CALIFORNIA ASSOCIATION

CAIR
for INSTITUTIONAL RESEARCH

ETHICS IN IR: RIDING THE WAVES OF DATA

45TH ANNUAL CONFERENCE

Welcome

Dear Colleagues,

On behalf of the CAIR Board of Directors, I would like to welcome you to the 45th annual CAIR Conference. For the first time in CAIR history, our annual conference has gone virtual! I want to thank all the people who made this year's virtual conference possible – CAIR Board members, sponsors, volunteers, attendees – particularly during such a challenging time for many of us both personally and professionally. It will be a year to remember, and we hope you find this year's conference an enriching, educational, and – yes – fun experience!

The inspiration for this year's theme, Ethics in IR: Riding the Waves of Data, was the Association for Institutional Research Statement of Ethical Principles in IR, which was updated in 2019. As members of the IR community, ethical issues come up often – whether it be thinking through fundamental questions about what data elements we store and use in our reporting to how and with whom to share the results of analyses we have performed to ensure they are used and interpreted properly. Data has power and we as a community have the ability, and I would say the responsibility, to do our due diligence to make sure that it will be used and interpreted correctly and appropriately. We have created a conference for you this year that is intended to help you in the IR community do just that. I hope that you come away from the conference – whether you are joining us for one day or all three – with new ideas and new connections to help you think about how to ethically "ride the waves of data".

We are pleased to present three keynote sessions that emphasize our theme:
- Amelia Parnell, Vice President for Research and Policy at NASPA, will present Data as a Buoy: Using Analytics Ethically in a Sea of Uncertainty.
- Frank Harris III, professor of postsecondary education and Co-Director of the Community College Equity Assessment Lab (CCEAL) at San Diego State University, will present Achieving Racial Equity in Postsecondary Education: Ethical and Practical Implications for Institutional Researchers.
- Alejandra Acosta, policy analyst at the Education Policy Program at New America, will lead a panel discussion focusing on How Can IR Professionals Learn From and Contribute to Student Communication Strategies? Panelists will include Tiffany Mfume from Morgan State University, Elizabeth Adams from CSU-Northridge, Shannon Brady from Wake Forest University, and Lindsey Fifield from Georgia State University.

In total, CAIR 2020 Virtual will feature more than 50 events, including both synchronous (live) and asynchronous (recorded) sessions with interactive speaker Q&A as well as opportunities to network with other attendees and sponsors. Presentations will cover tracks related to IR Practice and Decision Support; IR Methodologies; Assessment, Accreditation, Planning, and Institutional Effectiveness; Humanizing Data; and IR Management and Collaboration. For the first time this year we also introduced a new track: COVID-19/Crisis Management. The schedule also includes our popular IR 101 series for those new to the IR community.

Once again, the CAIR Conference serves IR professionals spanning all segments in higher education. We hope you will take advantage of this opportunity to engage, learn, and connect with your colleagues. Thank you and I hope you enjoy the conference!

Cinnamon Danube
Cinnamon Danube
2020 CAIR President

CAIR BOARD OF DIRECTORS

BOARD OFFICERS

PRESIDENT
Cinnamon Danube, PhD
University of California,
Merced

VICE PRESIDENT
Rosa Belerique
New York Film
Academy

PAST PRESIDENT
Jessica Luedtke, MA
San Diego Continuing
Education, San Diego
Community College District

SECRETARY
Erin DeSantis, PhD
California State University,
Long Beach

BOARD DIRECTORS

Andrew Cress
California Baptist
University

Cheryl Harris
MiraCosta
College

Vikash Lakhani, EdD
Palomar
College

Monica Malhotra
California State University
Office of the Chancellor

Nga Phan
University of St. Augustine
for Health Sciences

Roop Prabhu
Golden Gate
University

Meiling Tang
Touro University
California

Ryan Cherland
University of California,
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!

CAIR 2020 will use the award-winning Whova platform to deliver both synchronous (live) and asynchronous (recorded) sessions as well as opportunities to network with other attendees and sponsors. The full conference program of events is now available for registered attendees via the Whova mobile app and web portal. Click the icon below to download the app or visit whova.com.

Google Play   App Store

EXHIBIT HALL

Take a break and visit our sponsors under Exhibitors. Meet our sponsors and learn about the latest software, products, and services available to IR. You can access the Exhibitors at any time. Take part in their promotional offers and access their brochures. You can also participate in the Exhibitor Challenge by inquiring at each booth. To participate, click on **Inquire Here** at each booth. Participants must inquire at all booths to be eligible for the Amazon Gift Card (subject to availability).

SESSION AND CONFERENCE EVALUATIONS

Session evaluations are integral to the selection of the annual Best Presentation Award. Links to the online session are accessible on the mobile app and web portal. To access the session evaluation, click on **Surveys**, then select the session you want to evaluate.

COMMUNITY

Chat with other CAIR 2020 attendees and earn points! Under Community, ask organizers a question, create a topic, and network with other conference attendees. To respond to a specific individual, don't forget to @ them. For more information on joining the discussion board, click here.

EDIT YOUR PROFILE ON WHOVA

Don't forget to add some flair to your Whova profile. Add a headshot and any other important information you want others to know. This helps build connections! You can even sync information from your social media profiles such as Linkedin and Facebook.

Click here for Whova *user guide.*

2020 CONFERENCE SPONSORS

VIRTUAL BOOTHS

COGNITELL
ENABLING DATA INTELLIGENCE

idata® Data Management for Higher Education

GRAYASSOCIATES
Data · Insights · Strategy

Xitracs™
Assessment · Planning · Accreditation

IOTA|360

evisions

SPONSOR SESSIONS

campuslabs
IS NOW ANTHOLOGY

Engaging Faculty with Data to Enhance Student Success

WEDNESDAY
NOVEMBER 18, 2020
1:15PM-2:00PM
#CAIR2020 ON WHOVA

CALIFORNIA ASSOCIATION
CAIR
for INSTITUTIONAL RESEARCH

evisions

Discover Evisions Higher Ed Data Foundation

WEDNESDAY
NOVEMBER 18, 2020
2:15PM-3:00PM
#CAIR2020 ON WHOVA

CALIFORNIA ASSOCIATION
CAIR
for INSTITUTIONAL RESEARCH

idata® Data Management for Higher Education

The Data Cookbook and Pragmatic Approach for Implementing Data Governance

THURSDAY
NOVEMBER 19, 2020
10:15AM-11:00AM
#CAIR2020 ON WHOVA

CALIFORNIA ASSOCIATION
CAIR
for INSTITUTIONAL RESEARCH

GRAYASSOCIATES
Data · Insights · Strategy

Making Data-informed Decisions on Programs and Course

THURSDAY
NOVEMBER 19, 2020
1:15PM-2:00PM
#CAIR2020 ON WHOVA

CALIFORNIA ASSOCIATION
CAIR
for INSTITUTIONAL RESEARCH

COGNITELL
ENABLING DATA INTELLIGENCE

Student Retention Modeling and Recommended Actions

FRIDAY
NOVEMBER 20, 2020
10:15AM-11:00AM
#CAIR2020 ON WHOVA

CALIFORNIA ASSOCIATION
CAIR
for INSTITUTIONAL RESEARCH

Helio
CAMPUS
Better Data. Brilliant Insights.

What is Data Science? An Introductory Overview

FRIDAY
NOVEMBER 20, 2020
12:45PM-2:00PM
#CAIR2020 ON WHOVA

CALIFORNIA ASSOCIATION
CAIR
for INSTITUTIONAL RESEARCH

ATTENDEE LIST

Claremont Graduate University

Ethics in IR: Riding the Waves of Data - CAIR 2020 Program at a Glance

Blue shading indicates an IR101 session; Orange shading indicates a sponsor Session – please support our sponsors!; Purple shading indicates a *Live* Workshop – no sign up required, all welcome

Time Span	IR101 Series	Sponsor Session	Session C	Session D	Session E	Session F	Session G
			Wednesday, November 18th				
7:30-3:30			**Conference Questions? Visit the CAIR Booth in the Virtual Exhibit Hall**				
8:00-11:00			*Live* CCC Segment Meeting (Hays)	*Live* UC Segment Meeting (Cherland)	*Live* CSU Segment Meeting (Figueroa)	*Live* Independent Segment Meeting (Prabhu)	
11:00-11:30			**Break, Informal Networking, and/or Sponsor Virtual Exhibits** **General Questions? *Live* Zoom Session with CAIR Board Members**				
11:30-1:00			***Live* CAIR Welcome & Opening Keynote Amelia Parnell** **Data as a Buoy: Using Analytics Ethically in a Sea of Uncertainty**				
1:15-2:00	IR101: Welcome to the After Life: Beyond Bullet Points (Le)	Engaging Faculty with Data to Enhance Student Success (Rainey)	Early Alerts: Grades in LMS as a Superior/Effortless Signal (Nguyen, Fagioli)	Confidentiality and privacy considerations in prepping data for public display (Flores, Teshima)	Launching a New Undergraduate Program: How IR can Contribute to Telling the Story (Xiang, Park)	One College's Research Response Efforts to COVID-19 (Rodriguez, Berumen, Stute, Froman)	
2:15-3:00	IR 101: What is Institutional Research, Anyway? (Krist)	Discover Evisions Higher Ed Data Foundation (A Foundation for Institutional Research and Operational Reporting) (Ashley, Dosey)	Does Student Experience Matter? Listening to the Student Voice (Chang, Armstrong, Corona, Tan)	Examples of Misleading Visualizations and How IR Can Support Prevention (Carty, Belokurova)	Gaining The Voice of Part-Time Faculty as Equitable Practice (Parker)	California's Plan for the Cradle-to-Career Data System (Booth)	Building htmlwidgets: the Future of Data Visualization in R (Ranzolin)
3:00-3:30			***Live* President's Reception & Speed Networking**				

Notes:

All sessions are asynchronous (recorded) unless denoted with "*Live*", though both live and recorded sessions will have a live Q&A with presenters during their scheduled time. Asynchronous (recorded) content will not be available prior to the time noted on the schedule. Attendees can visit the Virtual Exhibit Hall at any time.

Schedule is subject to change – last update November 5, 2020

Ethics in IR: Riding the Waves of Data - CAIR 2020 Program at a Glance

Blue shading indicates an IR101 session; Orange shading indicates a sponsor Session – please support our sponsors!; Purple shading indicates a *Live* Workshop – no sign up required, all welcome

Time Span	IR101 Series	Sponsor Session	Session C	Session D	Session E	Session F	Session G
Thursday, November 19th							
8:30-2:45	Conference Questions? Visit the CAIR Booth in the Virtual Exhibit Hall						
8:30-9:00	General Questions? *Live* Zoom Session with CAIR Board Members						
9:00-9:45	*Live* Keynote Frank Harris III — Achieving Racial Equity in Postsecondary Education: Ethical and Practical Implications for Institutional Researchers						
9:45-10:15	Break, Informal Networking, and/or Sponsor Virtual Exhibits						
10:15-11:00	IR101: Telling Your Story with Data (Phillips)	The Data Cookbook and Pragmatic Approach for Implementing Data Governance (Parish)	Data Accessibility: Making better decisions faster in an online university (Lee, Bauman, Herman)	R for Beginners: Using the Tidyverse for Faster Data Manipulation (Gonzalez)	The Other Freshman 15: Dashboards to Improve On-Time Graduation (Barbulesco, Jackson)	Leveraging Staff Insights for Enhanced Decision Support (Couch)	
11:15-12:00	*Live* Equity, Diversity, & Inclusion Task Force Reception and Networking						
12:00-12:45	*Live* CAIR Announcements, Including Outgoing CAIR Board Member Recognition						
12:45-1:15	Break, Informal Networking, and/or Sponsor Virtual Exhibits						
1:15-2:00	IR101: Examining the Field of Institutional Research: Towards More Equitable Practices (Felix)	Making Data-Informed Decisions on Programs and Course (Atkins, Keane)	Ethical Principles as Framework for Comprehensive Reporting on Academic Programs (Devos-Comby, Nettles)	And the survey says - Preliminary survey data for strategic decisions (Prayag, Wheeler, Allen)	Data Science: A Journey Not A Destination (Rudick)	Clarifying the Path to Completion with Intersegmental Program Mapping (Hayward, Shorette, Woods)	
2:00-2:45	*Live* Highlighted Session: Translating assessment findings to improve equity in learning outcomes (Sher, Sung)						

Notes:

All sessions are asynchronous (recorded) unless denoted with "*Live*", though both live and recorded sessions will have a live Q&A with presenters during their scheduled time. Asynchronous (recorded) content will not be available prior to the time noted on the schedule. Attendees can visit the Virtual Exhibit Hall at any time.

Schedule is subject to change – last update November 5, 2020

Ethics in IR: Riding the Waves of Data - CAIR 2020 Program at a Glance

Blue shading indicates an IR101 session; Orange shading indicates a sponsor Session – please support our sponsors!; Purple shading indicates a *Live* Workshop – no sign up required, all welcome

Time Span	IR101 Series	Sponsor Session/Workshop	Session C	Session D	Session E	Session F	Session G
Friday, November 20th							
8:30-2:30	Conference Questions? Visit the CAIR Booth in the Virtual Exhibit Hall						
8:30-9:00	General Questions? *Live* Zoom Session with CAIR Board Members						
9:00-9:45	*Live* Highlighted Session: Identifying Institutional Purpose and Supporting Academic Program Review (Johnson, Houska)						
9:45-10:15	Break, Informal Networking, and/or Sponsor Virtual Exhibits						
10:15-11:00	IR101: Survey Says… (Lee)	Student Retention Modeling and Recommended Actions (Swaffer, Barber)	Intentionally and Ethically Using Data to Support Student Success (Danube)	Text analysis without complex machine learning techniques (Do, Tieu, Dom)	Strategic Planning Journey in the Middle of a Pandemic (Santos, Whisenand)	Online instruction and cost variations by academic discipline(Preston)	Innovation and transformational change is rooted in culture not technology (Zentner, Cooper)
11:15-11:40	*Live* CAIR Announcements, Including 2019 Presentation Awards & Sam Agronow Scholarship Winner						
11:40-12:45	*Live* Discussion Panel with Moderator Alejandra Acosta and Panelists Tiffany Mfume, Elizabeth Adams, Shannon Brady, and Lindsey Fifield How Can IR Professionals Learn From and Contribute to Student Communication Strategies?						
12:45-1:15	Break, Informal Networking, and/or Sponsor Virtual Exhibits						
12:45-2:00		*Live* What is Data Science? An Introductory Overview (Teate)	*Live* Text analysis for higher education: More than just word clouds! (Lankham, Chang)				
1:15-2:00	IR101: Data Visualization Principles (Heil)		Data Documentation: How to build these data steward muscles now! (Garrison)	IR Juggling: Objectivity, Accountability, and the Fierce Urgency of Now (Willett, Hayward, Newell)	Faculty (dis)Use of Learning Outcome Assessments (Willerton, Hussey)	Hearing Our Students' Voices During COVID Commencement Planning (Wahl)	
2:00-2:30	*Live* CAIR Closing Remarks, Including New CAIR Board Member Welcome, 2021 Conference Location & Theme Announcement						

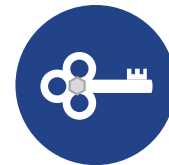Notes:

All sessions are asynchronous (recorded) unless denoted with "*Live*", though both live and recorded sessions will have a live Q&A with presenters during their scheduled time. Asynchronous (recorded) content will not be available prior to the time noted on the schedule. Attendees can visit the Virtual Exhibit Hall at any time.

Schedule is subject to change – last update November 5, 2020

KEYNOTE SPEAKERS

WEDNESDAY

Data as a Buoy:
Using Analytics Ethically in a Sea of Uncertainty

DR. AMELIA PARNELL
NASPA

Amelia Parnell is vice president for research and policy at NASPA – Student Affairs Administrators in Higher Education, where she leads many of the Association's scholarly and advocacy-focused activities. Amelia writes and speaks frequently about topics related to student affairs, college affordability, student learning outcomes, and institutions' use of data and analytics. Amelia's policy and practitioner experiences include prior roles in association management, legislative policy analysis, internal audit, and TRIO programs. Her research portfolio includes studies of leadership in higher education, with a focus on college presidents and vice presidents. She is the author of the forthcoming book, You Are a Data Person: Strategies for Using Analytics on Campus and a co-editor of the book, The Analytics Revolution in Higher Education: Big Data, Organizational Learning, and Student Success. Amelia currently serves on the board of directors for EDUCAUSE and is an advisor to several other higher education organizations. She holds a Ph.D. in higher education from Florida State University and masters and bachelor's degrees in business administration from Florida A & M University.

THURSDAY

Achieving Racial Equity in Postsecondary Education: Ethical and Practical Implications for Institutional Researchers

FRANK HARRIS III
SAN DIEGO STATE UNIVERSITY

Dr. Frank Harris III is a professor of postsecondary education and Co-Director of the Community College Equity Assessment Lab (CCEAL) at San Diego State University. He is best known for his expertise in racial [in]equity in postsecondary education and has made important contributions to knowledge about college student development and the social construction of gender and race in college contexts. His work prioritizes populations that have been historically underrepresented and underserved in education.Harris's scholarship has been published in leading journals for higher education and student affairs research and practice. He has also delivered more than 1,000 academic and professional presentations throughout his career. His commentary has been sought by several high-profile media outlets, including CNN, The New York Times, The Los Angeles Times, and The Chronicle of Higher Education, to name a few. Harris is also regularly consulted by colleges and universities across the country for his expertise on student equity, student success, and institutional transformation.Before joining the faculty at San Diego State, Harris worked as a student affairs educator and college administrator in the areas of student affairs administration, student crisis support and advocacy, new student orientation programs, multicultural student affairs, academic advising, and enrollment services. He also served as an adjunct professor of speech communication at Los Angeles Trade Technical College. Harris earned a bachelor's degree in communication studies at Loyola Marymount University, a master's degree in speech communication at California State University Northridge, and a doctorate in higher education from the Rossier School of Education at the University of Southern California.

KEYNOTE SPEAKERS

How Can IR Professionals Learn From and Contribute to Student Communication Strategies?

IR professionals often share data with practitioners on our campuses - academic advisors, student affairs staff, faculty - tasked with communicating with students to support their success. But we sometimes don't know what data to share or how the data we share will be used. How can IR professionals work effectively with campus practitioners to share data that is accurate, timely, and contextualized and how can we support ethical and effective data driven communications? This panel will explore good practices for communicating data to students that IR professionals can use to support the work of student success practitioners. IR professionals will walk away from the discussion with practice and research-based ideas about how to support effective and ethical communications to students at our campuses.

ALEJANDRA ACOSTA
Policy Analyst
Education Policy
Program at New America

TIFFANY MFUME
Assistant Vice President for
Student Success and Retention
Morgan State University

ELIZABETH ADAMS
Associate Vice President,
Undergraduate Studies
California State University-
Northridge

SHANNON BRADY
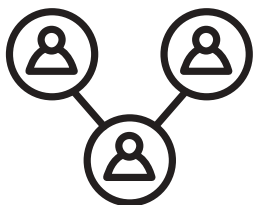**Faculty, Department of**
Psychology
Wake Forest University

LINDSEY FIFIELD
Project Director
Georgia State University

CAIR 2020 GAMES

LEADERBOARD GAME

Prize: $100 Amazon Gift Card

- Earn points based on your participation in the community board.
- The ore you post, the more points you earn.
- Share photos, give session feedback, post a question, answer a survey, etc.
- Check your current ranking under Leaderboard.
- The attendee with the most points wins!

SPONSOR SESSION

Prize: $50 Amazon Gift Card

- Attend a Sponsor Session and ask a question to be entered to win a $50 Amazon Gift Card.
- One entry per session.
- You must ask a question in the Session Q&A (not chat).
- Up to six entries per person.
- One winner will be selected at random.

EXHIBITOR CHALLENGE

Prize: $5 Amazon Gift Card

- Take a virtual tour of our featured Exhibitors.
- Click on Exhibitors.
- Connect by clicking INQUIRE HERE.
- Must connect with all exhibitors.
- All participants that complete this challenge will receive a $5 Amazon Gift Card.*

*subject to availability

QUESTIONS?

Under the Community tab, leave a question under Ask Organizers Anything. CAIR Directors will be notified of your post and will respond shortly.

EVENT SCHEDULE

WEDNESDAY, NOVEMBER 18

8:00 AM-11:00 AM
LIVE: CCC Segment Meeting
Live Stream: Join stream on WHOVA
Speaker: Bri Hays
Join other California Community College institutional research, planning, and effectiveness professionals for an interactive session including updates on RP Group projects, professional development for the field, statewide updates, and breakout discussions with colleagues on issues of critical interest to the field.

8:00 AM-11:00 AM
LIVE: CSU Segment Meeting
Live Stream: Join stream on WHOVA
Speaker: Tanya Figueroa
The CSU segment meeting will be utilizing small group discussions as a way for folks to discuss pressing campus IR issues and logical hanging threads around which clarity/brainstorming is needed. Topics may help IR offices think through challenges to reporting and analytic goals.

11:00 AM-11:30 AM
Break, Informal Networking, and/or Sponsor Virtual Exhibits
Check out the Exhibitors
Take a break, stretch your legs, and visit one of our sponsor booths in the exhibit hall for the chance to win a prize! Submit an inquiry at each booth and receive a $5 Amazon Gift Card (subject to availability).

11:00 AM-11:30 AM
LIVE: Zoom Session with CAIR Board Members
Live Stream: Join stream on WHOVA
Speaker: CAIR Board of Directors
General questions? Join CAIR Board members in a live Zoom session to let us know how we can help.

8:00 AM-11:00 AM
LIVE: UC Segment Meeting
Live Stream: Join stream on WHOVA
Speaker: Ryan Cherland
UC campuses will meet to provide campus and systemwide updates, discuss challenges and successes, and learn from each other. Topics of discussion may include: analyses on remote learning and other pandemic issues, near term enrollment planning, surveys, assessment, and accreditation.

8:00 AM-11:00 AM
LIVE: Independent Segment Meeting
Live Stream: Join stream on WHOVA
Speaker: Roop Prabhu
This session will provide a forum for discussions relevant to the independent segment institutions. Special attention will be given to issues impacting both profit and non-profit institutions along with special interest groups present in the independent segment.

11:30 AM-1:00 PM
LIVE: Data as a Buoy: Using Analytics Ethically in a Sea of Uncertainty
Live Stream: Join stream on WHOVA
Speaker: Amelia Parnell
As institutions navigate new challenges in a rapidly-changing environment, it is now critical for professionals to use data to effectively address emerging student issues. This session will present several current trends that are impacting institutions' use of data to help students succeed. Throughout the session will be a focus on how ethical uses of data, combined with effective collaboration and communication, can help professionals manage the many changes that likely lie ahead. Attendees will learn how to find their unique data-related strengths and the session will close with a set of predictions about how data will influence institutions' strategic use of resources in the future.

EVENT SCHEDULE

1:15 PM-2:00 PM
Engaging Faculty with Data to Enhance Student Success
Recorded Video: Watch on WHOVA
Speaker: Kelli Rainey
Faculty are our most direct link with students. They have regularly scheduled classes with them that provide opportunities for observing both positive developments and emerging concerns. Further, without their efforts, measuring educational program effectiveness would be impossible. In this short session, Campus Labs provides strategies for engaging with faculty to deepen our commitment to student success, and program effectiveness.

1:15 PM-2:00 PM
Early Alerts: Grades in LMS as a Superior/Effortless Signal
Recorded Video: Watch on WHOVA
Speakers: Vinh Nguyen, Loris Fagioli
Many institutions have implemented an early-alert system/program, which typically consists of two components: 1) a signal or mechanism that flags students in need of support, and 2) a set of coordinated interventions to help the identified students. The former usually involves a system for instructors to flag students for support teams to target (reasons: lack of attendance, not turning in homework, not doing well in quizzes, not participating, etc.). Because it involves data entry from instructors, the adoption rate is typically low, which leads to a marginally effective program at best. In this session, we demonstrate the utility of grades stored in a learning management system (Canvas) as an early alert signal, which has the potential to identify many more students that are struggling without requiring additional effort on the instructors' part. This will allow the program to scale, and instructors to focus on intervention and helping students.

1:15 PM-2:00 PM
IR 101: Welcome to the After Life: Beyond Bullet Points
Recorded Video: Watch on WHOVA
Speaker: Michael Le
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 presentation software (e.g., PowerPoint, Prezi, Google Slides, etc.) is misused and that misuse is replicated. Fear not, Data Science Communicator Michael Le is here to show you that there is life after death by PowerPoint. The presenter will use his engaging, effective, and award-winning presentation style to share his methods for creating, editing, and delivering a presentation. Participants will learn how to utilize data storytelling to effectively communicate with their audience.

1:15 PM-2:00 PM
Confidentiality and privacy considerations in prepping data for public display
Recorded Video: Watch on WHOVA
Speakers: Aliana Flores, Angela Teshima
Tableau Public is available to the public for free, allowing users to publish their dashboards and share their data with the world. It's a great tool that can be used to host a variety of public data displays. However, considering it is a public hosting site, how does one ensure data security and confidentiality? While Tableau Public offers the ability to keep your data from being downloaded, our office has taken it a step further and made it a practice to de-identify all data prior to creating data displays and hosting them on Tableau Public. Our session will cover our process of de-identifying data, addressing small cell size, ensuring data confidentiality and creating and uploading dashboards.

EVENT SCHEDULE

All events in Pacific Time

1:15 PM-2:00 PM
One College's Research Response Efforts to COVID-19
Recorded Video: Watch on WHOVA
Speakers: Jaime Rodriguez, Daniel Berumen, Cathy Stute, Vera Froman
Once the COVID-19 crisis began and instruction shifted to remote learning, all college and universities eagerly wanted to understand the needs and challenges their students were experiencing. It became imperative to inquire how to best support students during the COVID-19 crisis, and specifically during the spring 2020 term. Simultaneously, survey instruments suddenly became an essential component of the COVID-19 response efforts by college campuses. The purpose of this session is to share Mt. San Antonio College's unique journey and experience in developing a student survey and disseminating the results to better understand the challenges and needs of students in Spring 2020. In addition, the presenters will share practices, ideas, and lessons learned with the hope that other colleges can benefit to address current COVID-19 research needs at their institutions.

2:15 PM-3:00 PM
Discover Evisions Higher Ed Data Foundation (A Foundation for Institutional Research and Operational Reporting)
Recorded Video: Watch on WHOVA
Speakers: Don Ashley, Mike Dosey
Join Evisions as we introduce DORIS, our new data foundation designed specifically for higher education. DORIS provides a consistent data set for reporting without the need for SQL and dedicated technical experts. When you report from DORIS, your time-to-report and time-to-insight are faster and more consistent from year-to-year. To learn how DORIS will benefit your institution, we'll show how DORIS, along with Evisions IRIS, is an easier way to report data specific to IPEDS surveys.

1:15 PM-2:00 PM
Launching a New Undergraduate Program: How IR can Contribute to Telling the Story
Recorded Video: Watch on WHOVA
Speakers: Jun Xiang, Jung-Sun Park
This session addresses how Institutional Research (IR) plays a role in launching a new degree program. With emerging fields being established in academia and changing population in local areas, there are always opportunities to offer new degree programs at colleges across the country. The process of submitting the application to committees, accrediting bodies, including assessment plans, can be daunting and full of hurdles. Telling a persuasive story that demonstrates the need for a new degree program is of great importance in this process. This session will illustrate how IR supports the process of launching a new undergraduate degree program, using Asian Pacific Studies at CSUDH as an example.

2:15 PM-3:00 PM
IR 101: What is Institutional Research, Anyway?
Recorded Video: Watch on WHOVA
Speaker: Paula Krist
Are you new to Institutional Research? Do you want to know more about some of the things you are expected to do as an institutional researcher? Following a brief description of the evolution of the field of institutional research, this the session will elaborate the primary functions of institutional research, such as data collection and management, data mining, and reporting. Participants will better understand the scope of an institutional research office and will leave with a short list of helpful references.

EVENT SCHEDULE

2:15 PM-3:00 PM
Does Student Experience Matter? Listening to the Student Voice
Recorded Video: Watch on WHOVA
Speakers: Tongshan Chang, William Armstrong, Sophia Corona, Bryan Tan
This session discusses the importance and value of systematically gathering, analyzing, and reporting on the campus experiences of students over time using examples from the University of California Student Experiences Survey (UCUES). Conducted biennially at each UC campus since 2002, the UCUES has provided valuable insights and data on the undergraduate student experience over time. Through Interactive dashboards at the UC system and campus level that provide longitudinal data from 2006-2018 these data have been used by UC system and campus decision-makers, staff, and students- to better understand how the undergraduate experience is shaped by student needs and interests, and campus and environmental factors at the University of California. The session will include 4 perspectives- UC system level, a UC campus Institutional Research office, a current UC student, and a prospective UC student currently in high school.

2:15 PM-3:00 PM
Examples of Misleading Visualizations and How IR Can Support Prevention
Recorded Video: Watch on WHOVA
Speakers: Heidi Carty, Galina Belokurova
Data visualization is a powerful way to capture the consumer's attention and convey ideas. As such, it's important for the consumer to interpret visuals carefully. The role of IR is to not only avoid the misrepresentation of data in visualization, but to educate consumers of dashboard visualizations to become better consumers. There are many ways a chart may be intentionally or unintentionally designed to distort the data. It might be the result of the use of incorrect data or a poorly designed graph. One might not correctly discuss the visual, exaggerate small differences, conceal data, use an incorrect amount of data or suggest misleading patterns. How can IR teach consumers of dashboards to become better critical thinkers of visual information? The authors discuss creative ways to education consumers to be critical thinkers when interpreting data visualizations on dashboards.

2:15 PM-3:00 PM
Gaining The Voice of Part-Time Faculty as Equitable Practice
Recorded Video: Watch on WHOVA
Speaker: Catherine Parker
Engagement in campus planning and decision-making can be challenging for part-time faculty due to the nature of the job. Being mindful of this challenge, I captured an audience of part-time faculty when they were most likely on campus during professional development (FLEX) week incentivized with pay to gather feedback on how we can better engage them. At College of the Canyons, part-time faculty get paid for attending up to five hours of FLEX at their regular hourly rate and then up to an additional four hours at the non-instructional rate.

EVENT SCHEDULE

2:15 PM-3:00 PM
California's Plan for the Cradle-to-Career Data System
Recorded Video: Watch on WHOVA
Speaker: Kathy Booth
California's current data systems are not connected, making it difficult to answer important questions about how well our state's education system is serving its students. California's Cradle-to-Career Data System is a new, innovative statewide initiative that will make education, social services, and employment information more accessible for all by providing actionable intersegmental data that will help data practitioners contextualize and address equity issues. Attend this session to learn more about the proposed new data system and how it fits within a larger data ecosystem—providing data that is transparent, identifying trends and contributing to scholarship. Data practitioners in K-12 and higher education will get an opportunity to provide their feedback on the intended approach. The presentation will include an overview of the planning process, timeline, and get feedback about the operational and analytical tools and the research request process.

2:15 PM-3:00 PM
Building htmlwidgets: the Future of Data Visualization in R
Recorded Video: Watch on WHOVA
Speaker: David Ranzolin
Hadley Wickham recently noted, "I think the future of visualization in R is fundamentally and inextricably tied to visualization in JavaScript". Towards that future, the htmlwidgets framework is the glue. With only a minimal amount of JavaScript knowledge, the R developer can port any existing JavaScript library or create their own visualizations with powerful tools like d3.js or VegaLite. The objectives of this session are threefold: (1) showcase a gallery of htmlwidgets; (2) introduce htmlwidget scaffolding in R packages; and (3) live-code the creation of a simple htmlwidget using d3.js.

3:00 PM-3:30 PM
LIVE: President's Reception & Speed Networking
Live Stream: Join stream on WHOVA
Speaker: Cinnamon Danube
Join the CAIR Board for a President's Reception the likes of which you've never seen! We'll use Zoom breakout rooms for a "speed networking" activity. Come ready to meet new colleagues and build new connections in the CAIR community! (Happy hour cocktails/mocktails and snacks are encouraged but not required!)

Mocktail recipes

EVENT SCHEDULE

THURSDAY, NOVEMBER 19

8:30 AM-9:00 AM
LIVE: Zoom Session with CAIR Board Members
Live Stream: Join stream on WHOVA
Speaker: CAIR Board of Directors
General questions? Join CAIR Board members in a live Zoom session to let us know how we can help.

9:45 AM-10:15 AM
Break, Informal Networking, and/or Sponsor Virtual Exhibits
Check out the Exhibitors
Take a break, stretch your legs, and visit one of our sponsor booths in the exhibit hall for the chance to win a prize! Submit an inquiry at each booth and receive a $5 Amazon Gift Card (subject to availability).

10:15 AM-11:00 AM
The Data Cookbook and Pragmatic Approach for Implementing Data Governance
Recorded Video: Watch on WHOVA
Speaker: Brian Parish
Implement data governance at your institution with the Data Cookbook by IData. Join us for a Data Cookbook demonstration and get a quick overview of the issues with data governance. Then we'll cover the benefits of the Data Cookbook and the features it provides to help address these issues.

Learn how the Data Cookbook helps:
* document your business definitions of data as well as the technical details
* provide a collaborative framework for gathering important requirements for your reports
* enable all users to understand the meaning of the data
* track and govern the lineage and quality of your data across the organization
* integrate with data systems to automatically monitor for quality issues and unplanned changes in your data structures

Want to make data governance easier? Increase trust in your data? Proven framework for data governance? Then this is the session for you.

9:00 AM-9:45 AM
LIVE: Achieving Racial Equity in Postsecondary Education: Ethical and Practical Implications for Institutional Researchers
Live Stream: Join stream on WHOVA
Speaker: Frank Harris III
Although the concepts of "equity" and "equity mindedness" are more widely embraced by educators now than they were a decade ago, closing equity gaps remains an elusive goal at most colleges and universities. Thus, in this address, the presenter will unpack the myriad of institutional barriers that thwart systematic efforts to close equity gaps while elucidating the ways that campus data can be used to uncover these gaps and track progress toward achieving equity. In addition, he will discuss the critical role that institutional researches play in institutional change efforts and propose intentional strategies stemming from AIR's Statement of Ethical Principles that can be enacted by researchers to advance racial equity. The insights of this presentation will be derived from the presenter's experiences in working with colleges and universities across the United States in a range of equity-related efforts and initiatives.

10:15 AM-11:00 AM
IR 101: Telling Your Story With Data
Recorded Video: Watch on WHOVA
Speaker: Brad Phillips
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, useable and actionable. 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.

EVENT SCHEDULE

THURSDAY, NOVEMBER 19

10:15 AM-11:00 AM
Data Accessibility: Making Better Decisions Faster in an Online University
Recorded Video: Watch on WHOVA
Speakers: Irene Lee, Nathan Bauman, Wayne Herman
This presentation addresses the issue of IR Practice and Decision Support by examining the work of a growing IR department in a small, fast-paced, distance education institution that has progressed from a nascent IR function in 2017 to an IR department that provides crucial support for management decision-making three years later. Making work accessible to those who need data, particularly in support of decision making, is the CAIR ethical principle examined. The objectives of this session are that (1) participants will appreciate the crucial role that IR plays in support of a data-driven management decision-making process; and (2) participants will examine a framework of collaboration for determining institutional data and reporting needs with the aim of making institutional data more accessible.

10:15 AM-11:00 AM
Leveraging Staff Insights for Enhanced Decision Support
Recorded Video: Watch on WHOVA
Speaker: Victoria Couch
Staff are vital members of the campus community, yet they are often overlooked in data collection efforts. This presentation highlights the value of including staff to enhance data-informed decision support. Real world examples and data from the 2020 HERI Staff Climate Survey will demonstrate the kinds of insights that staff can provide on policy and campus climate. Participants will be prompted throughout to consider how their office has/has not used staff data in the past for decision support and how they may incorporate it into their practices moving forward.

10:15 AM-11:00 AM
R for Beginners: Using the Tidyverse for Faster Data Manipulation
Recorded Video: Watch on WHOVA
Speaker: Michael Gonzalez
Data wrangling is one the most time-consuming parts of being an IR professional because rarely does the data arrive exactly how it is needed in order conduct analyses appropriately. This session will provide an overview of the Tidyverse, which are a collection of packages in R designed for faster data manipulation using intuitive code that is easy to read and understand. Participants will learn the basics of getting started in RStudio through common examples that will make data manipulation tasks faster and easier.

10:15 AM-11:00 AM
The Other Freshman 15: Dashboards to Improve On-Time Graduation
Recorded Video: Watch on WHOVA
Speakers: Nick Barbulesco, Erika Jackson
Championed by advocates for improving student outcomes and reinforced with IR data visualizations, UC Davis undertook a new approach to advising entering undergraduate students on first-term unit load in the lead up to Fall 2019. We will showcase our engagement with campus leadership and analytical support for new strategies, the evolution of our data visualization designs and some of the challenges we encountered along the way.

11:15 AM-12:00 PM
LIVE: Equity, Diversity, & Inclusion Task Force Reception and Networking
Live Stream: Join stream on WHOVA
Speakers: Erin Jacobs, Andrew Cress, Rosa Belerique, Monica Malhotra, Cinnamon Danube
Join the CAIR Equity, Diversity, and Inclusion Task Force to learn about the work of the Task Force and share your feedback during this interactive informational and networking session.

EVENT SCHEDULE

12:00 PM-12:45 PM
LIVE: CAIR Announcements
Live Stream: Join stream on WHOVA
Speakers: Cinnamon Danube, Monica Malhotra, Nga Phan, Jessica Luedtke, Erin Jacobs
CAIR Announcements, Including Outgoing CAIR Board Member Recognition

12:45 PM-1:15 PM
Break, Informal Networking, and/or Sponsor Virtual Exhibits
Check out the Exhibitors
Take a break, stretch your legs, and visit one of our sponsor booths in the exhibit hall for the chance to win a prize! Submit an inquiry at each booth and receive a $5 Amazon Gift Card (subject to availability).

1:15 PM-2:00 PM
Ethical Principles as Framework for Comprehensive Reporting on Academic Programs
Recorded Video: Watch on WHOVA
Speakers: Loraine Devos-Comby, Stephen Nettles
The Office of Institutional Effectiveness (OIE) of a large online university will demonstrate how the ethical principles put forth by AIR can serve as a research framework. When its institution took over the doctoral programs from its sister institution that was closing, OIE had the opportunity to develop a new reporting structure on doctoral programs to better support leadership. OIE collaborated with stakeholders who recognized the impact that OIE's research could have on new directions for these programs. OIE promptly created static reports with basic population statistics. Then, OIE helped define the key metrics for leadership, faculty, and advisors, and created a dashboard accessible to these various roles, which informed them and assisted them in performing critical processes. To fully understand and contextualize these metrics, OIE conducted an in-depth behavioral analysis, drawing the methodology from the literature. Soon, improvements were noted on key metrics, including time to degree completion.

1:15 PM-2:00 PM
And the Survey Says - Preliminary Survey Data for Strategic Decisions
Recorded Video: Watch on WHOVA
Speakers: Amit Prayag, Clarence Wheeler, Jenna Allen
This session covers how a student experience survey shaped the strategic discussions and cross-campus collaboration among various leadership groups. It also shares how an interdisciplinary team collaborated on the analysis of survey data, navigated the dynamic requirements, addressed the issues surrounding the response collection, and formulated a workflow to disseminate the results to the corresponding leadership groups. As our students are at the focal point of our higher education universe, a data-driven understanding of student experience helped us share key data insights for driving a positive change amidst unprecedented times. This session aligns with the conference theme 'Ethics in IR', because it involves the use of sensitive response data, which has to be accurate to maintain cross-campus communication. Given the sensitivity around usage of preliminary survey data (as compared final survey data) and student demographic information, the team successfully navigated uncharted waters and demonstrated the highest level of ethics in IR.

EVENT SCHEDULE

All events in Pacific Time

1:15 PM-2:00 PM
[CANCELLED] IR 101: Examining the Field of Institutional Research: Towards More Equitable Practices
CANCELLED
Speaker: Eric Felix
As equity is prioritized in higher education, institutional research (IR) offices become critical units to identify and address inequities faced by minoritized students. We share results from a research study analyzing all Institutional Research Office mission statements across California's Community Colleges. We find a limited discourse around race and equity and ways that IR can be part of the process to mitigate disparities on campus. None of the statements in our sample included the word race or any words stemming from it such as racism or racial disparity. The majority (89%) of statements omitted equity from their purpose, failing to describe how IR can serve to improve equitable outcomes. Our work prompts the field of IR to be more race-conscious and equity-minded in the ways they articulate their role and function in higher education.

1:15 PM-2:00 PM
Making Data-Informed Decisions on Programs and Course
Recorded Video: Watch on WHOVA
Speakers: Bob Atkins, Timothy Keane
Financial sustainability is a critical issue for institutions and their accreditors, but most institutions are missing critical data: they do not know the economics of their courses and programs. Worse still, many rely heavily on cost data to inform their decisions, while neglecting the revenue and margin that programs may generate. IR can play a critical role in developing systems to understand instructional economics. We will share a methodology for calculating revenue, cost, and margin for academic courses and programs–data that should inform any decision on growing, cutting, or adding faculty and the courses and programs they teach. We will also share strategies for incorporating economic data into the program and course decision-making process. Additionally, we will discuss market demand for academic programs - as markets ultimately drive enrollments, and revenues.

EVENT SCHEDULE

1:15 PM-2:00 PM
Data Science: A Journey Not A Destination
Recorded Video: Watch on WHOVA
Speaker: Craig Rudick
Effective data science programs employ a wide range of tools from the humble bar chart to advanced analytics algorithms to answer questions using data. While predictive modeling and machine learning are powerful tools, their major strength is also their most important limitation: they answer very specific questions very precisely. In order to use their results effectively, they need to be put in a broader context, informed by a more holistic data analysis. Moreover, an important benefit of this type of holistic analysis approach is that it can support transparent and intentional usage of student data. We will discuss techniques, both technical and practical, for designing and implementing a data science program that uses the full range of available tools, how this improves data usage transparency, and how it creates the broad and deep knowledge base upon which true data-informed decision making is grounded.

1:15 PM-2:00 PM
Clarifying the Path to Completion with Intersegmental Program Mapping
Recorded Video: Watch on WHOVA
Speakers: Craig Hayward, Rob Shorette, Chenoa Woods
Comprising three components—the Data Cleanup Tool, the Authoring Interface, and the Student Experience—the program mapper exemplifies the guided pathways principles of pathway clarity, reducing cognitive load, and beginning with the end in mind. At Bakersfield College, where it was first deployed in 2019, it has already clarified the path for over 70,000 unique users. As of fall 2020, it is live at 22 community colleges and implementation is in progress at 12 others along with 6 CSUs and 1 UC. The concept is simple: to enable the development and sharing of term-by-term program maps in a way that is responsive to faculty and student needs, such as custom course lists and multiple map destinations. Come find out more about the past, present, and future of program mapping and how the program mapper helps keep students on path, reduce units accumulated at degree completion, and increase transfer success.

2:00 PM-2:45 PM
LIVE: Translating Assessment Findings to Improve Equity in Learning Outcomes
Live Stream: Join stream on WHOVA
Speakers: Anna Sher, Priscilla Sung
The quality and impact of an assessment study depends not only on the soundness of its design but also on the attention we pay to equity analysis and its presentation to the campus community. In this session we will share our goals, processes and products we developed in supporting our faculty's assessment efforts geared toward identifying gaps in student learning and improving equity in outcomes. This session will advance multiple aspects of ethics in IR: we will start with discussing the impact and consequences of our work as assessment specialists in IR; explain the processes we have established to act as responsible data stewards when working with student data in conducting equity analyses; and conclude with our efforts to provide accurate and contextualized findings in ways that are accessible to faculty committees and instructors across disciplines. We will share examples of infographics and details of data management, analysis and reporting.

EVENT SCHEDULE

8:30 AM-9:00 AM
LIVE: Zoom Session with CAIR Board Members
Live Stream: Join stream on WHOVA
Speaker: CAIR Board of Directors
General questions? Join CAIR Board members in a live Zoom session to let us know how we can help.

9:45 AM-10:15 AM
Break, Informal Networking, and/or Sponsor Virtual Exhibits
Check out the Exhibitors
Take a break, stretch your legs, and visit one of our sponsor booths in the exhibit hall for the chance to win a prize! Submit an inquiry at each booth and receive a $5 Amazon Gift Card (subject to availability).

10:15 AM-11:00 AM
Intentionally and Ethically Using Data to Support Student Success
Recorded Video: Watch on WHOVA
Speaker: Cinnamon Danube
At a time when the availability of data that can be used to support student success proliferates, it is important to develop frameworks and intentional strategies to ethically and effectively use data at our institutions and create the necessary conditions to facilitate their use. But this is much easier said than done and requires foresight, collaboration, and buy in across the institution. In this presentation, first, I will share the framework for using data to support student success we are in the process of creating at UC Merced – including necessary institutional conditions (e.g., data literacy and access) and a step-by-step process. I will draw on the example of a collaboratively developed mid-semester grade intervention that inspired the framework. The session will culminate in an activity intended to engage the audience in thinking through framework implementation on their campuses. Please come ready to participate and share ideas in this collaborative session!

9:00 AM-9:45 AM
LIVE: Identifying Institutional Purpose and Supporting Academic Program Review
Live Stream: Join stream on WHOVA
Speakers: Juli Johnson, Jeremy Ashton Houska
Program review serves as a comprehensive vehicle to evaluate, communicate about, and ultimately improve an academic program. If designed effectively, this process can be the foundation for institutional planning, resource allocation, and a culture of evidence. Outcomes of program review also include decisions about program investment, continuance, consolidation, or elimination. Indeed, program review is a critical area of decision support for institutional researchers. Data elements must be contextualized for program chairs and administrators through support and training. In this session, presenters will review the pertinent literature on academic program review, share a continuum of models for program review, and share promising practices – including a discussion of commonly used data elements in program review, and rubric criteria that correspond with varied institutional purposes for program review. Attendees will differentiate between institutional purposes for program review, evaluate data elements and rubric criteria, and assess feasibility within their institutional context.

EVENT SCHEDULE

All events in Pacific Time

10:15 AM-11:00 AM
IR 101: Survey Says...
Recorded Video: Watch on WHOVA
Speaker: Deborah Lee The methodological approach is the backbone of social science. Although on the surface the concept of survey research may seem dull, you will soon discover that it can provide you with the tools in which to explore, and address, the mysteries of social life, interaction, and behavior. This session will help you get your full value from surveys administered on your campus. After attending this session, participants will have a better understanding of survey design, survey administration, and collaboration with others to close the loop. Topics will also include understanding IR's role in this process and how to manage surveys effectively to avoid survey fatigue for you and your students. Remember, in order to have get good answers, you have to have good questions.

10:15 AM-11:00 AM
Student Retention Modeling and Recommended Actions
Recorded Video: Watch on WHOVA
Speakers: Matt Swaffer, Mike Barber
Student retention is critical to the success of both students and institutions. Cognitell has developed accurate predictive models of student retention in collaboration with the Wyoming community colleges using data from student information systems (SIS) and learning management systems (LMS). In pursuit of the goal of providing accurate predictions early in the semester, we are developing new student surveys using research-based success factors. Combining SIS, LMS, and survey data sources and engineering population relevant features sets up our modeling for even greater success. We will also show how this framework can be utilized for a prescriptive action recommendation engine designed to suggest interventions for students identified at risk via the model.

10:15 AM-11:00 AM
Text analysis without complex machine learning techniques
Recorded Video: Watch on WHOVA
Speakers: Isaiah Lankham, Amy Tieu, Visal Dom
Addressed Issues: Qualitative data from end-of-course (EOC) surveys are easy to compute and analyze, whereas qualitative data are text-heavy and require more effort, resources, and complex machine learning techniques. Innovative Advancement: Not all institutional Research offices have the appropriate resources and systems to develop language processing models. We introduce a text analysis solution that is cost-effective and does not require advanced data programming skills. A sample dataset is presented to show how this solution works, even when using legacy systems (i.e. Excel spreadsheets). Theme Alignment: Student feedback at the end of each course is significantly valuable to our university to improve programs, courses and the quality of instruction. Utilizing complex text analysis techniques helps Institutional Research better understand students. Session Objectives: This presentation identifies the issues when dealing with large text data from students' feedback and provides optimal solutions for text analyses using IBM Watson Natural Language Processing (NLP).

EVENT SCHEDULE

10:15 AM-11:00 AM
Strategic Planning Journey in the Middle of a Pandemic
Recorded Video: Watch on WHOVA
Speakers: Susana Santos, Gary Whisenand
The research for Whittier College's Strategic Planning was mainly conducted in the fall of 2019 and the data was analyzed over January 2020, before the Covid-19 pandemic. Despite our current crises, its significant impact on trends for colleges and universities, WC collected information that is still helpful in the strategic decision-making that will shape the long-term resilience of Institution. This presentation reports on a yearlong data collection between the Strategy Task Force and the Office of Institutional Research & Assessment (OIRA). The presentation includes: 1) focus groups of Faculty, Staff, and Students; 2) the Core Value Survey; 3) Covid-19 & Strategic Planning Survey and 4) and where are we now & next steps.

10:15 AM-11:00 AM
Innovation and transformational change is rooted in culture not technology
Recorded Video: Watch on WHOVA
Speakers: Aeron Zentner, Erik Cooper
Technology has been touted as a catalyst for institutional effectiveness, innovation, and change. However, the reality is that technology is just the tool that organizations can utilize to increase effectiveness, but the catalyst for transformational change is rooted in institutional culture and structural landscape. The presentation will unpack the various aspects of institutional culture and structure to facilitate innovation. The presenters will also share a framework, instrument, and practices that participants can use to measure institutional readiness and jumpstart innovation and change.

10:15 AM-11:00 AM
Online instruction and cost variations by academic discipline
Recorded Video: Watch on WHOVA
Speaker: Marcia Preston
The recent period from 2015-2019 represents a time of gradual implementation and growth in online courses across a wide range of academic disciplines and institutional types. This time frame provides an important benchmark for the sudden changes occurring as a result of COVID-19, where the use of online instruction became nearly universal and is likely to play an oversized role for some time to come. Understanding cost factors in the growth of online education helps IR professionals become more informed about this current trend to provide accurate and contextualized data for decision support in the wake of COVID-19. Using data from The Cost Study, we developed productivity metrics for the 2018 and 2019 study cycles with three-year average benchmarks. We describe regional and Carnegie classification differences in addition to exploring the variability among academic disciplines. We also explore the relationship between the proportion of online credit hours and instructional costs.

11:15 AM-11:40 AM
LIVE: CAIR Announcements
Live Stream: Join stream on WHOVA
Speakers: Cinnamon Danube, Jessica Luedtke, Vikash Lakhani
CAIR Announcements, Including 2019 Presentation Awards & Sam Agronow Scholarship Winner

EVENT SCHEDULE

All events in Pacific Time

11:40 AM-12:45 PM
LIVE: How Can IR Professionals Learn From and Contribute to Student Communication Strategies?
Live Stream: Join stream on WHOVA
Speakers: Alejandra Acosta, Tiffany Mfume, Elizabeth Adams, Shannon Brady, Lindsey Fifield

IR professionals often share data with practitioners on our campuses - academic advisors, student affairs staff, faculty - tasked with communicating with students to support their success. But we sometimes don't know what data to share or how the data we share will be used. How can IR professionals work effectively with campus practitioners to share data that is accurate, timely, and contextualized and how can we support ethical and effective data driven communications? This panel will explore good practices for communicating data to students that IR professionals can use to support the work of student success practitioners. IR professionals will walk away from the discussion with practice and research-based ideas about how to support effective and ethical communications to students at our campuses.

12:45 PM-2:00 PM
LIVE: What is Data Science? An Introductory Overview
Live Stream: Join stream on WHOVA
Speaker: Renee Teate

Data science is a hot topic in higher education and beyond. But what is it really? This webinar will cover introductory data science concepts like what a "classification model" is, examples of predictive modeling products you interact with every day, how we approach data science at HelioCampus, and what models trained on past data can and can't predict when the world changes in unexpected ways. Renee Teate, Director of Data Science at HelioCampus and creator of the "Becoming a Data Scientist" podcast and @becomingdatasci twitter account, will lead the discussion. If you are interested in learning more about data science and predictive modeling, you won't want to miss this webinar.

12:45 PM-1:15 PM
Break, Informal Networking, and/or Sponsor Virtual Exhibits
Check out the Exhibitors
Take a break, stretch your legs, and visit one of our sponsor booths in the exhibit hall for the chance to win a prize! Submit an inquiry at each booth and receive a $5 Amazon Gift Card (subject to availability).

DON'T FORGET

- **Check out our sponsor booths under Exhibitors**
- **Network with others under the Community Board**
- **Ask questions under Sessions Q+A**
- **Complete your session evaluations**
- **Have a question? Ask a CAIR Board Member on the Community Board**

EVENT SCHEDULE

12:45 PM-2:00 PM
LIVE: Text analysis for higher education: More than just word clouds!
Live Stream: Join stream on WHOVA
Speakers: Isaiah Lankham, Kevin Chang
Whether it's student satisfaction, campus climate, or alumni surveys, analyzing open-ended comments can be daunting! This workshop explores essential text analytics concepts in Natural Language Processing (NLP) and linguistics, focusing on detailed hands-on examples for higher education. No coding experience is required. All hands-on activities will use pre-written Python code available in the online platform Google CoLab, and will focus on analyzing and visualizing over 100,000 Coursera course reviews. CoLab was developed to make statistical computing and machine learning more accessible for researchers. It provides a Jupyter Notebook (web-based) environment requiring no setup, runs entirely in the cloud, and only requires a web browser to use. However, participants will need a Google account to access CoLab. All example code will also be made publicly available after the workshop.

1:15 PM-2:00 PM
Data Documentation: How to build these data steward muscles now!
Recorded Video: Watch on WHOVA
Speaker: Gwen Garrison
This year's CAIR 2020 theme focuses on data stewardship. One of the core skills of an IR data steward is to manage data but we have little formal training in this area for our institutional needs. This session will address a key data management component: crafting business-side documentation. Data management documentation, from the IR professional's point of view, needs to include items such as business use cases, data processing decisions, privacy protections and data quality assessment. This session will provide context, knowledge, and help participants develop the first steps in an actionable plan for their institution.

1:15 PM-2:00 PM
IR 101: Data Visualization Principles
Recorded Video: Watch on WHOVA
Speaker: Scott Heil
This session will cover the basics of creating compelling data visualizations and choosing the most effective way to illustrate a particular type of data. It will include some examples of data graphic "makeovers" to emphasize readability and meaning, with an emphasis on approaches that can be implemented in a variety of data software tools. It will also provide several general best practices that can help guide the visualization process. A few external references will be shared.

1:15 PM-2:00 PM
Faculty (dis)Use of Learning Outcome Assessments
Recorded Video: Watch on WHOVA
Speakers: Elaine Willerton, Heather Hussey
Faculty resistance to assessing student learning is nothing new. We removed as many barriers as possible to address resistance. Embedding assessments in our centralized online curriculum should have resulted in nearly population vs. sample data. Yet, only small samples were obtained. We thought the model made it easy and efficient for faculty – so why were they not completing these assessments? Faculty focus groups were held to determine why. Reasons ranged from misunderstandings to mistrusting use of the results. This prompted a series of activities including re-training, norming sessions and an institutional report for compliance. Happily, rates of assessment completion rose. Assessing learning outcomes is one way we honor our commitment to students (and accreditors!) about what they will learn in our programs. Addressing low faculty compliance is paramount and the objective of this session is to illustrate ways to break down faculty resistance and work collaboratively to find workable solutions.

EVENT SCHEDULE

1:15 PM-2:00 PM
Hearing Our Students' Voices During COVID Commencement Planning
Recorded Video: Watch on WHOVA
Speaker: Kelly Wahl
When COVID disrupted our campus's plans to hold a traditional in-person commencement, leadership needed to hear from students about what they wanted as an alternative. Our virtual celebration of the Class of 2020 could best meet students' interests and needs because of student survey research conducted on an ad hoc basis. To meet our community's expectations regarding data collection and use, we presented the complete findings on a dashboard that demonstrates the value of transparency. The research focused on students' priorities for the eventual in-person ceremony, which the campus intends to hold once it is save to gather in person, as well as their self-reported likelihood to participate in a variety of virtual activities. This presentation shares a statistical model that relates students' survey responses to whether they participated in the celebration, and suggests recommendations for future student-centered planning processes.

2:00 PM-2:30 PM
LIVE: CAIR Announcements
Live Stream: Join stream on WHOVA
Speakers: Rosa Belerique, Cinnamon Danube
CAIR Closing Remarks, Including New CAIR Board Member Welcome, 2021 Conference Location & Theme Announcement

1:15 PM-2:00 PM
IR Juggling: Objectivity, Accountability, and the Fierce Urgency of Now
Recorded Video: Watch on WHOVA
Speakers: Terrence Willett, Craig Hayward, Mallory Newell
Although scholarly inquiry may drive our passions, accountability is our duty. We must provide accurate information but are also bound to promote adherence to regulations. This includes monitoring for practices that result in de facto discrimination against student subgroups. One of the findings of the Multiple Measures Assessment Project (MMAP) was that test heavy college placement systems act as instruments of institutionalized racism and sexism by differentially denying minoritized and female students access to transfer level English and math coursework. The California Legislature's passage of AB 705 was intended to dismantle this system of discrimination. Community college IR personnel are now explicitly in a position of compliance monitoring with potential for antagonistic relationships with faculty. This session will highlight MMAP strategies of partnering with faculty, conducting analyses to tell an unbiased story that also inspires action, and responding to criticisms.

Welcome New Board Members

- *Juan Apitz, California State University, Long Beach*
- *Donald Everhart, American Musical and Dramatic Academy*
- *Susana Santos, Whittier College and LA Southwest CC*
- *Jeremy Houska, University of La Verne*

CAIR 2021

Where will it be? Take a guess.

NOTES

NOTES

NOTES

NOTES