



## 47th Annual CAIR Conference - Call for Proposals

**Conference Theme:** *Institutional Research and Effectiveness: Using Data to Guide Improvement*

**Deadline for Proposals:** June 30, 2022

**Proposal Form:** [Online Here](#)

**Conference Registration Webpage:** [Link](#)

**Questions?** Contact Dr. Elizabeth Giddens, Chair, Proposal Selections Committee ([elizabeth.giddens@cair.org](mailto:elizabeth.giddens@cair.org))

The CAIR Board of Directors is pleased to announce the Call for Proposals for the 47th Annual Conference to be held November 16-18, 2022 at the Hyatt Regency La Jolla at Aventine in La Jolla, California. This year's **theme** is "Institutional Research and Effectiveness: Using Data to Guide Improvement." The theme will focus on:

- **Continuous Improvement:** Collecting, analyzing, and reporting data to support planning and continuous improvement throughout the institution
- **Collaboration:** Exploring intersections between the work of IR and assessment/IE
- **Our Own Assessment:** Evaluating the effectiveness of the IR and assessment/IE functions
- **Spreading the Knowledge:** Increasing data literacy through strategic partnerships between IR and assessment/IE
- **Leadership:** Leading offices with dual functions

Submissions must convey how the presentation fits within this conference theme, and what attendees should learn/be able to do as a result of your conference presentation.

We invite you to submit a proposal for one of the following **tracks**. Though not required, authors are encouraged to consider including an equity, diversity, and inclusion (EDI) component in their submission; visit [cair.org/edi](http://cair.org/edi) for more information on CAIR's commitment to EDI.

- **Data Visualization and Storytelling:** includes use of dashboards, data warehouses, data visualization, communication strategies, data literacy, and effective use of software to produce reports and display data in order to foster engagement with decision-makers and community actions.
- **Methodologies and Analytics:** includes topics such as statistical analyses, qualitative and quantitative methods, intersegmental studies, benchmarking, and survey development– as well as emergent theories and innovative methodologies.

**IE/Assessment, Accreditation, Program Review, and Planning:** includes presentations on the assessment of outcomes (e.g., student learning, co-curricular, operational); building assessment capacity and strengthening assessment culture; promising practices for closing the loop; the self-study process as part of accreditation; meaningful academic and administrative unit program review; using assessment to inform planning and budgeting; and strategies to foster continuous improvement, success, and institutional effectiveness.

- **IR/IE Management, Collaboration, and Communication:** includes topics such as getting IR/IE's seat at the table; managing up, down, and across the institution; leading meetings, committees, and task forces; fostering productive collaborations between IR and IE; fostering productive collaborations among other units; tracking data requests; personnel and resource management; review of IR/IE offices; data stewardship and governance; and other decision support management and collaboration themes.
- **Equity, Diversity, and Inclusion (EDI):** While authors in every track are encouraged to include a component of EDI in their submission, this EDI-specific track includes presentations on emergent theories and innovative approaches to EDI-related work and initiatives; applications of EDI principles that amplify the impact of IR/IE/assessment; and how IR/IE/assessment can advocate for EDI within higher education. Choose this track if another track does not more fully align with the proposal.
- **COVID-19/Crisis Management:** includes presentations related to the coronavirus pandemic or other crisis management scenarios impacting California higher education (earthquake, fire, etc.). Proposals should not only illustrate how an IR/IE office supported the institution's response, but also how the approach can be operationalized, scaled, and adopted at other institutions.

There are various session **formats** with differing lengths:

- **Concurrent Session:** A 45-minute presentation of information to attendees with audience interaction, when possible. Sessions may be led by 1-3 presenters. 5-10 minutes should be reserved for questions and audience participation. Topics range from reports on research completed to proposals for innovative new practices.
- **Extended Workshop:** A 75-minute session in which presenters lead a hands-on experience for attendees.
- **Panel Session:** With 2-3 speakers and one moderator, the 45-minute discussion will showcase varying perspectives on an IR or IE-related topic. Panels should plan for at least 30 minutes of discussion and encourage active audience participation. We recommend saving the other 15 minutes for questions and answers. Differing viewpoints may stem from bringing together speakers of diverse opinions or backgrounds (e.g., educational training, institutional experience, etc.). Moderators will be provided by CAIR unless otherwise requested.
- **Special Interest Group (SIG):** An attendee-led 90-minute discussion group with other conference attendees organized around a proposed topic of interest (ex: enrollment management, small IR offices, independent institutions, Tableau users, new IR/IE

professionals, co-curricular assessment, data analytics, etc.). The individual proposing the SIG will be responsible for organizing and leading the group.

- **Poster Session:** With 1-3 presenters, an opportunity to visually communicate the purpose, research, approach, data sources, and outcomes of a scholarly or applied research project study. Posters are visual communication tools that serve as a starting point for in-depth conversations.
  - Note: Poster presentations are displayed on shared board space (two per board). Each presenter is allotted an area approximately 4' X 4' (half of a 4' X 8' board). Posters will be scheduled at a pre-assigned board in or near the Exhibit Hall. Audio/visual support, materials tables, and Internet access are not provided for the poster session.

Submitters of proposals are encouraged to look at [prior year's conference programs](#) for session ideas and to get a sense of the quality of CAIR conference presentations. We also encourage submitters to consult the proposal evaluation rubric (available as an appendix to this document). Proposals are evaluated and scored using a blind peer-review process by the Conference Proposals Committee with the utilization of the rubric. Final selections and scheduling are determined by the CAIR President and the Conference Program/Scheduling Committee. Speakers will be notified of their acceptance by mid-September 2022. Speakers may be offered a different track or format than indicated in their proposal submission, depending on scheduling needs.

The link to the electronic form to submit a proposal can be found [here](#); for your convenience, the questions on the proposal form can be found as an appendix to this document so you can view the questions in advance of electronic submission. While you are writing your proposal, keep in mind that CAIR offers [awards](#) for best presentation and best new presentation.

- (Note: This CAIR Conference Call for Proposals is **not open to commercial entities**. Commercial entities that wish to be considered for a conference session to promote a product or service must do so through the sponsor-level designated for presentation session (Gold, Platinum, or Diamond level). For those that are **sponsoring** the conference and would like to present, please do not utilize these proposal links but instead contact Dr. Don Everhart, CAIR Vice President, at [donald.everhart@cair.org](mailto:donald.everhart@cair.org) for details.)

If accepted, all presenters must agree to the **Presenter Agreement**:

- I will provide a copy of my presentation to be posted on the CAIR website immediately after the conference (or within 3 business days).
- To the best of my knowledge, my proposed presentation will not violate any proprietary or personal rights of others (including any copyright, trademark, and privacy rights), is factually accurate, and contains nothing defamatory or otherwise unlawful.
- CAIR has my permission to use my name, biographical information, and proposal text in connection with the use and promotion of the conference and related educational programming.
- I am responsible for all travel arrangements and expenses incurred. I understand that I will not receive any royalties, honoraria, reimbursement of expenses, or other compensation from CAIR in connection with my presentation.
- I will register for the conference as will all my co-presenters identified in this proposal.
- I know I am responsible for bringing my own laptop and necessary adaptors.

- I will follow CAIR's accessibility guidelines in the creation of my presentation.

The **deadline** for proposals is June 30, 2022. **Questions?** Contact Dr. Elizabeth Giddens, Chair, Proposal Selections Committee ([elizabeth.giddens@cair.org](mailto:elizabeth.giddens@cair.org)).

### APPENDIX I: CAIR CONFERENCE PROPOSALS EVALUATION RUBRIC

Criteria	1 Weak	2 Average	3 Strong
A. Planning and Organization	The proposal provides weak evidence that the session has been carefully planned and organized, and is not clear about how the time will be used.	The proposal provides mediocre evidence that the session has been carefully planned and organized, and only somewhat describes how the time will be used.	The proposal provides strong evidence that the session has been carefully planned and organized, taking into consideration how the time will be effectively used.
B. Value for Professional Development	The proposed session engages a topic or concept of low value for conference attendees.	The proposed session engages a semi-valuable topic or concept for conference attendees.	The proposed session engages a highly valuable topic or concept for conference attendees.
C. Relevance to Field	The proposed session is mostly irrelevant to the field of IR/IE.	The proposed session is somewhat relevant to the field of IR/IE.	The proposed session is clearly and broadly relevant to the field of IR/IE.
D. Engagement	The session narrative does not describe strategies that will be used to create an engaging and participant-centered learning environment.	The session narrative describes mediocre strategies that will be used to create an engaging and participant-centered learning environment.	The session narrative describes appealing strategies that will be used to create an engaging and participant-centered learning environment.
E. Alignment with Conference Theme	The proposed session does not align with the conference theme.	The proposed session somewhat aligns with the conference theme.	The proposed session clearly aligns with the conference theme.
F. Alignment with Conference Track	The proposed session does not align with the selected conference track.	The proposed session somewhat aligns with the selected conference track.	The proposed session clearly aligns with the selected conference track.
G. Equity, Diversity, and Inclusion	The proposed session does not include any component of EDI-related work.	The proposed session includes at least one component of EDI-related work.	The proposed session includes at least one component of EDI-related work, and the addition of this component is particularly strong/meaningful.
H. Alignment with Conference Format	The proposed session does not align with the selected session format.	The proposed session somewhat aligns with the selected session format.	The proposed session clearly aligns with the selected session format.

## **APPENDIX II: PROPOSAL FORM QUESTIONS**

(PLEASE SUBMIT YOUR PROPOSAL ELECTRONICALLY VIA THE LINK PROVIDED ABOVE.  
THESE QUESTIONS ARE ONLY PROVIDED HERE SO YOU MAY KNOW WHAT THE  
PROPOSAL FORM ASKS FOR IN ADVANCE OF YOUR SUBMISSION.)

### **Concurrent Session Questions**

- What is the title of the proposed concurrent session? (10 words maximum)
- Provide a proposal narrative describing the objective of the session, how it will be organized, why it is important and/or innovative to the IR/IE field, and how it aligns with the conference theme. (250 words maximum; this is the primary text the reviewers will use when selecting program presentations; refer to the rubric for more details)
- Explain how the proposal includes a component(s) of equity, diversity, and inclusion (EDI) in it, if applicable. (100 words maximum)
- Provide the session abstract for the conference program. (150 words maximum)
- What are the participant learning outcomes? (100 words maximum; please phrase as “Participants in this session will be able to...”)
- Classify whether the proposal is beginner, intermediate, or advanced.

### **Extended Workshop Questions**

- What is the title of the proposed workshop? (10 words maximum)
- Provide a proposal narrative describing the objective of the workshop, why it is important and/or innovative to the IR/IE field, and how it aligns with the conference theme. (250 words maximum; this is the primary text the reviewers will use when selecting program presentations; refer to the rubric for more details)
- Explain how the proposal includes a component(s) of equity, diversity, and inclusion (EDI) in it, if applicable. (100 words maximum)
- Provide the workshop abstract for the conference program. (150 words maximum)
- What are the participant learning outcomes? (100 words maximum; please phrase as “Participants in this session will be able to...”)
- Provide a timeline indicating how the time will be used during the workshop. Please note portions where there will be active participation and engagement with the participants.
- Please provide information that participants should be prepared for (e.g., bringing their own laptop with X software, intermediate knowledge in the areas of X, Y, Z, etc.).
- Classify whether the proposal is beginner, intermediate, or advanced.

### **Panel Session Questions**

- What is the title of the proposed panel session? (10 words maximum)
- Provide a proposal narrative describing the objective of the panel session, why it is important and/or innovative to the IR/IE field, and how it aligns with the conference theme. (250 words maximum; this is the primary text the reviewers will use when selecting program presentations; refer to the rubric for more details)
- Explain how the proposal includes a component(s) of equity, diversity, and inclusion (EDI) in it, if applicable. (100 words maximum)
- Provide the panel session abstract for the conference program. (150 words maximum)

- Please provide information on strategies that will be used to engage the audience in the panel session. (100 words maximum)
- Classify whether the proposal is beginner, intermediate, or advanced.

### **Special Interest Group (SIG) Questions**

- What is the title of the proposed SIG? (10 words maximum)
- Provide a proposal narrative describing the reasoning for the SIG, why it is important to other conference participants, and what topics may be discussed during the time allotted. (250 words maximum)
- Please provide information on strategies that will be used to engage the SIG in discussion. (100 words maximum)
- Explain how the proposal includes a component(s) of equity, diversity, and inclusion (EDI) in it, if applicable. (100 words maximum)
- Classify whether the proposal is beginner, intermediate, or advanced.

### **Poster Questions**

- What is the title of the proposed poster? (10 words maximum)
- Provide a brief summary of the poster including its topic, purpose, why it is important to the IR/IE field, and how it aligns with the conference theme. (250 words maximum; this is the primary text the reviewers will use when selecting proposals for the conference; refer to the rubric for more details)
- Explain how the proposal includes a component(s) of equity, diversity, and inclusion (EDI) in it, if applicable. (100 words maximum)
- Provide the poster abstract for the conference program. (150 words maximum)
- What are the participant learning outcomes? (100 words maximum; please phrase as "Poster viewers will be able to...")
- Classify whether the proposal is beginner, intermediate, or advanced.