methods and Issues (IR Methodology)

Laguna Grande D

For IR professionals, serving the whole student requires tracking student success metrics so that barriers to success can be addressed. However, postbaccalaureate programs present unique difficulties when trying to measure success metrics such as graduation rates. Programs vary in length or they may be intentionally designed as nontraditional, part-time programs. This makes calculation of a metric that can be easily compared to other programs difficult. In this session, the presenter will provide several possible solutions to the problems posed by calculating postbaccalaureate graduation rates, along with criteria that can be used to evaluate the effectiveness of these methods within the context of each institution. Opportunity will be provided for attendees to engage with these metrics and discuss their effectiveness in measuring student success.

Presenter(s)

Andrew Cress

Student Tracker: Are You Taking Full Advantage of the Service? (Gold Sponsor)

Laguna Grande E

After a review of the StudentTracker for Colleges and Universities (STCU) product and functionality, we will provide a demonstration of the new Premium service. This will include a run-through of four institution-specific reports, highlighting how each of these benefit the IR community. These reports include the Analysis Ready report (based on the detail file but with only one row per student) and three reports published at the national level by the Research Center (Completions, Persistence & Retention and Tracking Transfer). We will also show examples of visualizations available in the Premium service which display information for students in a request file on gender, race/ethnicity, remedial course enrollment, and institutions attended as well as completion rates by gender from the institution-specific Research Center report. Whether this service is new to you, or you are a veteran user, join us to learn about the features and share your experiences with colleagues.

Presenter(s)

Nancy Penna

Conference Schedule

Getting Credit for Serving Non-Traditional Students (Humanizing Data)

Laguna Grande F

We all want to retain and graduate 100% of our students. But what does it mean when we graduate less than 100%? Did we fail? How can so much effort, time and energy result in some students dropping out or transferring? Current measures unfairly do not account for student and institutional characteristics that are correlated with lower completion rates, which tends to impact non-traditional and transfer serving institutions. This session shares results from a national study using IPEDS Outcome Measures (OM) data. This is the first national analysis that analyzes completion rates of transfer students while taking into account student and institution characteristics. Institutions educating non-traditional and transfer populations will find this session of value.

Presenter(s)
Kristina Powers

Academic Mindset: Are Students and Faculty on the Same Page? (IR Practice and Decision Support)

Laguna Grande G

Students bring their whole lives, their whole selves, all their beliefs, attitudes, and behaviors to college and we need to better understand and address their needs if we're really going to close achievement gaps amongst various groups and improve how we facilitate and expedite their paths to success. This session will present how CCSSE and CCFSSSE data can be used to compare student and faculty perspectives, identify and more intentionally apply high impact practices to transform daily interactions and campus culture. We will share how this can be accomplished by 1) utilizing results from these surveys to kindle college conversations regarding academic mindset; 2) promoting academic mindset components on a wider scale for college wide improvements; and 3) being more deliberate with practices that support academic mindset for the purpose of improving the student experience, engagement, and success.

Presenter(s)
Meeta Goel
Svetlana Deplazes

IR 101: SQL for Beginners

Seaside Ballroom

If you're curious to know more about SQL (Structured Query Language) and how it can empower you to answer your institution's questions, this session can be the starting place where you learn about what SQL is and how it is used. Understanding the basics of databases and how to access data efficiently allows professionals to effectively analyze relevant data and draw meaningful insights. We will cover the basic properties of relational databases and consider examples similar to our student records management systems. We will then cover the fundamentals of selecting the records we want from a table. If your career in IR is just starting and you don't come from a background that includes exposure to programming languages, don't be shy. We'll start at zero and get you through the basics with an eye for further (and free!) self-paced learning opportunities you can pursue online.

Presenter(s)
Freddie Zenteno

12:30AM - 2:30PM

Closing Plenary Luncheon and IR Panel: Research in Action - Actionable Intelligence to Support Student Success

Laguna Grande Ballroom A-D

This moderated panel shares how institutional research/effectiveness professionals in higher education institutions are developing compelling displays, reports, and presentations as well as practices that motivate others to turn data into useable, useful, and actionable information in the service of making informed decisions about student success. The session begins with the moderator setting the stage for this work to occur. Each panelist will describe their work in the context of data-informed decision making and will respond to questions from the moderator and the audience.

Presenter(s)
Brad C. Phillips
Hannah Lawler
Deborah Lee
Roy Stripling
Erika Jackson

Local Area Dining & Attractions

Here are some suggested and selected things-to-do while you are in Monterey area. There are more attractions and tours beyond the list. CAIR does not have any affiliation with these businesses.

Attractions



Monterey Bay Aquarium

<http://www.montereybayaquarium.org/>



Cannery Row



Old Fisherman's Wharf

<http://www.montereywharf.com/>

#1 Old, Fisherman's Wharf



Dennis The Menace Playground

<http://www.monterey.org/Services/Parks-and-Beaches/El-Estero-Park-Complex>

725 Pearl St

(831) 646-3860



Monterey Bay Coastal Trail



San Carlos Cathedral

<http://www.sancarloscathedral.org/>

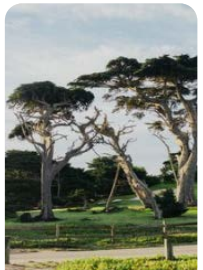
500 Church St



Lovers Point Park

<https://www.cityofpacificgrove.org/living/recreation/parks/lovers-point-park>

631 Ocean View Blvd, Pacific Grove, CA 93950



17-Mile Drive

<https://www.pebblebeach.com/17-mile-drive/>

Pebble Beach and Pacific Grove

800-654-9300

Tours



Access Carmel Valley / Wine Trolley Tours

290 FIGUEROA ST.

Phone (831) 624-1700

<http://www.toursmonterey.com/>



Monterey Bay Food Tours

<https://www.montereybayfoodtours.com>

Local Area Dining & Attractions



Sea Car Tours

30 Alvarado St
Monterey, CA 93940
(831) 884-6807

<https://www.seacartours.com/>



Carmel Food Tours

(831) 256-3007
<https://www.carmelfoodtour.com/>



The Original Monterey Walking Tours

380 Alvarado St
Monterey, CA 93940
(831) 521-4884

<https://walkmonterey.com/>



Cane and Spur Wine Tours

(831) 200-6151
<http://www.caneandspur.com/>

Restaurants

Below are a few selected restaurants near the CAIR Conference location. This is not a comprehensive list and there is a wide variety of places to dine. Enjoy!

Monterey's Fish House

2114 Del Monte Ave
(831) 373-4647

Googie Grill

1520 Del Monte Blvd
(831) 392-1520

Michelle's Soul Food Kitchen

2087 Del Monte Blvd
(831) 760-2386 (Open Fri 12-7pm)

Tacos California Grill Mexican Restaurant

(831) 394-1080
400 Palm Ave

Jim's Chinese Restaurant

1584 Del Monte Blvd
(831) 394-5117

Wakatobi Japanese Grill Hibachi and noodle

1130 Fremont Blvd
(831) 717-4624

Old Fisherman's Grotto

39 Fishermans Wharf
(831) 275-3438

Gusto Handcrafted Pasta And Pizza

(831) 899-5825
1901 Fremont Blvd

The Oven Pizzeria

(831) 899-1762
720 Broadway Ave

La Tortuga Torteria

1257 Fremont Blvd
(831) 394-8320

Conference Attendees

First Name	Last Name	Job Title	Company
Noha	Abdou	Associate Director, Institutional Research	California State University, Fullerton
Govind	Acharya	Principal Analyst	UC Davis
Alex	Adams	Director, Institutional Research	Clovis Community College
Maria	Adeel	Enrollment Planning	San Jose State University
Kalin	Agrawal	Sr. Research Analyst	Cal State LA
Anna	Ahearn	UX Designer	UCLA Graduate Division
Tina	Akers	Associate Dean of Institutional Effectiveness	San Joaquin Delta College
Mahmoud	AlBawaneh	Executive Director	California State University, Long Beach
Cathy	Alexander	Institutional Research Officer	California Lutheran University
Eva	Allen	Analyst	San Francisco State University
Jenna	Allen	Executive Director & Deputy	University of California
Samantha	Allen	Research Specialist	California Lutheran University
Ragini	Anand	Research Associate	San Jose State University
Crystal	Anthony	New Product Sales Team Lead	Evisions
Kathryn	Atwood	Data Analyst	Sonoma State University
Cheryl	Bach	Institutional Research Analyst	University of California, Davis
Jeanette	Baez	Senior Institutional Research Analyst	Cal Poly Pomona
Komal	Bandyopadhyay	Dean of Institutional Effectiveness	Merced College
Emily	Baranello	Vice President	SAS Institute, Inc.
Nick	Barbulesco	BI Program Manager	UC Davis
John	Barkman	Educational Research Assessment Analyst	Mt San Antonio College
Vincenzo	Barrese	Manager, Analytic Initiatives	Stanford University
Berrak Pinar	Basim	Director of Research for UGA and FAO	Stanford University
Joshua	Beemer	Data Scientist	San Diego State University
Rosa	Belerique	VP, Institutional Research and Effectiveness	New York Film Academy
John	Berry	Sr. Systems Engineer	SAS Institute, Inc.
Michael	Biesiada	Research Analyst	California State University, Fullerton
Albert	Biscarra	Assistant Director	UCLA
Jonathan	Bissett	Solutions Engineer	Interfolio
Andrew	Boyd	Exec Director Center of Institutional Excellence	UC Merced
Seth	Bradley	Research Technician	Humboldt State University
John	Briggs	Institutional Research Analyst	San Jose State University
Matthew	Bronson	Lead Consultant and Subject Matter	SPOL

Conference Attendees

		Expert	
Matthew	Bronson	Lead Consultant and Subject Matter Expert	SPOL
Pamela	Brown	Vice President	University of California
Heather	Brown	Associate Vice President	Cal Poly Pomona
Deborah	Brumley	Director, Academic Budgets & Planning	Saint Mary's College of California
Ryan	Bungard	Institutional Research Analyst	Stanford University
Larry	Burns	Assistant Director	Oklahoma State University
Raymond	Canlas	Senior Institutional Research Analyst	California State Polytechnic University, Pomona
Amanda	Cannon	Research Analyst	Modesto Junior College
Tanner	Carollo	Assistant Director	CSU San Bernardino
Jose	Carrillo	Director of Institutional Research	Imperial Valley College
Matthew	Case	Asst. Director, Policy Analytics	CSU Office of the Chancellor
Lisa	Castellino	AVP Institutional Effectiveness	Humboldt State University
Tongshan	Chang	Manager	University of California
Veronica	Chukwuemeka	Director	CSU Monterey Bay
Joyce	Cleaver	Institutional Research Analyst	UC Davis
Kate	Cook	Director of Sales	HelioCampus
Alma	Correa	Research Analyst	College of the Desert
Corinne	Cowan	Research Analyst	Fresno State
Sabrina	Crawford	AVP IE & Academic Services	St. Petersburg College
Andrew	Cress	Director of Institutional Research	California Baptist University
Nakysha	Cummings	Professor	Cerro Coso Community College
Cinnamon	Danube	Principal Analyst	UC Merced
Robert	Dawson	Research Analyst	California State University, Fullerton
Hazel	De Ausen	Research Analyst	Evergreen Valley College
Christopher	De Flavis	Data Governance Administrator	Stanford University
Janine	De Leon	Enrollment Reporting Analyst	California State University, Monterey Bay
Jose	de los Reyes	Director of Institutional Research & Registrar	San Francisco Art Institute
Dulce	Delgadillo	Director of Institutional Research and Planning	North Orange Continuing Education
Caroline	Demesa	Business Intelligence Architect	Cal Poly Pomona
Svetlana	Deplazes	Research Analyst	Antelope Valley College
Erin	DeSantis	Associate Director for Student Success Analytics	California State University, Long Beach
Jessica	Dinh	Sr. Research Analyst	CSU Office of the Chancellor
Jessica	Dinh	Sr. Research Analyst	CSU Office of the Chancellor
Michael	Dorsch	Research Analyst	CSU Monterey Bay

Conference Attendees

Michael	Dorsch	Data & Visualization Analyst	California State University-Monterey Bay
Jim	Dragna	Executive Director of University Initiatives	CSU Sacramento
Grzegorz	Drukala	Research Analyst	Santa Rosa Junior College
Greg	Dubrow	Director of Institutional Research	San Francisco State University
Jessica	Duffy	Program Manager Center of Institutional Excellence	UC Merced
John	Elder	College Institutional Analyst	Cerro Coso Community College
Francis	Eleuterio	Manager - Higher Education Consortia	University of Delaware
Gabriel	Estrella	Research Analyst in Student Success	CSU Office of the Chancellor
Donald	Everhart	Assistant Director of Institutional Research	AMDA College of the Performing Arts
Julian	Fernald	Director, IRAPS	UC Santa Cruz
Lisa	Fields	Research Analyst	CSU Stanislaus
Tanya	Figueroa	Asst. Director, Program Analytics	CSU Office of the Chancellor
Tanya	Figueroa	Asst. Director, Program Analytics	CSU Office of the Chancellor
John	Filce	Assistant Director	Humboldt State University
Doreen	Finkelstein	Acting Supervisor, Institutional Research	Foothill College
Barbara	Flannery	Executive Support	SAS Institute, Inc.
Luis	Flores	Senior Research Analyst	Merced College
Lael	Fon	Institutional Effectiveness Manager	California Institute of Integral Studies
Ritchie	Fuentes	Coordinator	Azusa Pacific University
Satomi	Furuichi	Research Associate	Cal State East Bay
Linda	Galloway	Research Intelligence Consultant	Elsevier
Gwen	Garrison	Director of Educational Evaluation & Data Analysis	Claremont Graduate University
Jeremiah	Gilbert	Executive Director RPIE	SBCCD
Meeta	Goel	Dean of IERP/Library Studies	Antelope Valley College
Meeta	Goel	Dean, IERP/Library Services	Antelope Valley College
Jeff	Gold	AVC, Student Success Strategic Initiatives	CSU Office of the Chancellor
Eric	Goldman	Marketing Team Lead	Evisions
Hilary	Goodkind	Dean of Planning, Research & Innovation	College of San Mateo
Dan	Gould	Account Executive	SAS Institute, Inc.
Emily	Graham	Research Analyst	UC Education Abroad Program
Andrea	Hall-Cuccia	Information Research Analyst	UC Merced
Darcy	Hannibal	Principal Analyst	UC Davis
Nancy	Hardy	Academic Planning Database	Sacramento State

Conference Attendees

		Coordinator	
Cheryl	Harris	Research Planning & Institutional Effectiveness	MiraCosta College
Christina	Harris	Director of Institutional Research	Weimar Institute
Dominique	Harrison	Survey Research Analyst	CSUSM
Sara	Hawkes	Director, Math and Science+ Support Center	University of California, Davis
Craig	Hayward	Dean of Institutional Effectiveness	Bakersfield College
Craig	Hayward	Dean of Institutional Effectiveness	Bakersfield College
Kelsey	Heider	Senior Institutional Research Associate	UCLA
Francisco	Herrera	Director of Strategic Planning & Assessment	UC Berkeley
Bridget	Herrin	Acting Dean, Institutional Effectiveness	SD Mesa
Waddell	Herron	Associate Director, Analytical Studies Div.-retired	CSU, Office of the Chancellor
Emily	Hires	Research Associate	Scripps College
Barbara	Hlinka	Associate Director Institutional Research	CSU Northridge
Melanie	Hogendorp	Research Specialist	California Lutheran University
Jacqueline	Honda	Dean	Evergreen Valley College
Sira	Hotsinpillar	Assistant Director, Data Analytics	UCLA
Amber	Hroch	Associate Dean	Bakersfield College
Jane	Hsu	Director of Sales Operations	Interfolio
Neil	Huefner	Senior Analyst	University of California, Davis
Gay	Hylton	Research Analyst	Humboldt State University
Erika	Jackson	Assistant Director, Institutional Analysis	UC Davis
Leila	Jamoosian	Research Analyst	Cabrillo College
David	Jansen	Executive Officer Equity and Access	Fresno Unified School District
Latishia	Jett-Dias	Research analyst	San Joaquin Delta College
Michelle	Johnson	Senior Research and Planning Analyst	Clovis Community College
Sean	Johnson	Senior Director, Reporting & Analytics	Sonoma State University
Tyler	Johnson	Research Analyst	Santa Ana College
Sandra	Kahn	Data Administrator	San Diego State University
Sharada	Kalanidhi	Lead Data Scientist	Stanford University
Serhii	Kalynovskyi	IR Director	Pacific Union College
Akira	Kanatsu	Research Technician	CSU San Bernardino
Woody	Kangsamut	Analyst	University of California

Conference Attendees

Gitanjali	Kaul	Vice President SPEMI	CSU Stanislaus
Diana	Keelen	Director of Research	Antelope Valley College
Ryan	Khamkongsay	College Institutional Researcher	Cerro Coso Community College
Young	Kim	Professor	Azusa Pacific University
Kathleen	King	Reporting Analyst	San Diego State University
Jillian	Kinzie	Associate Director, NSSE	Indiana University
Jennifer	Klein	Director of Research Planning and Accreditation	Saddleback College
Sathasivam	Krishnan	Assistant Vice President	California State University Bakersfield
Paula	Krist	Director, Institutional Research & Planning	University Of San Diego
Ole	Kupsch	Institutional Research Analyst	UCSC
Elka	Lacno	Dashboard Data Scientist	CSU Office of the Chancellor
Dr. Vikash	Lakhani	Assistant Vice President for Student Success	CSU Bakersfield
Yeana	Lam	Senior Analyst	UC Education Abroad Program
Andrew	LaManque	Interim VP, Academic Affairs	Ohlone College
Blair	Lamb	Analysts	SRJC
Lisa	Lambeth	Institutional Research Analyst	Stanford
Megan	Landin	Sr. Research Analyst	CSU Office of the Chancellor
Isaiah	Lankham	Data Analyst	University of California Office of the President
Hannah	Lawler	Dean, Institutional Research	Santa Monica College
Michael	Le	Research Analyst	Humboldt State University
Deborah	Lee	Director of Institutional Research and Assessment	Concordia University Irvine
Kamal	Lemseffer	Data Resource Analyst	UC Davis
Megan	Leonard	Research Analyst	Cabrillo College
Richard	Lindstrom	Director, Institutional Research & Effectiveness	Charles R. Drew University of Medicine and Science
Kristy	Lisle	Vice President of Instructional & Student Services	Foothill College
Brendan	Livingston	Director of EM Analytics	UC Davis
Brian	Lofman	Dean of Institutional Planning, Research & Effectiveness	Hartnell College
Lourdes	Lopez	Analyst/Programmer	CSU Stanislaus
Gary	Lowe	Institutional Research & Reporting Manager	UC Merced
Jessica	Luedtke	Dean, Planning, Research & Institutional Effectiveness	San Diego Continuing Education
Yen	Ly	Programmer/Analyst	Cal State East Bay

Conference Attendees

Jason	Makabali	Senior Research Analyst	North Orange Continuing Education
Cris	Manlangit	Data Scientist / Database Programmer	SDSU
Jun-Ying	Mao	Research Associate	California State University Bakersfield
Jeff	Marks	Director, IPA	CSU San Marcos
Daniel	Martinez	Director, Institutional Research	College of the Desert
Karen	McClendon	VP for IR and Assessment	California Northstate University
Jessica	McGuire	Institutional Effectiveness Analyst	California Institute of Integral Studies
Sky	McKinley	Data Scientist	Humboldt State University
Giovanni	Mejia	Data Analyst	Sonoma State University
Will	Miller	Assistant Vice President	Campus Labs
Christian	Million	Research Analyst	Modesto Junior College
Angela	Miu	Principal Research Analyst	UCI
Taraneh	Mojaverian	Institutional Research Analyst	UC Santa Cruz
Shannon	Monahan	Institutional Research Analyst	Stanford University
Mariela	Monge	Research Technician	CSU San Bernardino
Sunny	Moon	Assistant Vice President	California State University, Los Angeles
Lisa	Moore	Technical Consultant	SAS Institute, Inc.
Leeshawn	Moore	Director of Institutional Research	Institutional Research
Brianna	Moore-Trieu	Analyst	University of California
Rohit	Murarka	Research Analyst	California State University, Fullerton
Brian	Murphy	Director of Institutional Research	Butte College
Susan	Murray	Dean, Institutional Effectiveness	San Diego City College
Jerrod	Nelson	Institutional Research Analyst	SFSU
Mike	Neus	Account Manager	Interfolio
Steven	Newberg	Administrative Support Coordinator	CSU San Marcos
Mallory	Newell	Director	De Anza College
Alex	Nottbohm	Research Analyst	Fresno State
Doreen	O'Donovan	Research Analyst	Cabrillo College
Janet	Oh	Senior Director, Institutional Research	CSU Northridge
Masahiro	Omae	Associate Professor	San Diego City College
Julienne	Palbusa	Analyst	University of California
Kyusang	Park	Research Analyst	Cal State University San Marcos, Office of Institutional Planning and Analysis
Veronica	Parra	Research Analyst	CSU Stanislaus
Arthur	Pasternak	Senior Analyst	San Diego State University
Laura	Patrick	Registrar	Laguna College of Art + Design
Nancy	Penna	Manager	National Student Clearinghouse
Brad	Phillips	President/CEO	Institute for Evidence Based Change
Dale	Pietrzak	Director	University of Idaho

Conference Attendees

Shivakumar	Pillai	Analyst Programmer	California State University Sacramento
Robert	Pimentel	VP Educational Services	Fresno City College
Ola	Popoola	Director Reports & Analytics	University of California
Corrie	Potter	Associate Vice Provost	Stanford University
Kathryn	Potts	Director, Analytics, School of Engineering	Stanford University
Kristina	Powers	President	Institute for Effectiveness in Higher Education
Roop	Prabhu	Ass. Dean of Inst. Eff. and Data Analytics	Golden Gate University
Amit	Prayag	Analyst	University of California
Edgar	Punay	Analyst	CSU Stanislaus
Malcolm	Quon	IR Analyst	UC Berkeley
Emila	Rahimic	Research Analyst	College of the Desert
Carol	Rains-Heisdorf	Interim Director of Institutional Research	Fresno City College
Seferina	Ramirez	Senior Research Analyst	Merced College
David	Ranzolin	Senior Institutional Research Analyst	San Francisco State University
Wes	Rehm	Manager, Pre-Sales Support	SAS Institute
Julia	Rennie	University Partnerships	Interfolio
Eun	Rhee	Research Associate	Cal State East Bay
Shannon	Rider	Manager, Noncredit Strong Workforce	Mt. San Antonio College
Jesus	Rivas	Research and Planning Analyst	San Diego Continuing Education
David	Rodriguez	Research Analyst	Las Positas College
Timothy	Rogers	Director of Business Analytics and Solutions	Stanford University
Dmitri	Rogulkin	Executive Director, Research & Institutional Effectiveness	State Center CCD
Tyler	Rollins	Research Analyst	American River College
Leo	Rosen	Planning and Resource Analyst	UCSC
Lisa	Rotunni	Exec Director, Academic Research & Resources	Cal Poly Pomona
Ryan	Russell	Analyst	Stanford University
Rosaleen	Ryan	Director of Institutional Research	Monterey Peninsula College
Ola	Sabawi	Research Analyst	De Anza College
Rajinder	Samra	Director of Research & Planning	Las Positas College
Amber	Sánchez	Institutional Research Associate	Loyola Marymount University
Susana	Santos	Director of Institutional Research & Assessment	Whittier College
Phoumy	Sayavong	Research Analyst	Berkeley City College

Conference Attendees

James	Schirmer	Senior Research Associate	University of La Verne
Joel	Schwartz	Senior Strategic Analyst	California State University, Sacramento
Jennifer	Scott	Senior Alliance Specialist	SAS Institute, Inc.
Tim	Sechang	Institutional Effectiveness Coordinator	California Baptist University
Emily	Shindledecker	Senior Research Analyst	San Francisco State University
Satoko	Siegel	Institutional Effectiveness Analyst	Western University of Health Sciences
Greg	Siino	Assistant Vice Chancellor	University of California, Davis
Josephine	Sirineo	Sr. Research Analyst	CSU Office of the Chancellor
Ryan	Smith	Chief External Office	Partnership for Los Angeles Schools
Sally Eun Ji	Son	Data Analyst	Stanford University
Eric	Spear	President	Precision Campus
Jason	Stewart	Assistant Director	UC Davis
Jason	Straub	Data & Reporting Analyst	University of California Office of the President
Roy	Stripling	Director Student Success Initiatives	CSU Office of the Chancellor
Jeanne	Stronach	Assistant V.P.	San Diego State University
Edward	Sullivan	AVC, Institutional Research & Analyses	CSU Office of the Chancellor
Sathyan	Sundaram	Research Analyst	CSU Monterey Bay
Su	Swarat	AVP Institutional Effectiveness	Cal State Fullerton
Randy	Tarnowski	Director of Research	AICCU
Wilmer	Tejada	Research Analyst II	SJECCD
Claudia	Tenty	Senior Information Reporter	Solano Community College
Ravneet	Tiwana	Senior Research Associate	San Jose State University
Shouka	Torabi	Research and Planning Analyst	Saddleback College
Corinne	Townsend	Institutional Research Analyst	UC Merced
Truong	Tran	Research and Planning Analyst	Saddleback College
Sean	Travers	Director	Equifax
Shirley	Truong	Assistant Director, Institutional Research	University of California, Santa Cruz
John	Tucker	IR Analyst	Southern States University
David	Ulate	Executive Director, Institutional Research and Planning	Foothill-De Anza CCD
Joseph	Van Matre	IR Analyst	University of California Office of the President
Pei-Lin	Van't Hul	Principal Research and Data Analyst	Solano Community College
Sara	Vasquez	Assessment and Program Evaluation Analyst	Stanford University
Jeff	von Rosenberg	Account Executive	Interfolio
Chuck	Walz	Director of Institutional Research	Notre Dame de Namur University

Conference Attendees

Ning	Wang	Director of Institutional Research	University of California, San Francisco
Michael	Weisman	Vice President of Campus Relations	Campus Labs
Clarence	Wheeler	Analyst	University of California
Gary	Whisenand	Associate Dean, Institutional Research & Assessment	Whittier College
Terrence	Willett	Dean of Research & Planning	Cabrillo College
Darnesha	Williamson	Institutional Research Analyst	Carrington College
Mariam	Willis	Solutions Sales Manager	Elsevier - Research Intelligence
Darren	Wilson	Research Analyst	San Jose State University
Katy	Wilson	Associate Researcher	Monterey Peninsula College
Richard	Winn	President	ACCJC
Hui-Jeong	Woo	Sr. Research Analyst	CSU Office of the Chancellor
Su Seon	Yang	Data Scientist	CSULA
Fanny	Yeung	Director	Cal State East Bay
Alan	Yu	Research Tech	CSU Los Angeles
Oliver	Zambrano	Research Analyst	Imperial Valley College
Jazmin	Zane	Director of Institutional Research	Pepperdine University
Freddie	Zenteno	Research Analyst	California State University, Long Beach
Jianhua	Zhang	Research Associate	Cal State East Bay
Alexander	Ziko	Data Analyst	Rapid Insight
Matthew	Zivot	Associate Director	Fresno State
Krassimila	Zlatanova	VP of IR and QA	Cogswell College
Michael	Zuniga	Assistant Registrar	Laguna College of Art + Design



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Read more about Oklahoma State's journey: sas.com/osu

View OSU's Cowboy Data Round-Up: irim.okstate.edu/cdr

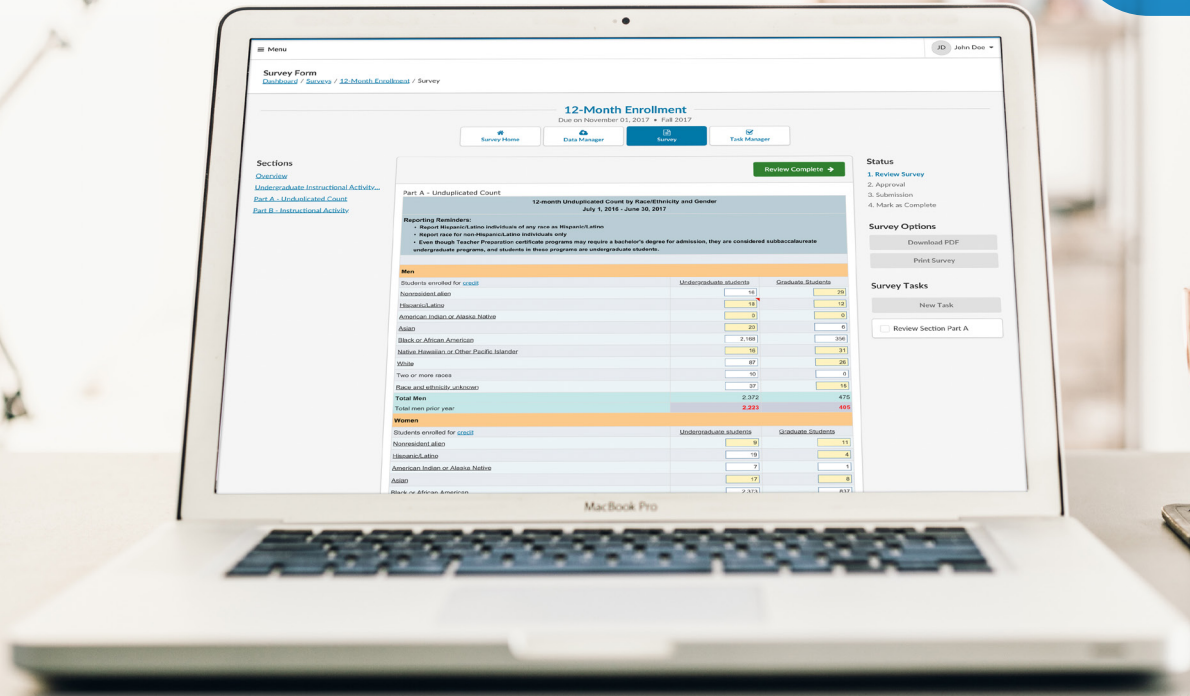


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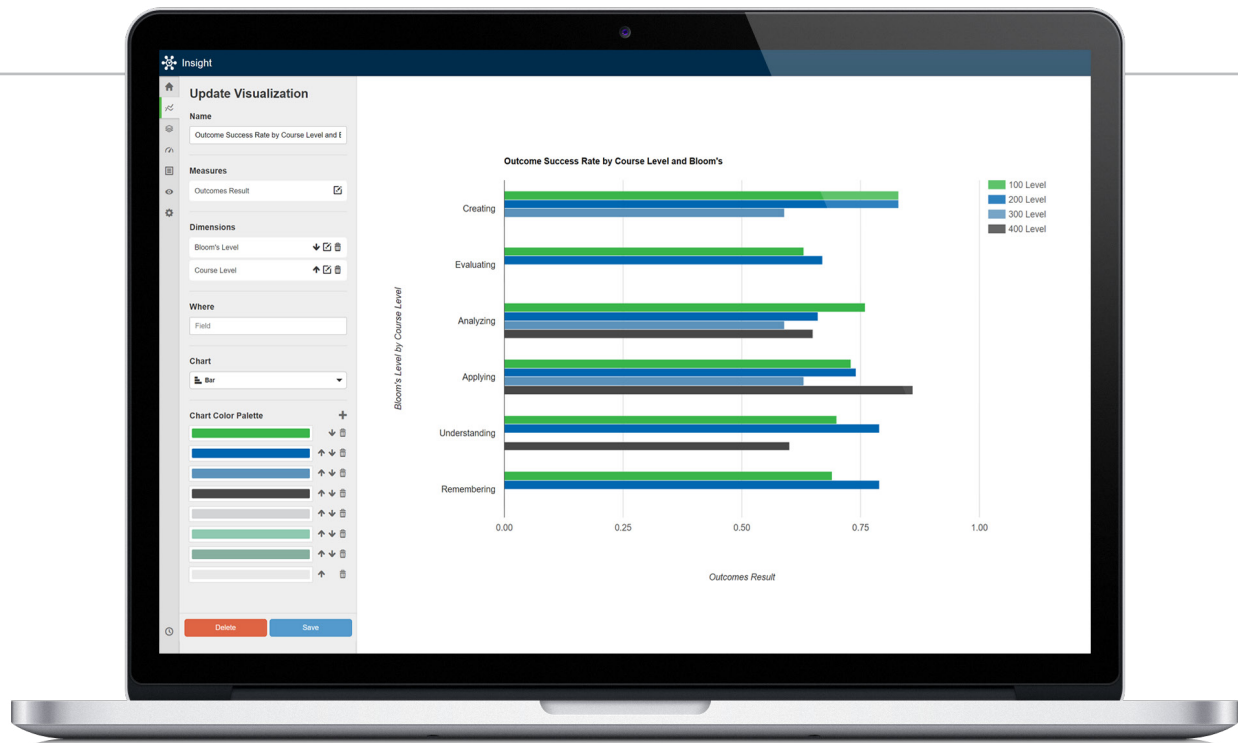
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The Need for Quality Graduate Data and Insights

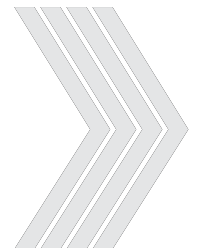
While costs associated with higher education are increasing, so too is the pressure for institutions to present meaningful insight on the value their programs provide to graduates and the economy. While this is partly to find a competitive advantage, it's also to present stakeholders (trustees, admission representatives, law makers, government, accreditation boards, etc.) insight on potential income and employment opportunities following students' graduation. Unfortunately, institutions struggle to obtain the quality data necessary to help complete the strategic analyses and evaluations stakeholders need most. This is often due to reliance on cumbersome, unreliable methods for gathering graduate data, including outbound call campaigns, state-specific databases, and self-reported survey responses. Such methods can yield data that's irrelevant, dated, or just plain inaccurate.

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5

Critical Questions to Inform Decision Making Across the Institution



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- 2 Are you getting the most from your institutional grant aid?
- 3 Are there significant opportunities to improve student persistence?
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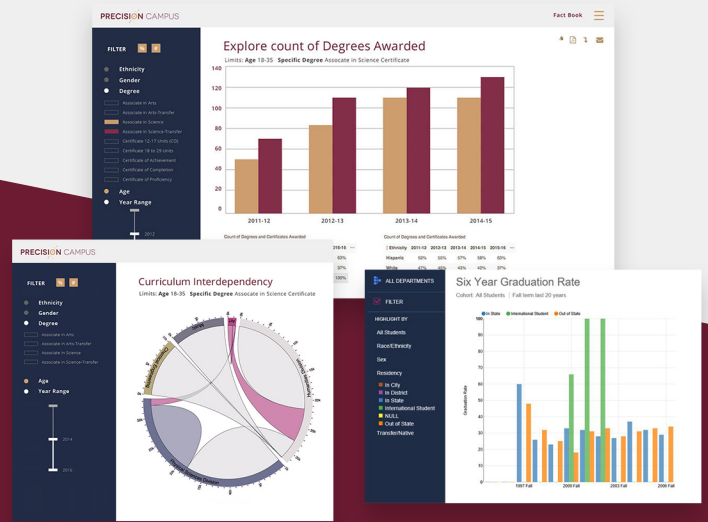
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"The National Survey of Student Engagement is the gold standard for gauging the impact of learning practices on undergraduate students."
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"NSSE results are a great starting point to understand what is—or is not—working well in your institution. It's like a flashlight shining toward improving your students' success."

— Sally M. Johnstone, President, National Center for Higher Education Management Systems



Photo credit: California Lutheran University

The National Survey of Student Engagement is entering its third decade focusing the national discourse on college quality and providing colleges and universities diagnostic, actionable data to inform evidence-based improvement.

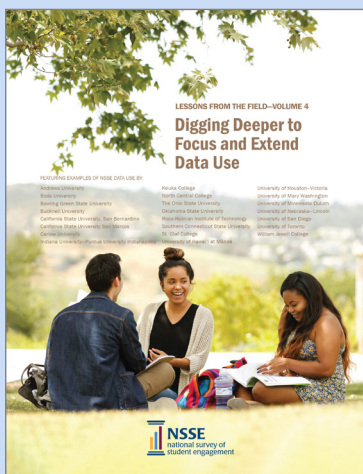
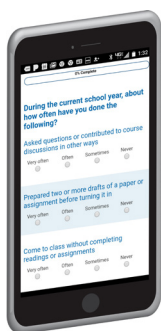
NSSE documents the extent to which first-year and senior undergraduate students engage in educational practices that are related to learning and development.

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NSSE has two companion surveys. The Faculty Survey of Student Engagement (FSSE) assesses the expectations, perceptions, and roles of faculty in promoting student engagement. The Beginning College Survey of Student Engagement (BCSSE) surveys entering students about their prior educational experiences and their expectations for the coming year.

Particular strengths of the National Survey of Student Engagement (NSSE), and the Faculty Survey of Student Engagement (FSSE), the companion survey for faculty, include:

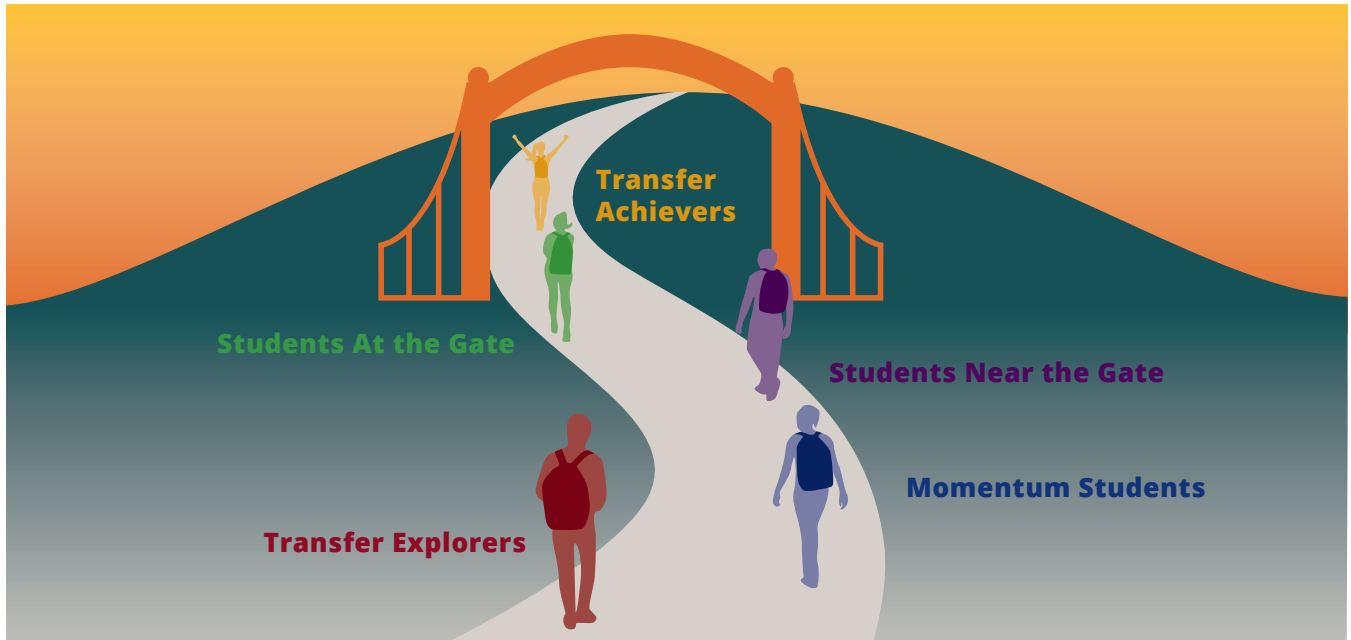
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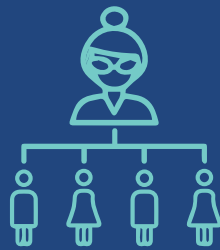
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