



CAIR 2014
39th Annual Conference

The IR Toolbox: Research Methods in Action

San Diego, California
November 19-21, 2014

Download the CAIR App

(More information about the app in the "Other Helpful Conference Information" section of this document.)

WELCOME

IR Friends and Colleagues,

Welcome to CAIR 2014!

This year's conference is titled "The IR Toolbox: Research Methods in Action." My vision for this conference is to focus on the skills that form the core of our profession and to give every attendee an opportunity to take away a new technique or approach to research. We are more effective when we have broad knowledge of how various methods can fit different data, research questions, and experimental designs. It is my hope that you leave with a greater ability to discern truth at your campuses.



This event will expose you to a diverse and powerful set of tools and ideas! Thirty-six regular sessions have been organized into tracks for quantitative methods, qualitative methods, and IR professional skills, with very few overlapping topic areas. Top scholars in our profession, outstanding practitioners, as well as senior engineers from each of the three largest statistical software packages are holding nine truly outstanding workshops. Table topics will be discussed over breakfast each morning, and surely you will meet and network with your peers to have more off-the-cuff conversations about what you are learning. In addition, sixteen great sponsors are present, showcasing software and other services that can make your research even more effective. Finally, our speakers will stretch your mind about how good research methods can impact policy, discover truth, and push the boundaries of what we even conceive as possible.

I invite you to take full advantage of the program and become energized with all of the new and creative approaches to our work that are being shared. Of course, I also hope you save a little time to enjoy our exceptional Gaslamp venue. Please introduce yourself at the President's reception on Wednesday evening and allow me the pleasure of personally welcoming you to this year's event. Have a wonderful experience!

Yours Sincerely,

A handwritten signature in black ink that reads "Bryce Mason". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

*Bryce Mason, Ph.D.
CAIR President
Assistant Vice Chancellor
Strategic Academic Research and Analysis
University of California, Riverside*

The IR Toolbox: Research Methods in Action

CAIR 2014 Program at a Glance

Cells reflect the primary presenter and the featured research method / broad topical area only Refer to the reverse for complete titles and the official program for full descriptions of the sessions						
Time Span	Qualitative Track (Salon A)	Quantitative Track (Salon B)	The IR Professional (Salon D)	Workshops (Salon E)	Workshops (Gaslamp 2)	Food & Beverage
Wednesday, November 19th						
8:00-9:00	Independent (for-profit) Segment Meeting (Sato)	California State University Segment Meeting (Sullivan)	University of California Segment Meeting (Hurley)	CCC segment meeting begins at 10 a.m.	Workshop begins 9 a.m.	
9:00-10:00				CA Community Colleges Segment Meeting (Newell)	Predictive Analytics (Lopez - IBM/SPSS)	Coffee & Snacks (9:45 a.m.)
10:00-12:00	Independent (non-profit) Segment Meeting (Norman)					
12:00-1:30	Lunch on Your Own					
1:45-2:30	Opening Keynote (Adelman) (Salon C)					
2:45-3:30	Text Analytics (Haugh/eXplorance)	Association Rules Mining (Karimi)	Dashboarding (Philip/Tableau)	Structural Equation Modeling (Huber - Stata)	Regression Discontinuity Session #1 (Johnson)	
3:45-4:30	Construct Validity (Murry)	Fixed Effects (Gurantz)	Business Intelligence (Murphy)*			
4:45-5:30	Case Studies (Sullivan)	Case-control Matching (Taing)*	Mentoring IR Professionals (Brown)			
5:30-7:30	President's Reception feat. light jazz by Pliny and the Elders (East & South Foyer)					Appetizers & Libations
Thursday, November 20th						
7:00-9:00	Networking / Table Talk Discussions (East & South Foyer / Salon C)					Full Breakfast
9:00-9:45	Focus Groups (Hernandez)*	Structural Equation Models (Kim)	Facilitation Skills (Hasson)	Propensity Score Matching Session #1 (DesJardins)	Instrumental Variables Session #1 (Pike)	
10:00-10:45	Interviews (Naganand)*	Survival Analysis (Love)	Data Visualization (Hershey)			Coffee & Tea (9:45 a.m.)
11:00-11:45	Memoing/Frequencies (Otterbach)	Simpson Probability Indexes (Garcia)	Building an IR Brand (Brown)*			
12:00-1:45	RAND Methods Panel (Ryan, Setodji, & Weidmer) (Salon C / Optional Seating in South Foyer)					Lunch
2:00-2:45	Assessment (Forgues/CampusLabs)	Ensemble Predictions (Albawaneh)*	Benchmarking (Jones/US News)	Propensity Score Matching Session #2 (DesJardins)	Instrumental Variables Session #2 (Pike)	
3:00-3:45	Focus Groups (Garrett)	Propensity Score Matching (Fuenmayor)*	Data Stewardship (Flack Potts)			Coffee & Snacks (2:45 p.m.)
4:00-4:45	Text Analytics (Zheng)	Factor Analysis (Austin)	Dashboarding (Le)*			
Friday, November 21st						
7:00-9:00	Networking / Table Talk Discussions (East & South Foyer / Salon C)					Full Breakfast
9:00-9:45	Thematic Coding (Potter)	Propensity Score Matching (Willett)	Workload Reports (Hardy)	Data Visualization (Konsdorf)*	Regression Discontinuity Session #2 (Johnson)	
10:00-10:45	Survey Research (Stolzenberg)	Decision Trees (Newell)*	Data Management (Garrett)	Data Visualization (Hourani - SAS)*		Coffee & Tea (9:45 a.m.)
11:00-11:45	Thematic Coding (Zhang)*	Chi-squared (Marks)	Pivot Tables (Martinez)			
12:00-1:45	IBM Watson Keynote (Murdock) (Salon C / Optional Seating in South Foyer)					Lunch

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WEDNESDAY

NOVEMBER 19

SEGMENT MEETINGS – 8:00 AM to 12:00 PM

Segment Meetings

8:00 am – 10:00 am –Independent (For-Profit) Convener: Heido Sato, Trident University	Salon A
10:00 am – 12:00 pm –Independent (Non-Profit) Convener: Danyelle Norman, Association for Independent Colleges and Universities	Salon A
8:00 am – 12:00 pm – California State University Convener: Edward Sullivan, CSU Chancellor's Office	Salon B
8:00 am – 12:00 pm – University of California Convener: Christine Hurley, UC San Diego	Salon D
10:00 am – 12:00 pm – California Community College Convener: Mallory Newell, De Anza College	Salon E

WORKSHOP – 9:00 AM to 12:00 PM

Advanced Registration Required for ALL Workshops

From Admission to Advancement – Using Predictive Analytics to Focus Marketing, Retention and Outreach Efforts Christine Lopez, IBM/SPSS	Gaslamp 2
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With predictive analytics, institutions can garner insights to address the entire student life cycle - from admission to advancement. Utilizing IBM SPSS solutions, colleges and universities will have the ability to leverage data sources and determine how to better allocate resources to maximize marketing campaigns, retention interventions, and alumni giving efforts. In this session, attendees will be at the controls during hands-on exercises to deepen their understanding of predictive analytics and, specifically, data mining. Exercises will include identifying students likely to persist by using an Auto Classifier to explore every possible combination of options, ranking candidate models based on specified measures, and saving the best models for use in scoring and further analysis. Additionally, to discover natural grouping or clusters of alumni donors for institutional planning, a K-Means clustering technique will be used. Attendees will learn about the possibilities that exist in their data and see how IBM SPSS solutions can transform these data sources to rich, analytical insight.

9:45 – 10:45 am	Coffee/Tea and Snacks Break	Foyer
<ul style="list-style-type: none">• Buttery Biscuits w/ Peach Jam & Savory Herb Spread• Mini Apple Tart	<ul style="list-style-type: none">• Berry Smoothie Shooter• Coffee and Assorted Teas	

Lunch on your own

12:00 pm – 1:30 pm – Lunch is available in the hotel for purchase or at nearby restaurants (see CAIR members restaurant recommendations section at the end of the program).

WELCOME & OPENING KEYNOTE – 1:45 to 2:30 PM

Salon C

Clifford Adelman ~ Senior Associate, Institute for Higher Education Policy (IHEP)

Two Intersecting Items on the IR Plate, and the California IR Plate in Particular

Clifford Adelman is senior associate with the Institute for Higher Education Policy (IHEP). He plays a key role in their expansive national and international portfolio of research projects focusing on assessment, higher education access, and student mobility. Prior to coming to IHEP in 2006, Dr. Adelman served nearly 30 years as a senior research analyst at the U.S. Department of Education. Adelman contributed to key background studies of the high school curriculum to the landmark, A Nation at Risk (1983) report and designed the higher education follow-up to that report, Involvement in Learning (1984).



Two-Minute Sponsor Spotlight



CONCURRENT SESSIONS – 2:45 to 3:30 PM

Blue Text Analytics: Unlocking Hidden Themes from Your Open-Ended Student Feedback

Salon A

Ian Haugh, eXplorance

In the age of the online surveys and course evaluations, the collection and interpretation of open-ended student feedback has remained unused to its full potential. With introduction of Blue Text Analytics, higher education now has a powerful tool at their disposal to unlocking themes and identifying relationships in their qualitative data. eXplorance and Provalis Research set out to compile a robust dictionary through which important information can be gleaned from a wealth of industry specific data. Graphical analysis of words can identify themes in your data by clustering words or by looking at their proximity to specific qualifiers. Blue can draw data from existing IT infrastructures and leverage the text analytics application to compare quantitative data gathered from surveys and course evaluations against the identical user's qualitative feedback. This technique creates an explosion of data points for analysis, providing a depth and breadth of insights unseen in the industry today.

Applying the Association Rules Mining Technique to Identify Critical Graduation Pathway Courses

Salon B

Afshin Karimi and Edward Sullivan, California State University, Fullerton

We applied the Association Rules mining method to identify critical pathway courses that prevent upper-division transfer Business students from timely graduation. This data mining method is based on the original market basket analysis. An example of use of Association Rules mining is Google's autocomplete algorithm which provides suggestion to complete user's search keywords based on other users' search activities. In this study, the Business courses that (2 cohorts of) new transfer Business students took and failed during their 1st term at Fullerton were examined. The method was applied to find the association rules between all these course failure variables and another variable that represented graduation in 4 years. Measures of interestingness (support & confidence) were used to focus on the relevant associations. During the presentation, we will demonstrate the data mining tool (RapidMiner) used in this project.

The Blueprint for Making an Impact with Data in Higher Education

Salon D

Tamara Phillip, Tableau Software

Learn how you can leverage data to make an impact in higher education. During this session you will see firsthand how Tableau can help you track enrollment trends, show fiscal responsibility, attract prospective donors and much more!

WORKSHOPS – 2:45 to 5:30 PM

*****Advanced Registration Required for ALL Workshops*****

Generalized Structural Equation Modeling in Stata

Chub Huber, Stata Corp, LP

Salon E

This talk will demonstrate Stata's generalized structural equation modeling (GSEM) features. GSEM allows the user to build multilevel structural equation models that include continuous, binary, multinomial, ordinal and count outcomes using a wide variety of link functions. We will demonstrate these features using example data to examine the relationship between first-year college retention, first year college grade point average and a collection of predictor variables.

Regression Discontinuity: A Causal Modeling Approach to Non- Randomized Intervention Session #1

Ryan Johnson, University of California, Riverside

Gaslamp 2

A properly executed regression discontinuity method allows researchers to draw causal conclusions about the effects of an intervention without randomly assigning participants. This workshop will cover the regression discontinuity method from its conceptual foundation through a real-world example of study design and data analysis. During the demonstration of data analysis, attendees are encouraged to follow along using whatever statistical software they prefer on their personal laptops. The example analysis will be conducted entirely in Stata, and those who would prefer to follow along using that software must install it before the workshop (trial licenses will be provided prior to the conference). Attendees will leave the workshop understanding how to design a regression discontinuity study, analyze the data, and interpret the results. Attendees will also be provided with copies of all workshop materials: example data set, Stata script, statistical results, and slides on the history and intuition behind the method.

CONCURRENT SESSIONS – 3:45 to 4:30 PM

Construct Validity & Reliability: Is Your Student-Faculty Teaching Evaluation Legally Defensible? Salon A

William Murry, University of San Francisco

Institutional Researchers are often times charged with the selection, creation, implementation, and reporting of instruments utilized for employment decisions, such as student-teacher evaluations, without the full awareness of the necessity for validating such instruments prior to their use to avoid substantial legal exposure. This presentation will walk attendees through the complexities of validating a student-teacher instrument and learn about the legal exposure of using non-validated employment decision tools, the necessity for validation, and the process and methodologies for validation. The presentation will include methods for theoretical construct development, item selection, and the use of exploratory and confirmatory factor analysis in the validation process.

Using Fixed Effects to Estimate How Class Size Impacts Performance in Community College

Oded Gurantz, Stanford University

Salon B

California's community colleges are facing significant budget challenges, resulting in more students competing for fewer course offerings. As spending cuts typically result in reduced course offerings, one response by colleges and universities is to increase class size in order to accommodate additional students. In California's community colleges, median class size increased from approximately 27 students to 31 students between 2007 and 2010. The effects of class size have been studied considerably in the K-12 literature, most commonly finding that large classes lead to worse academic outcomes, but little research to date has evaluated the effects of class size in postsecondary settings. This project aims to study whether smaller class size leads to improved student outcomes through the utilization of a fixed effects methodology and alternate populations and measures of class size that are less likely to be confounded with student outcomes.

Business Intelligence on a Dime

Brian Murphy, Lassen Community College

Salon D

Despite the growth in awareness of the importance of business intelligence (BI) systems in decision-making, colleges struggle to appropriate adequate resources to support BI systems. Feather River College found a way to overcome these resource limitations and develop a solid BI platform by leveraging the college's Microsoft Agreement and implementing an electronic transformation and load (ETL) package from Banner, to a data warehouse and a data mart, at a minimal cost. Now, the college can make faster and smarter decisions using fresh data that is automatically updated.

CONCURRENT SESSIONS – 4:45 to 5:30 PM

Case Study Research: Establishing Expectations for Campus Approved High Impact Practices Salon A
Edward Sullivan, Su Swarat, Sunny Moon and Afshin Karimi, California State University, Fullerton

Case study research approaches will be shared and applied to university efforts to improve the identification and measurement of HIPs. The presenters identified a core question to be addressed ('Can we establish standards and expectations for campus approved/vetted HIPs?'). The Yin (2014) iterative case study model of planning, design, preparation, data collection, analysis, and communication of results will be shared. The metrics resulting from the efforts set standards for identifying HIPs and include measurement expectations for HIP learning outcomes. These standards will be tested and reassessed in 2014-15 with other campuses as part of a Gates funded effort.

Case-Control Matching with SPSS: A Tool to Reduce Selection Bias in Common IR Studies Salon B
Allan Taing and Tanner Carollo, California State University, San Bernardino

Case control matching is a method that Institutional Researchers can use to reduce selection bias when assessing the impact of student services programs. The IR Office at California State University, San Bernardino employed case control matching to evaluate the effectiveness of participants in the Educational Opportunity Program (EOP) from 2008 to 2011. Comparing EOP students to the overall student population, prior studies suggested that EOP was not effective in improving key outcome measures. Matching on similar background characteristics to create a comparison group, results indicated that EOP was effective in improving student achievement. During this session, step-by-step instructions will be provided to attendees to learn case control matching through the SPSS point-and-click and syntax interfaces.

Mentoring New IR Professionals Salon D
Heather Brown, Mount St. Mary's University

Mentorship of new IR professionals by seasoned IR professionals could provide a much needed support structure. I'd like to create a formal structure to match the two together. Come to this session if you're a new IR professional wanting to receive mentorship or a seasoned IR professional willing to be a mentor.

PRESIDENT'S RECEPTION – 5:30 to 7:30 PM East & South Foyer

Network, light Jazz by Pliny and the Elders, enjoy an adult beverage with your two drink coupons (provided at registration) and sample local culinary delights:

- *Avocado Eggrolls with Roasted Tomato Salsa*
- *Baja Ceviche on a Spoon*
- *Cantaloupe, Honeydew and Prosciutto Wrap*
- *Cheese Platter*
- *Cheese Stuffed Artichoke*
- *Coconut Shrimp with Pineapple Glaze*
- *Crudit  Platter*
- *Deviled Egg Salad with Domestic Caviar*
- *Fire Roasted Vegetables*
- *Korean Beef Bulgogi*
- *Lobster Mango Salad on Cucumber*
- *Meltd Brie with Fig Compote*
- *Mini Beef Wellington with Black Truffle B arnaise*
- *Mini Cordon Bleu Bites*
- *Seared Beef Carpaccio with Horseradish Cream*
- *Smoked Salmon and Dill with Caper Cream on Toast Point*
- *Tomato, Mozzarella, Basil Bruschetta*
- *Veggie Platter*
- *Wonton Shrimp with Sweet & Sour Sauce*

Thursday

NOVEMBER 20

BREAKFAST, NETWORKING, AND TABLE TALK DISCUSSIONS
7:00 to 9:00 AM

East & South Foyer/Salon C

Network and enjoy the hot breakfast included with your registration fee.

- Eggs
- Pancakes
- Biscuits/Gravy
- Assorted Chilled Juices
- Sliced Fresh Fruit Display
- Assorted Individual Dry Cereals
- Nonfat, 2% & Whole Milk
- Assortment of Freshly Baked Morning Pastries
- Homemade Flavored Butter & Jams
- Freshly Brewed Starbucks Organic Shade Grown™ Coffee, Decaffeinated Coffee and Assorted Hot Tea Forte™

Instead of breakfast keynotes, there will be placards with the following topics at a number of tables so you may have engaging discussions with your peers over an excellent meal.

- Meaning of the Degree
- Dashboard Best Practices
- Campus Performance Indicators
- Assessment of High Impact Practices
- Charts & Infographics Best Practices
- Strategic Planning and IR
- Teaching Evaluation Validation
- Limited Resource IR Offices
- SQL
- Stata
- GIS
- IT / IR Relationship
- Choosing Comparison Groups

CONCURRENT SESSIONS— 9:00 to 9:45 AM

Focus Groups: WASC's New Grad Rate Dashboard: Understanding Pilot Institutions' Experiences Using a Live Focus Group Demonstration Salon A

Henry Hernandez, WASC Senior College and University Commission

This session will give you an opportunity to learn how a focus group can be used for gathering qualitative data that complements quantitative research. We will give a brief history of the method, outline proven techniques for administration, and highlight trouble-shooting tips. All attendees will walk away with a must-have list of focus group resources. Moreover, we will demonstrate this method via a live focus group in the session.

WASC has piloted a new, more complete way of measuring degree attainment called the Graduation Rate Dashboard (GRD), which it recently piloted with member institutions. We will conduct a live focus group to better understand pilot institutions' experiences with the new method. What challenges were faced generating the data? What can WASC do to better support institutions in responding to this new reporting requirement? Is the GRD initiative perceived as worthwhile by those who participated? These are some of the questions we will explore in a live focus group in order to improve and strengthen the GRD initiative.

The Relationship Between Student/Faculty Interaction and Cognitive Skills Development: An Examination Using Structural Equation Modeling **Salon B**

Young K. Kim, Azusa Pacific University and Carol Lundberg, California State University, Fullerton

Using structural equation modeling (SEM), this study attempted to untangle the underlying mechanisms—both psychological and sociological—among student-faculty interaction, academic engagement, and college outcomes. Specifically, we examined Ryan and Deci’s (2000a) motivational concepts—autonomy and relatedness—on the relationship between student-faculty interaction and students’ cognitive skills development. The study utilized data from the 2010 University of California Undergraduate Experience Survey (UCUES) and a sample of 5,169 senior students across 10 campuses. This study found that student-faculty interaction facilitates greater levels of academic engagement, which in turn promotes students’ cognitive skills development and that students’ autonomy and relatedness mediate the relationship between faculty interaction and academic engagement. The presentation will provide basic instruction on SEM.

Facilitating Data-Informed Discussions that Lead to Action **Salon D**

Cathy Hasson, San Diego Community College District and Xi Zhang, San Diego City College

This session will focus on critical skills that the IR professional needs in order to facilitate data-informed discussions that lead to inquiry and action. The IR professional on most campuses has taken a more central role than ever before in leading the institution toward data-informed planning and decision making. Although, the skills required to do so have become an expectation of IR professionals, even the most well-trained, or experienced IR professional may not have these critical facilitation skills. The presenters will talk about a particular approach they have used to facilitate productive data-informed discussions that led to action during the development of the college’s Student Equity Plan. In addition, the presenters will share some of the necessary skills, tools and strategies they’ve implemented for successful facilitation.

WORKSHOPS – 9:00 to 11:45 AM

*****Advanced Registration Required for ALL Workshops*****

Applying Propensity Score Matching in IR Session #1 **Salon E**

Stephen DesJardins, University of Michigan

Participants will learn about propensity score matching (PSM) methods that are now popular in the social sciences and increasingly used by education researchers. After establishing a clear understanding of the underlying concepts, we will interrogate the application of PSM methods to education and institutional research issues. Participants will learn the proper application of, assumptions underlying, and how to estimate and interpret PSM models. Stata statistical code and data to estimate PSM models will be provided by the instructor in advance of the workshop.

Using Instrumental Variables Analysis in Institutional Research and Program Evaluation Session #1 **Gaslamp 2**

Gary Pike, Indiana University - PUI

Institutional research professionals are frequently called on to answer questions about the effectiveness of institutional initiatives and programs: Do campus visits increase the likelihood that students will enroll? Does participating in a learning community during the first semester of college increase student success in college? Ideally, institutional researchers would like to make causal claims about the effectiveness of these initiatives or program, but are seldom in a position to do so. Instrumental variables (IV) analysis represents one method that can be used to make causal claims about the effectiveness of institutional initiatives and programs, provided several assumptions can be met. This workshop will review the logic of making causal claims about program effectiveness and examine how IV analyses can be used to make causal claims about program effectiveness. The assumptions underlying IV analysis will be discussed and methods of testing those assumptions will be described. Workshop participants will have an opportunity to conduct an IV analysis using data on themed learning communities.

9:45 – 10:00 am	Coffee/Tea	Foyer
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CONCURRENT SESSIONS – 10:00 to 10:45 AM

Becoming an IR Visionary - an Interview with Robert Daly

Salon A

Amita Naganand, California State University, Northridge and Robert Daly, University of California Riverside

This session builds upon Robert Daly's award-winning presentation at the CAIR conference last year titled "Six Stages of Growth for the IR Professional". A live interview with Bob will explore what skills and steps are needed to become an IR visionary and a catalyst for change. This session will summarize the research basis and best practices of effective interviewing. A live demonstration asks questions in a way that results in a useful conversation, providing us direction to continue our learning and growth in institutional research.

Using Survival Analysis to Analyze Degree Completion

Salon B

Janice Love, University of California, Los Angeles

The survival analysis method was used in a study involving the enrollment and graduation data of student cohorts of a large urban, public university. Survival analysis was used to examine the distribution of time to event variables and determine the probability that categories of students will have graduated (or not graduated) by a defined point in time. The presentation of the results from this study will include a step by step demonstration of how to use the survival analysis function in SPSS, along with the Kaplan-Meier and Cox Regression sub functions. No prior exposure to survival analysis will be assumed.

The Power of Data Visualization Tools and Techniques to Change the Campus Conversation: An Examination of Gateway and Bottleneck Courses

Salon D

James Hershey, Sunny Moon, Afshin Karimi and Brian Stern, California State University, Fullerton

Data visualization tools and techniques reshape data informed discussions. The presentation shares a campus approach that leveraged data visualizations to reframe the understanding of the impacts of bottleneck/ gateway courses and to develop a sense of urgency to improve student success in these courses. The journey from development of the visualization to the course redesign/improvement efforts it spawned will be shared. Provides IR professionals with a model of institutional data use to develop and invigorate institutional improvement/change efforts.

CONCURRENT SESSIONS – 11:00 to 11:45 AM

Developing a Theoretical Model for Student Retention and Services from Qualitative Data Using Multiple Coding Methods: Frequency Counts, Thematic Coding, and Memoing

Salon A

Renate Otterbach, University of San Francisco

The goal of this project was to use qualitative data to identify pertinent variables for a retention study that would help the University to prioritize student services. The first step was to code two survey questions of the MAP-Works Survey, "What do you like most about college?" and "What do you like least about college?" The data was coded in NVivo using multiple coding and qualitative analysis methods, including word frequency counts, open coding, categorization, and memoing. Through this process a conceptual model of students' freshmen year experience was developed that delineates the opportunities they see and the challenges they face. This was possible because the large number respondents (1600 students) allowed for category saturation. The model provides insight into service priorities to maximize student retention.

Quantifying Diversity at the CSU Using Simpson's Index and Shannon's Entropy

Salon B

Philip Garcia and Matthew Case, California State University, Office of the Chancellor

This session examines how to quantify different dimensions of ethnic and racial diversity within a student population using Simpson's Index and Shannon's Entropy, plus two complimentary measures that capture the numerical richness of the diversity and the impact of overly abundant groups on perceived diversity. With data from the California State University, we will highlight the properties of each measure and demonstrate how they are calculated. Next, we will describe how diversity varies across the 23 CSU campus using both IPEDS categories and an expanded set of categories collected by CSU. We will conclude the session by sharing preliminary results on whether diversity measures correlate with student outcomes, like first-year retention.

Building an IR Brand: From Behind the Computer to a Seat at the Table

Salon D

Pamela Brown and Charles Masten University of California, Office of the President

Uniformed decisions are costly, particularly in times of constrained resources. Therefore, IR offices need to be at the table, hearing the discussions of decision makers and providing analytical support to meet their needs. Presenters will share their experience in how to transform IR operations from reporting units to critical advisors of an organization. Examples include partnerships with communications and government relations units, leveraging technology to facilitate reporting requirements, and creation of Tableau story boards and website reporting to infuse institutional data all that we do.

LUNCH & KEYNOTE – 12:00 to 1:45 PM – The Gallery

Gery W. Ryan – Senior Investigator

Claude Messan Setodji – Senior Statistician

Beverly Weidmer Ocampo – Survey Director

****Note: The location of the lunch & keynote will be held in The Gallery, directly across the street from the Omni****

RAND Methods Panel

This well-rounded panel of senior scientists and methods experts will share some highlights of their research while at the RAND Corporation, a non-profit think tank dedicated to providing objective analysis and effective solutions to many of the world's most pressing problems. Some of the techniques discussed will overlap with those presented at this conference, but with application areas not necessarily within higher education. With a number of short vignettes of how various research methods have been used to solve tough problems, we hope you walk away inspired to tackle your own research questions using a diversity of approaches.

Gery W. Ryan is assistant dean for academic affairs at the Pardee RAND Graduate School and a senior behavioral scientist at the RAND Corporation. Trained as a medical anthropologist, he has conducted research on decision-making processes, ethnographies of health care and the integration of qualitative and quantitative methodologies. Ryan specializes in applying systemic methods to qualitative research and designing tools for formative, process, and summative evaluations. He has recently turned his methodological expertise toward the evaluation of complex delivery systems in health and education.



Claude Messan Setodji is a Senior Statistician in RAND's Statistics Group and the Health Program and the co-director of the RAND Center for Causal Inference. His research interests include applications of statistics to public policy, especially in health care cost and care, causal inferences, sampling techniques, and data reduction and visualization. Setodji's current work focuses on improved quantitative methods in health and child development quality assessments and the development of statistical methods for inference on ecological momentary assessment of health and behavior intention outcomes.



Beverly Weidmer Ocampo is a survey director in the Survey Research Group at RAND and is the deputy survey director for the Healthy Passages Study. She has over 15 years experience in both quantitative and qualitative survey research methodology, has worked on numerous studies focusing on racial and ethnic inequalities in health outcomes, and has considerable experience in working with immigrant and minority populations. She has managed various school-based studies, including the California Class Size Reduction Study and the National Study to Assess the Quality of Vocational Education.



Two-Minute Sponsor Spotlight



Enjoy the lunch included with your registration fee.

- *Grilled Cauliflower Soup*
- *Red Pepper Coulis*
- *Yellow & Red Beet Salad*
- *Goat Cheese Crumble, Walnut Vinaigrette*
- *Spinach & Arugula Salad with Raspberry Vinaigrette*
- *Asiago Chicken Piccata*
- *Asparagus & Artichoke Fricassee, Caper Sauce*
- *Grilled Mahi Mahi*
- *Saffron Rice, Ranchero Sauce*
- *Basil Crusted Tortellini al Forno*
- *Alfredo Sauce*
- *Tiramisu*
- *Freshly Brewed Starbucks Organic Shade Grown™ Coffee, Decaffeinated Coffee and Assorted Hot Tea Forte™*

CONCURRENT SESSIONS – 2:00 to 2:45 PM

Authentic Assessment in Student Affairs: How CSU Fullerton’s Division of Student Affairs Used a CampusLabs Rubric to Assess their Orientation Leaders Public Speaking Skills Salon A David Forgues, CampusLabs

Come hear how Fullerton’s New Student Programs has the data to show an authentic, best practice in student learning assessment. What makes it “authentic” is that they used an existing opportunity (the actual orientation performance) to assess the learning – a real-life application of skills. What makes it a “best practice” is this was a formative assessment in that results were shared with the students so they could improve. Come learn from Fullerton how working with a Campus Labs consultant and their recommendation to use multiple points of data collection helped to isolate the improvement to a specific timeframe which provided more evidence that the skill development occurred as a result of this particular program.

Ensemble Predictions of Graduates’ Success at High-Stakes Licensure Examinations Salon B Mahmoud Albawaneh, Galina Belokurova and Jeb Egbert, West Coast University

Ensembled models are built and deployed to predict students’ probability of passing the National Council Licensure Examination for Registered Nurses (NCLEX-RN). Ensembled models are a collection of traditional statistical and machine learning models whose predictions are combined by weighted averaging or voting. Ensembles are constructed using many different algorithms including Logistic regression, C5, Decision List, Bayesian Network, Discriminant, C&R Tree, Quest, CHAID and Neural Network. The ensembles models use number of factors that contribute to student success including demographic characteristics, admissions criteria, "in-program" student performance which is disaggregated on the basis of didactic and clinical instruction, student performance in the General Education versus core (major) part of the degree program, individual nursing course grades, individual General Education course grades, third-party proctored assessment scores and cumulative grade point average. This case study demonstrates that ensembled models can outperform individual models and can result in an optimized performance metrics including accuracy and precision.

Using U.S. News & World Report Academic Insights to Benchmark Your College or University Program Salon D Evan Jones, U.S. News

Built specifically for institutions, U.S. News Academic Insights is the best benchmarking tool available in Higher Education. Academic Insights provides schools the ability to analyze quickly their relative position to other institutions based on single data points or ranking criteria. Peer group creation can be generated based on manual school selection or by ranking cohort. Through a variety of visualizations, the platform can display how your institution compares to others over time. The platform also offers access to a Download Center, where users can quickly download datasets for their own analysis. This session will demonstrate the features of Academic Insights that you can utilize the platform to improve your internal reporting capabilities.

WORKSHOPS – 2:00 to 4:45 PM

*****Advanced Registration Required for ALL Workshops*****

Applying Propensity Score Matching in IR Session #2

Stephen DesJardins, University of Michigan

Salon E

Participants will learn about propensity score matching (PSM) methods that are now popular in the social sciences and increasingly used by education researchers. After establishing a clear understanding of the underlying concepts, we will interrogate the application of PSM methods to education and institutional research issues. Participants will learn the proper application of, assumptions underlying, and how to estimate and interpret PSM models. Stata statistical code and data to estimate PSM models will be provided by the instructor in advance of the workshop.

Using Instrumental Variables Analysis in Institutional Research and Program Evaluation Session #2

Gary Pike, Indiana University - PUI

Gaslamp 2

Institutional research professionals are frequently called on to answer questions about the effectiveness of institutional initiatives and programs: Do campus visits increase the likelihood that students will enroll? Does participating in a learning community during the first semester of college increase student success in college? Ideally, institutional researchers would like to make causal claims about the effectiveness of these initiatives or program, but are seldom in a position to do so. Instrumental variables (IV) analysis represents one method that can be used to make causal claims about the effectiveness of institutional initiatives and programs, provided several assumptions can be met. This workshop will review the logic of making causal claims about program effectiveness and examine how IV analyses can be used to make causal claims about program effectiveness. The assumptions underlying IV analysis will be discussed and methods of testing those assumptions will be described. Workshop participants will have an opportunity to conduct an IV analysis using data on themed learning communities.

2:45 – 3:00 pm

Coffee/Tea and Snacks Break

Foyer

- Salted Caramel and Fudge Caramel Brownies
- Peach Lavender Bar
- Whole Fruit
- Assorted Soft Drinks and Bottled Water

CONCURRENT SESSIONS – 3:00 to 3:45 PM

How to use Focus Groups to Win Friends and Influence People

Nathan Garrett and Bruce Feinstein, Woodbury University

Salon A

More than just getting input, we used focus groups to build a policy, grow support, and fast-track implementation. For our small tuition-dependent university, admissions standards are a politically charged topic. A small team began by creating data-driven admission criteria. We then used focus groups to engage with stakeholders campus-wide. Each focus group began with a brief presentation, and then quickly transitioned into a guided dialogue. The meetings allowed the team to find and address points of opposition. By the time the proposal went to the full faculty body and administration, most of the potential critics had already been engaged. This session will present the focus group methodology used to build consensus.

Using Propensity Score Matching to Facilitate Discussion of Program Effectiveness (For Long Beach City College's Promise Pathways)

Andrew Fuenmayor and John Hetts, Long Beach City College

Salon B

Logged-odds ratios got your audience's head spinning? Having trouble explaining that an estimated marginal mean doesn't mean that the means are made up? Long Beach City College demonstrates the potential of Propensity Score Matching to provide a superior rhetorical tool when communicating the results of complex statistical analyses across wide constituencies with varying analytical expertise such as administrators, faculty, boards, and community members. The use and application of PSM will be discussed in the context of the evaluation of effectiveness of LBCC's Promise Pathways initiative which has substantially increased student achievement of key early educational milestones.

Keeping Everyone on the Same Page: IR and Data Stewardship

Salon D

Kathryn Flack Potts, Stanford University

Answering “simple” IR questions often requires navigating a complex thicket of definitional issues, many of which are only fully understood by niche experts. For example, there could be many correct answers to “How many MA/MS students do we have per faculty member”, depending on how this is interpreted. To address these challenges, Stanford’s IR team has partnered with data stewardship efforts. A foundational tool is a university-wide data dictionary, where content is developed following detailed naming standards and best practices for structuring information. This, along with downstream quick-reference formats, provides a stable reference for analysts, requesters, and the university community.

CONCURRENT SESSIONS – 4:00 to 4:45 PM

Text Analytics of Open-Ended Survey Data: Techniques and Applications

Salon A

Xiaohui Zheng, University of California, Office of the President

During the past ten years, text analytics has become a widely used discipline for processing written documents. It gained big interest in survey research, especially in the analysis of open-ended survey data. This presentation intends to introduce text analytics concepts, methods and techniques. Steps of text import, transformation and analysis are demonstrated using a real survey example in the open source R environment.

Student Loyalty and Satisfaction: Constructing Scales Using Factor Analysis

Salon B

Amoon Jawaid Austin, Forman Christian College

Due to the increase in the number of Intermediate (high school level) education institutes in Pakistan for the past few years the competition has significantly increased. This shift has shown the declining trends in enrollments and low quality students. Hence, the need of the hour is to find ways to increase the loyalty of the students. In order to increase student loyalty, institutions should find which satisfaction areas contribute more towards it. This study was conducted with Intermediate students of Forman Christian College (FCC) in Pakistan, to find the relationship between “student satisfaction” and “student loyalty”. 2,521 FCC students were surveyed, with more than 100 questions on satisfaction along with question on student loyalty (the students’ future willingness to recommend their institution to others). By the end of this presentation the attendees will be able to know factor analysis approach, understand the process of constructing a scale from questions and critical steps that need to be considered while using this approach. Towards the end of it we will briefly look at the relationship between student loyalty and satisfaction established through regression.

Designing Public and Private Dashboards In Tableau: Best Practices

Salon D

Michael Le, Humbolt State University and Dmitri Rogulkin, Fresno State University

In an era of increasing accountability and transparency in higher education - administrators, staff/faculty, and students want a dynamic way to access data in a visually appealing interface with minimal hassle (i.e., authorization paperwork or logins). Two strategies for disbursing data will be discussed: one for private dashboards and one for public facing dashboards. The presentation will focus on implementation strategy and methods for getting started in both realms. This presentation is designed for novice to competent Tableau users and may be repetitive information for proficient and expert Tableau users.

Friday

NOVEMBER 21

BREAKFAST, NETWORKING, AND TABLE TALK DISCUSSIONS
7:00 to 9:00 AM

East & South Foyer/Salon C

Network and enjoy the hot breakfast included with your registration fee.

- Assorted Chilled Juices
- Fresh Sliced Fruit Display
- Cinnamon Sopapillas & Pineapple Empanadas
- Chilaquiles Casserole
- Scrambled Eggs, Nopales, Soft Corn Tortillas & Jack Cheese
- Marinated Beef Machaca
- Flour Tortillas
- Queso Fresco, Salsa Roja, Salsa Verde, Guacamole
- Freshly Brewed Starbucks Organic Shade Grown™ Coffee, Decaffeinated Coffee and Assorted Hot Tea Forte™

Instead of breakfast keynotes, there will be placards with the following topics at a number of tables so you may have engaging discussions with your peers over an excellent meal.

- Meaning of the Degree
- Dashboard Best Practices
- Campus Performance Indicators
- Assessment of High Impact Practices
- Charts & Infographics Best Practices
- Strategic Planning and IR
- Teaching Evaluation Validation
- Limited Resource IR Offices
- SQL
- Stata
- GIS
- IT / IR Relationship
- Choosing Comparison Groups

CONCURRENT SESSIONS – 9:00 to 9:45 AM

Academically Prepared but Still Worried: Thematic Coding to Investigate Survey Item Validity Salon A Corrie Potter, Stanford University

Incoming freshmen report high levels of academic preparedness on the Survey of New Students. Yet campus colleagues who work directly with freshmen say that anxiety about academic performance is widespread. This presentation describes an investigation of validity concerns about our preparedness survey items. We used thematic coding of an open-ended survey question asking students what they were most worried about, and found that many students who reported high levels of preparedness on closed-ended questions were nonetheless very worried about their performance. This presentation will introduce audience members to practical strategies for coding open-ended survey responses in applied settings, and demonstrate the usefulness of coding open-ended questions in validity investigations.

Blending Propensity Score Matching and Logistic Regression in Support Service Evaluations Salon B Terrence Willett, Cabrillo College and Craig Hayward, Irvine Valley College

Propensity Score Matching (PSM) is emerging as a prominent method for dealing with selection bias and non-random assignment to treatment and control groups. Increasingly, research offices are being requested to use PSM particularly for the evaluation of major federal grants to examine the impacts of intervention programs where program participants have not been randomly assigned to receive services. In this session we will examine the theoretical underpinnings of PSM and outline a support service evaluation that combined PSM with logistic regression to attempt to determine if participation increased student outcomes. Session participants will also experience a step-by-step demonstration of how to conduct a propensity score analysis on a sample data set with tips and caveats for new users and potential adopters.

The Development of Annual Faculty Workload Reports Salon D Nancy Hardy and Jing Wang, California State University, Sacramento

Sacramento State has developed three specialized annual faculty reports; the Faculty Teaching Assignment Report, Instructional Personnel Cost Report and Faculty Status Report. These reports demonstrate faculty teaching load, assigned time, course enrollment, Student Credit Unit, Full-time Equivalent Students, Full-time Equivalent Instructional Faculty and personnel cost. These reports requested and originated by the Provost and Vice Provost in 2007. As such, they are used regularly in support of planning, budget allocation, and faculty hiring. This presentation will share the methods used to develop these three reports, including the management of Academic Planning Database, SPSS syntax and the pivot tables and formulas used within Excel.

WORKSHOPS – 9:00 to 11:45 AM

***** SPECIAL DOUBLE SESSION*****

***Please note these two sessions are linked together to create the workshop.
Advance registration is required for all workshops.***

Engaging Analytics at Sinclair Community College Salon E Karl Konsdorf, Sinclair Community College

This session tells the story of how analyzing and sharing information has evolved at Sinclair Community College. The purpose is to familiarize the attendee with how business analytics, data mining and data visualizations have been implemented over time via case examples and demonstrations. The examples presented include predicting applicant yield, predicting Online Course Success, analyzing Degree Valuation for Graduates, identifying Information Technology hardware needs, and analyzing unstructured data of job postings. Several current analytics tools such as the average class size tool and course planning guide. Topics such as the data mining process, data preparation and analytical modeling techniques will be presented in this session.

Your Day Made Easier: Bring your IR Data to Life with SAS Visual Analytics Salon E Danna Hourani, SAS

Imagine being able to quickly explore large volumes of disparate data to better understand more about your institution. With SAS Visual Analytics, you can look at more options, uncover hidden opportunities, identify key relationships and make more precise decisions to drive success faster than ever before. In this SAS workshop, you will get hands on experience and learn how to quickly analyze institutional data through an easy to use, drag and drop web based application. You will also learn how to quickly design interactive reports and distribute those reports via the web, or through mobile BI on an iPad or a tablet.

*****Advanced Registration Required for ALL Workshops*****

Regression Discontinuity: A Causal Modeling Approach to Non- Randomized Intervention Session #2

Ryan Johnson, University of California, Riverside

Gaslamp 2

A properly executed regression discontinuity method allows researchers to draw causal conclusions about the effects of an intervention without randomly assigning participants. This workshop will cover the regression discontinuity method from its conceptual foundation through a real-world example of study design and data analysis. During the demonstration of data analysis, attendees are encouraged to follow along using whatever statistical software they prefer on their personal laptops. The example analysis will be conducted entirely in Stata, and those who would prefer to follow along using that software must install it before the workshop (trial licenses will be provided prior to the conference). Attendees will leave the workshop understanding how to design a regression discontinuity study, analyze the data, and interpret the results. Attendees will also be provided with copies of all workshop materials: example data set, Stata script, statistical results, and slides on the history and intuition behind the method.

9:45 – 10:00 am

Coffee/Tea & Hotel Checkout

Foyer

CONCURRENT SESSIONS – 10:00 to 10:45 AM

From Administration to Z-Scores: An Overview of Survey Research

Salon A

Ellen Stolzenberg and Dominique Harrison, University of California, Los Angeles

Survey research is a complex, multifaceted approach often used in higher education assessment. However, the discussion of how to think about survey research and the multitude of factors to consider before, during, and after survey administration is not as common. This session will provide an overview of survey research in general, along with a more nuanced discussion of important topics such as selecting a preexisting instrument versus creating your own, survey design, reliability and validity, sampling, survey administration, and analyzing and disseminating data. Staff from the Cooperative Institutional Research Program (CIRP) at the UCLA Higher Education Research Institute (HERI) will share information about survey research in general, along with specific examples from CIRP that are based on years of survey design, administration, and research experience.

Using Decision Trees to Predict Student Placement and Course Success

Salon B

Mallory Newell, De Anza College, Terrence Willett, Cabrillo College, John Hetts Irvine Valley College and Craig Hayward, Long Beach City College

Using the open source software 'R', this presentation focuses on the use of Decision Trees in predicting student success in college level math and English courses at the 112 California Community Colleges based on students' high school transcript data. The potential application of the research to substantively improve student placement and to explore potential disproportionate impacts in current models of assessment will be discussed.

Improved Data Wrangling and Validation in Excel

Salon D

Nathan Garrett, Woodbury University

Are your Excel worksheets error-free? This presentation is intended to help you use automated processes to clean up and transform data in Excel. The overall approach combines VLookups, conditional formatting, named cells and ranges, formatting for meaning, and spatial layout. The resulting approach reduces errors, increases audibility, and speeds up repetitive tasks. Virtually all Excel audits find errors; this presentation is designed to increase your confidence in data wrangling tasks.

CONCURRENT SESSIONS – 11:00 to 11:45 AM

Understanding Why Students Leave: Using Thematic Analysis to Analyze Open-Ended Question Data

Yang Zhang and Yao Hill, University of Hawai'i at Manoa

Salon A

To address the research question of why students chose to leave the institution without completing a degree, researchers used the thematic analysis method to analyze student responses to an open-ended survey question. Data was collected using an online survey in fall 2012 to students who chose not to return to the institution before finishing their degree. The presentation will guide the audience through the steps of analyzing open-ended survey responses using the thematic analysis method. The steps are: (1) Careful reading; (2) Unitization; (3) Categorization; (4) Coding; (5) Finding patterns and trends; and (6) Reporting and using. Preliminary results show that nine themes emerged from 296 valid responses, including issues of affordability of tuition and other cost, accessibility to campuses and classes, availability of courses or programs, academic excellence and rigor, campus climate and appearance, conflicts with individuals or offices, procedures and requirements, student accountability, and personal reasons.

Using Chi-Squared Tests to Understand Veteran Student Composition at CSU San Marcos

Jeff Marks and Bhavisha Talsania, California State University, San Marcos

Salon B

This presentation will answer the research question "Are veteran students taking the same majors as other students?" by focusing on how a common quantitative method such as the chi-square test for independence can be used to provide guidance and results for nominal data such as frequency counts. The following points will be discussed: data considerations, selection of the chi-square test, appropriate setup of hypotheses, test pitfalls and common errors, setting the test up in Excel, and a discussion on interpreting the results. Overall, the presentation will be instructional in nature and geared towards developing good analytical and professional practices for the newer institutional researcher while focusing on the chi-square analysis technique.

Pivot tables as change agents: How to create and use them to improve IR presence on campus

Daniel Martinez and Emila Rahimic, College of the Desert

Salon D

This presentation will discuss how the use of pivot tables allowed the IR office to develop dialogue with end-users. By providing both a user-friendly interface and the ability to show what data was used to create a pivot table, the IR office was able to increase trust with faculty and administration by demonstrating transparency regarding the data and information.

See details on the Keynote, Lunch & Closing Business meeting on the next page.

KEYNOTE, LUNCH & CLOSING BUSINESS – 12:00 to 1:45 PM
Salon C and Optional Seating in South Foyer

**J. William Murdock – Master Inventor, IBM's
Watson Research Center**

Research Approaches for Making and Assessing Ongoing Improvements to IBM Watson

J. William Murdock is a computer scientist and researcher at IBM's Watson Research Center. He has been working on the IBM Watson question answering system since the project began in 2007, specifically on its underlying technology, referred to as "DeepQA." Dr. Murdock's research interests include natural-language semantics, analogical reasoning, knowledge-based planning, machine learning, and self-aware artificial intelligence. He received a Ph.D. in Computer Science from Georgia Tech in 2001, where he was a member of Ashok Goel's Design & Intelligence Laboratory.



Enjoy the lunch included with your registration fee.

- *Crab Bisque*
- *California Cobb Salad - Iceberg Lettuce, Avocados, Diced Tomatoes, Red Onion, Blue Cheese, Bacon, Black Olives, Grilled Chicken, Hard Boiled Eggs, Yogurt Dill and Blue Cheese Dressing*
- *Southwest Flank Steak with Demi Glaze Mushrooms, Roasted Potatoes*
- *Louisiana Jambalaya*
- *Creole Tomato Sauce, Saffron Rice, Rock Shrimp, Andouille Sausage, Peppers, Onions, and Okra*
- *Cajun Chicken Breasts with Black Bean Corn Relish*
- *Strawberry Shortcake*
- *Freshly Brewed Starbucks Organic Shade Grown™ Coffee, Decaffeinated Coffee and Assorted Hot Tea Forte™*

2013 CAIR Best Presentation Award

The purpose of the CAIR Best Presentation Award is to recognize the most outstanding example of a significant contribution to the practice and understanding of institutional research. The CAIR 2013 Best Presentation was presented to:

Six Stages of Growth for the IR Professional
Bob Daly, University of California Riverside

http://www.cair.org/conferences/CAIR2013/pres/56_Daly.pdf

For more information about the CAIR Best Presentation Award, visit
http://www.cair.org/conferences/Presentation_Award.aspx

CAIR BOARD OF DIRECTORS

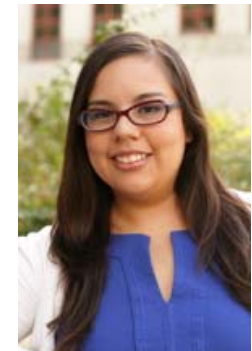
President: BRYCE MASON, PH.D., University of California, Riverside

Bryce is Assistant Vice Chancellor of Strategic Academic Research and Analysis (SARA) at University of California, Riverside and, for 2014, is the California Association for Institutional Research (CAIR) president. Bryce has been in the IR community for eight years between UCR and Loyola Marymount University, helping his campus communities find meaning in data. He is a veteran statistical programmer and an expert at data management. Bryce holds a doctorate from the RAND Graduate School in Santa Monica, CA, and a bachelor's in mathematics from UC Riverside (summa cum laude). In addition to higher education, Bryce owns and operates P2P-Picks, LLC, the only independent credit modeling service provider for the peer-to-peer lending marketplace.



Vice President: JEANETTE GURROLA BAEZ, Claremont Graduate University

Jeanette is the institutional researcher officer at Claremont Graduate University (CGU). Her career in IR began at the University of California, Irvine, as a data assistant supporting efforts in evaluating college preparatory programs targeting underrepresented minorities. Baez received a bachelor's degree in economics and a master's degree in social science, with a concentration in demographic and social analysis, from UC Irvine, which provided her with foundational training in statistics and research methods. Baez has undergone extensive training in assessment and evaluation, completing the Western Association of Schools and Colleges' Assessment Leadership Academy and a master's degree in psychology, with a concentration in program evaluation, from CGU. She is currently pursuing a doctoral degree in psychology at CGU.



Treasurer: RYAN CHERLAND, University of California, Irvine

Ryan has been assistant vice chancellor for institutional research and decision-support at UC Irvine for just over 2 years. With over 25 years' of experience in institutional research and decision-support (more than 20 years with the University of Kansas, where he received his Ph.D.), he was excited by the opportunity to come back to southern California where he grew up (BA from UC-Riverside, MA from CSU-San Bernardino). He is continually exploring new ways of providing access to decision-support information to the campus and oversees the strategic direction of the campus data warehouse and its use in decision-support. His principal professional areas include institutional and academic program management and their comparative metrics.



Secretary: MALLORY NEWELL, ED.D., De Anza College

Mallory is the Interim Executive Director for Institutional Research and Planning for Foothill-De Anza Community College District. She previously worked conducting research studies and policy analysis for the California Postsecondary Education Commission (CPEC) in Sacramento. Mallory received her Ed.D from Sacramento State University in Educational Leadership and Policy Studies where she completed her dissertation on the civic engagement of community college students and graduates. She received an M.A. in Political Science from Chico State University. She also enjoys teaching part-time in the Political Science department at De Anza College.



Director: MURIEL C. LOPEZ-WAGNER, California State University, San Bernardino

Muriel is the fourth director of institutional research at California State University, San Bernardino (CSUSB). She has 17 years of experience in research, 12 of which has been with California State University, San Bernardino, Office of Institutional Research. As Director, she maintains enrollment projection models for enrollment planning and budget purposes, provides supervision and analytic support to facilitate planning, assessment, policy decisions, resource allocations, and creation of dashboards, and manages workflow for the office. She received her PhD from Claremont Graduate University in Applied Developmental Psychology, a Master's degree in Lifespan Developmental Psychology from California State University, San Bernardino, and a Bachelor's degree in Psychology from University of Hawaii at Hilo.



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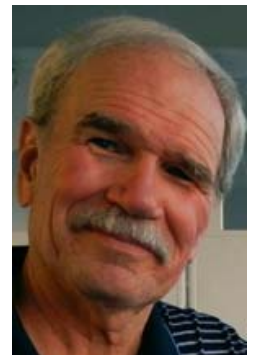
Director: KRISTINA (CRAGG) POWERS, PH.D., Bridgepoint Education

Kristina is Associate Vice President of Institutional Research Services at Bridgepoint Education (San Diego, CA). Kristina provides leadership for external data reporting, including federal and state submissions. Her higher education experience includes working in multiple states for public institutions/organizations throughout the country focusing on student success, which complements her role as an IPEDS Trainer. Kristina contributes to the field of higher education through presentations and publications; she is the co-editor of *Organization and Administration in Higher Education*. She holds a Ph.D. in Higher Education Policy, M.S. in Higher Education Administration, and Certificate in Institutional Research from Florida State University, and a B.A. in Political Science, International Studies, and International Business from SUNY Brockport.



Director: BOB DALY, University of California, Riverside (Retired)

Bob has been working in institutional research for 40 years. A regular presenter at CAIR and AIR, he was presented with the CAIR Best Presentation Award at the 2013 conference for his presentation "Six Stages of Growth for the IR Professional." Bob is currently serving as a member of the Board of Directors for CAIR. Previously, he served as CAIR's first President in 1987-88. Professionally, he has held IR positions at Santa Ana College (1974 - 1980), UC Irvine (1980 - 2004), and UC Riverside (2004 - 2011). Although he is "officially" retired, he is still very active in the IR community as he continues to be in a recall position at Riverside.



Director: WADDELL M. HERRON, PH.D., California State University, Office of the Chancellor

Waddell is the Associate Director of Academic Affairs, Division of Analytic Studies, at the California State University, Office of the Chancellor. Dr. Herron is responsible for undertaking broad and complex assignments associated with the short and long-term strategic planning activities of the California State University (CSU) system. Dr. Herron also serves as the CSU system wide coordinator for the Integrated Postsecondary Education Data System (IPEDS) and Voluntary System of Accountability (VSA) College Portrait data reporting processes. Dr. Herron earned a bachelor's degree in Architecture from Princeton University and a master's degree and a doctoral degree in Urban Planning from the University of California, Los Angeles.



Director and Immediate Past President: ALICE VAN OMMEREN, California Community Colleges Chancellor's Office

Alice is the Dean of Research, Analysis and Accountability at the California Community Colleges Chancellor's Office. She provides leadership to research activities and projects that influence state policy decisions and meet system accountability requirements. She has published in several educational research journals and teaches education policy at the University of the Pacific, where she received her doctorate in 2011. She is the current past-president of the California Association of Institutional Research (CAIR) and board member of the Research and Planning (RP) Group of the California Community Colleges. As a local historian and author, she speaks extensively on Stockton and Yosemite's past.



OTHER HELPFUL CONFERENCE INFORMATION

Conference Mobile App

This year, CAIR is debuting a new mobile app for conference attendees. The app contains a vast amount of resources readily available at your fingertips, including:

- Complete conference program, with the ability to save sessions to your own personal schedule
- Information about all the conference sponsors
- Directory of all attendees
- Map of the conference meeting space and hotel
- Map of local restaurants
- And other useful information

To download the app directly to your device, click on the following links or search “CAIR 2014” in your favorite app store.

App Store: <https://itunes.apple.com/ua/app/cair-2014/id912870332?mt=8>

Google Play Store: https://play.google.com/store/apps/details?id=com.attendify.cair_2014

(Note: iOS 6.0 or greater or Android OS 6.0 or greater is required to use the app.)

Alternatively, the app can also be viewed on any mobile device or computer at <http://program.cair.org>.

Transportation from the San Diego International Airport – 14 minutes/4 miles

TAXI

Approximately \$15 one way. At the airport follow the signs to the Transportation Plaza to find the taxi stand.

AIRPORT SHUTTLE

Approximate \$10 one way per person. Shuttle service is available at the Transportation Plazas across from Terminals 1 and 2, and curbside at the Commuter Terminal. Once at the Transportation Plaza, a coordinator can help place you with the first available shuttle. Alternatively, you may make arrangements ahead of time with a shuttle company. Below is a list of companies that service the San Diego International Airport.

- Advanced Shuttle, www.ablueshuttle.com
- Super Shuttle, www.supershuttle.com
- EZ Ride, www.ezrideshuttle.com
- Prime Time Shuttle, www.primetimeshuttle.com
- Sea Breeze Shuttle, www.seabreezeshuttle.com

RENTAL CAR

Car rental shuttles regularly operate at the Terminal 1 center traffic aisle and at the traffic island at the far west end of Terminal 2. Rental car companies near the airport include Hertz, Avis, and National.

To get to the hotel, follow the airport exit signs toward Harbor Drive/Downtown San Diego. Merge onto Harbor Drive going south along the San Diego Bay. Follow Harbor Drive as it turns to the left at Seaport Village. Turn left onto 5th Avenue. Make an immediate right onto L Street. Proceed 1 block on L Street. The hotel is located on the right on the corner of 6th Avenue and L Street.

Directions to the Hotel

FROM THE NORTH — VIA HIGHWAY 5 SOUTH

Take Highway 5 South to the 10th Avenue exit. Follow 10th Avenue to Market Street. Turn right onto Market Street and proceed to 6th Avenue. Turn left onto 6th Avenue and proceed to L Street. The hotel is on the left on the corner of 6th Avenue and L Street.

FROM THE NORTH — VIA HIGHWAY 163 SOUTH

Take Highway 163 until it turns into 10th Avenue. Follow 10th Avenue to Market Street. Turn right onto Market Street and proceed to 6th Avenue. Turn left onto 6th Avenue and proceed to L Street. The hotel is on the left on the corner of 6th Avenue and L Street.

FROM THE EAST — VIA HIGHWAY 8 WEST

Take Highway 8 West to Highway 163 South toward downtown. Take Highway 163 until it turns into 10th Avenue. Follow 10th Avenue to Market Street. Turn right onto Market Street and proceed to 6th Avenue. Turn left onto 6th Avenue and proceed to L Street. The hotel is on the left on the corner of 6th Avenue and L Street.

FROM LOS ANGELES OR ORANGE COUNTY

Take Interstate 405 South until it merges with Interstate 5 South. Take Highway 5 South to the 10th Street exit. Follow 10th Street to Market Street. Turn right onto Market Street and proceed to 6th Avenue. Turn left onto 6th Avenue and proceed to L Street. The hotel is on the left on the corner of 6th Avenue and L Street.

Parking

Overnight valet parking at the Omni \$25 per car, per night with in/out privileges at the conference rate. \$15 valet parking for day guests. A public parking garage is located directly across the street with a nightly rate which can be significantly lower than the hotel, however, in/out privileges may not be available.

Check-In/Check-Out Times

Check-in: 3:00 p.m./Check-out: Noon. Guest services can arrange to check baggage for those arriving early when rooms are unavailable and for guests attending functions on departure date.

Late check-out up to 4:00 p.m. may be available for an additional \$50. Add it on to your reservation as an enhancement or check with the front desk at check-in.

Internet Service

Complimentary Wi-Fi internet service is available in guest rooms booked through the group reservation link. Additionally, complimentary Wi-Fi is available in the hotel lobby.

RESTAURANTS WITHIN WALKING DISTANCE



BURGER LOUNGE -528 5th Ave

Bottom line: you can get a Lounge Burger here until 3AM on Friday or Saturday nights and sit outside in our urban "Gaslamp" patio.



Chocolat Cremerie - 509 5th Ave

Chocolat Cremerie originated and became world famous in Italy for its exquisite chocolates, tantalizing crepes, and scrumptious Gelato. Now Chocolat Cremerie is here in the gaslamp of San Diego and the reviews are in! Check out some of our fantastic testimonials below, then come and see for yourself why Chocolat Cremerie was voted one of the best bistros in San Diego for amazing Gelato, crepes, and much more!



MEZE -551 J St

We are a family-owned bar and restaurant in San Diego's popular Gaslamp Quarter. The word "mezé" translates as "taste" – meaning both "flavor" and "a taste of something." At Meze Greek Fusion Cuisine you'll find both.



UNION KITCHEN & TAP - 333 5th Ave

Union Kitchen is a neighborhood restaurant and upscale tavern, that is open for lunch and dinner daily and hosts brunch every weekend. Union Kitchen's menu selections embrace a true farm-to-table dining experience with inventive New American Cuisine featuring southern comfort influences. Our seasonal menu reflects a repertoire of new and traditional cooking methods, enhanced by the freshest local ingredients available from land and sea. The restaurant features two full service bars that specialize in local craft beer, premium whiskey, handcrafted cocktails and small boutique wine selections.



FLORENT - 672 5th Ave

Florent, located in the historic Gaslamp Quarter, is San Diego's hottest new restaurant, lounge and night life destination.



BUB'S - 715 J Street

Embracing both history and the growing traditions of America's Finest City, Bub's was constructed using various architectural salvage from throughout the West coast, including reclaimed wood, scrap metal and reused brick. Bub's is a place where locals and visitors alike enjoy one-of-a-kind entertainment and food. Watch the game on our vast array of plasmas or take shots on our in-house basketball court in between games of shuffleboard. Relax and sip drinks at one of the community tables or our giant circle bar. Indulge in some of our famous Lunch Lady Tater Tots or Steaky Steakums at the old school lunch counter or outside on our expansive wooden deck.



WHISKEY GIRL - 702 5th Ave

Whiskey Girl, one of the longest running venues in the Historic Gaslamp Quarter, now located at the corner of 5th & G Street! Casual days meet high energy nights with Resident DJ Marc Thrasher of Channel 93.3 and Super DJ Romeo. The party never stops with live music Monday thru Friday and an exciting menu. Catch the game on one of our 30 HDTVs and enjoy the best brunch in Downtown - featuring \$10 bottomless mimosas!



BANDAR - 845 4th Ave

Bandar is the proud recipient of many awards since 1996. Rated excellent by Zagat Survey, awarded Best Service and voted as the Best Persian, Ethnic, Business, Fine Dining and International Cuisine. Our Executive Chefs celebrate the traditions of Persian cuisine with Fresh Prime Steaks, World Famous Chicken, Seafood and classic Persian specialties. Bandar is conveniently located downtown in the Gaslamp Quarter.



OPERACAFFE - 835 4th Ave

Call us purists, perfectionists, obsessive or compulsive. That may help explain why we at Operacaffe, we are so passionate about our culinary business and our customers. The reputation for excellent cuisine, top-notch service, the quality and freshness of our ingredients, are the reasons we are so proud of our restaurant. No matter whether you are a seasoned food lover, a curious beginner, or somewhere in between, for the love of food, give us a try, you are welcome, it is our pleasure to serve you.



DICK'S LAST RESORT -345 4th Ave

The most outrageously good time in the Gaslamp. Our staff might be funny looking, unruly or cranky and sure they give away plenty of attitude with their service but folks love it (and the attitude is completely free!) This extremely casual dining experience is "All in Fun & Fun for All".

Our expansive dining area seats nearly 500 guests & we're boasting Downtown San Diego's largest outdoor patio. We're known for delicious Buckets of Ribs, Chicken & Seafood and we're loved for our gigantic beers, huge cocktails and good times. Dick's Last Resort's Gaslamp Quarter outpost is an anchor of historic downtown San Diego, partying loudly on 5th Avenue.



THE BLIND BURRO -639 J Street

The Blind Burro is Good Time Design's newest restaurant concept located in San Diego's East Village. The Blind Burro specializes in Baja coastal cuisine using local and sustainable seafood and produce when possible. Think grilled fish, chicken and shrimp, with a Mexican and Baja inspired twist. The Blind Burro showcases a second-to-none tequila, mezcal and spirits program that enhances the restaurant's Baja Coastal vibe. With a walk up outdoor bar, guests will be able to eat and drink, while enjoying the always-amazing San Diego weather. Come late night, the restaurant will convert into a fun and unique lounge.



BARLEY MASH - 600 5th Ave

Located in the heart of San Diego's Gaslamp district, barleymash is the fun, high-energy downtown restaurant and bar that celebrates the richness of American culture through its appetizing and progressive bar fare. Both the restaurant philosophy and menu offerings draw heavily from two barroom staples: beer and bourbon. The name, in fact, refers to the typical grain mixture used in the brewing and distillation process of both beer and bourbon.



LUCKY BASTARD SALOON - 840 5th Ave

The Gaslamp's newest 10,000-square-foot watering hole is biker-themed sports bar gone wild.



SHOUT HOUSE - 655 4th Ave

There are a lot of entertainment choices out there but only one that has captured the basic desire of everyone to "be" the entertainment. Dueling Pianos are two piano players/singers performing at two, face to face grand pianos in front of two large mirrors performing the classic rock 'n roll hits from the 1950s to the present. It's request driven by the audience and with the use of multiple teams, goes non-stop all night.



CAFÉ SEVILLA -353 5th Ave

A local landmark, Café Sevilla has been located in the heart of San Diego's vibrant Gaslamp Quarter for more than 20 years. Just steps from the Convention Center, Petco Park, and Horton Plaza, Café Sevilla is a popular meeting place for locals and visitors alike. As the original location that started it all, Café Sevilla is proud to offer the most authentic Spanish ambiance in our Tapas Bar, restaurant, and nightclub. Look for our medieval knight greeting you outside, and join us for an evening to remember.



SEARSUCKER -611 5th Ave

Located in the heart the Gaslamp Quarter, the SEA in Searsucker pays homage to the menu's love of the ocean and embodies Malarkey's personality: gregarious, mischievous, fun-loving and authentic. Divided into categories like 'Bites,' 'Smalls,' 'Greens,' 'Ocean,' 'Ranch' and 'Farm,' the menu is both serious and fun.



THE TIPSY CROW - 770 5th Ave

Abandon your inhibitions at San Diego's longest-standing bar. Whether you're one of the locals or just passing through, we invite you to step out of the conventional downtown and into an old-world experience that is The Topsy Crow. Blending classic décor, craft beers, quality cocktails and unique bites with years of experience and upscale service, this corner bar is the prominent destination on the most popular block in the Gaslamp Quarter.



ASTI RISTORANTE - 728 5th Ave

Asti is located in the heart of San Diego's Historic Gaslamp Quarter. The victorian style building adds to the character of the restaurant. Choose to dine outside for a pleasant shaded lunch or indulge in a candlelight dinner on the patio, where you can watch passersby and enjoy San Diego's perfect weather. Come on inside to experience the warm elegant ambiance of this traditional Italian restaurant, with its red brick walls, shades of warm burgundy and touch of white elegance. Asti has been providing this exquisite Italian fine dining experience to guests from all over the world from locals, to tourist, to our greatest celebrities for over 18 years and continues to be one of the Gaslamp's finest Italian restaurants.



HENNESSEY'S GASLAMP TAVERN - 708 4th Ave

Your Neighborhood Meeting Place, open 7 days a week. Dining from 8am 'til 1am – the LATEST kitchen in the Galsamp Quarter! Open 'til 2am. We're looking forward to serving you Irish Hospitality soon!



CIRO'S PIZZERIA -536 Market St

The original Ciro's Pizzeria opened in January of 2003 in the historic Gaslamp Quarter. We use nothing but the freshest ingredients and take pride in making our lasagna, buffalo wings, cheesesteak, dough, pizza sauce, marinara sauce and other pasta dishes homemade daily. Ciro's vision is to provide quality pizza and other Italian dishes with our unique style and New York flair. The quality of food and service at Ciro's is amongst the best in San Diego.



DON CHIDO -527 5th Avenue

Don Chido (translation: "Cool Dude") is an authentic, stylish Mexican eatery in the heart of San Diego's Gaslamp Quarter. Our menu showcases regionally influenced, handcrafted Mexican cooking that features locally sourced and quality fresh ingredients. Our custom-designed Santa Maria wood-fire grill is built to cook mouth-watering meats and seafood. Start your meal with a flight of our signature salsas and warm tortilla chips. Don Chido serves a lunch, dinner, and late-night menu.

FOR THE ADVENTUROUS CAIR MEMBER

- **Petco Park Tours**—Can't miss Petco Park, it is connected to the Omni! On the East Side on Tony Gwynn Avenue is the main ticket window and entrance for ballpark tours. See the clubhouse for the players, the announcers booth, dugouts and more!
- **Gateway Bridge**— adjacent to Petco Park's southwestern corner. Great place to take pictures of the southern gateway to the San Diego Gaslamp District. (free)
- **Bay Walk**—After crossing the Gateway Bridge follow the path and proceed behind the convention center. This will lead you to Embarcadero Park South and a wonderful view of the Bay. (free)
- **San Diego Convention Center**—If you are an avid runner, the stairs in the middle are a great workout! If not take the elevator next to the stairs and enjoy the view from the top of the convention center. (free)
- **Ferry to Coronado, Whale Watching Tours**—Just past the Hilton near the larger yachts is a place to buy tickets and catch the Ferry to Coronado Island or to book a whale watching excursion.
- **Big Bay Walk**-- After crossing the Gateway Bridge follow the path and proceed behind the convention center. Continue heading north behind the Marriott and you will hit Seaport Village. Continue even farther (about 1-1.5 mi) and you will see the Midway aircraft carrier (available for tours) and the San Diego Maritime Museum Exhibit consisting of the Star of India tall ship, several other notable ships and a Russian submarine all available for tours.
- **New Embarcadero Water Park**—Directly across from the Star of India are a series of fountains, open space, and play areas, all an initial part of the San Diego Embarcadero project. Right next to the historic County Building. (free)
- **Historic San Diego County Administration Building**—Adjacent to the new water park, go through security and go to the second floor. In the middle of the second floor is window with a wonderful view of the bay!
- **Balboa Park & Museums** Take the bus to go to Balboa Park (museums until 4:00, Prado Restaurant) and the San Diego Zoo. Prices are the same as for the trolley <http://www.balboapark.org> <http://zoo.sandiegozoo.org> From the Omni, walk less than 10 minutes to Park Blvd. and 10th st. Take Bus 929 toward downtown. Change at City College Trolley Station to Bus 7 (toward La Mesa). Plan on about 20 minutes travel time.

Ithaca College in New York uses analytics to make better admissions decisions and increase students' chances for success



32% increase

in applications in first two years after solution implementation

31% growth

in the number of minority students enrolled

3% higher

first-year retention rates as a result of more insightful admissions processes

Solution components

- IBM® SPSS® Modeler V15
- IBM SPSS Statistics
- IBM Training

Business challenge: For private, not-for-profit universities such as Ithaca College (IC), assembling a freshman class that will stay through to graduation makes both good economic and academic sense. However, with the number of potential applicants in its region declining even as internal pressure to increase its minority population grew, IC needed to boost the number of applications it received and find a better way to identify the most promising candidates.

The smarter solution: IC's director of enrollment planning, Yuko Mulugetta, and her team turned to analytics for the answer, digging deeply into data about past and present students as well as metrics from its internal social media platform to find correlations that provide administrators with unprecedented insight into the factors that lead to student success. As a result, the college dramatically changed the way it approaches admissions, including making standardized tests optional.

"We have access today to data that we didn't several years ago, along with great tools that help us make better, more informed decisions."

—Eric Maguire, vice president for enrollment and communication

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How California State University, Fullerton's
Division of Student Affairs used a Campus
Labs rubric to assess their orientation
leaders' public speaking skills**

Thursday, November 20, 2:00-2:45pm

Presenters:

David Forgues, Ph.D., Chief of Operations
Division of Student Affairs
California State University, Fullerton

Shannon LaCount
Director, Campus Success
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David Forgues, Ph.D.
California State University, Fullerton



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2:45pm - 3:30pm @ Salon A

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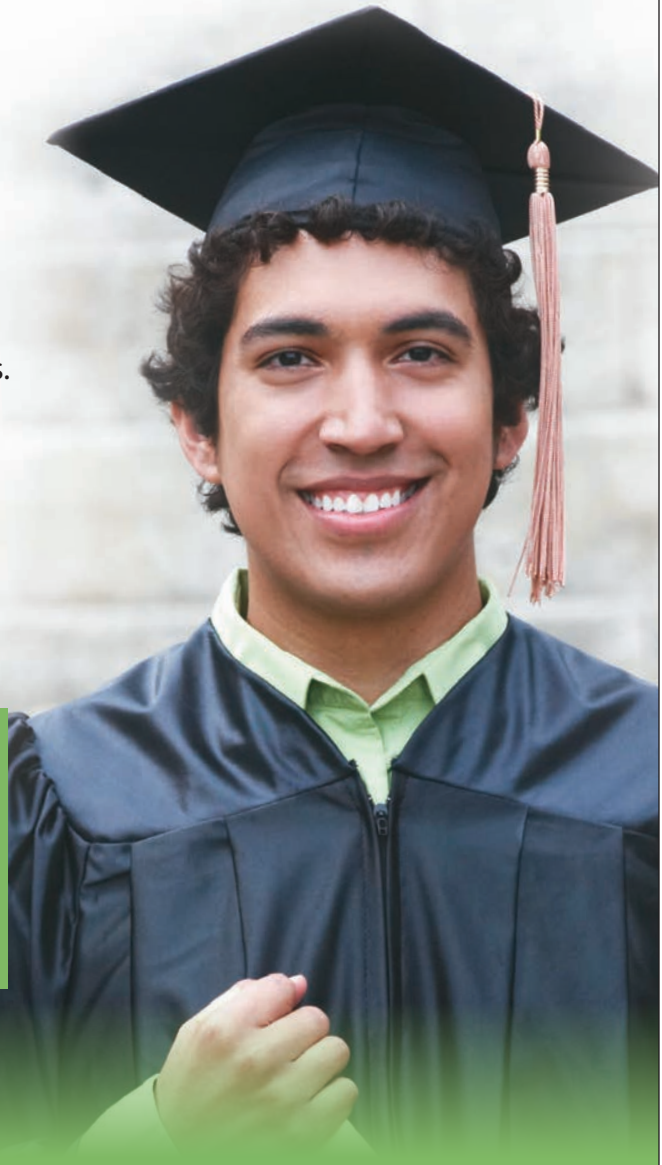
The *SuccessNavigator*® assessment gives you a **holistic view** of the critical factors that most greatly influence incoming student success — academic skills, commitment, self-management and social support — so you can **identify at-risk students, deliver detailed action plans** and **improve first-year retention rates**.

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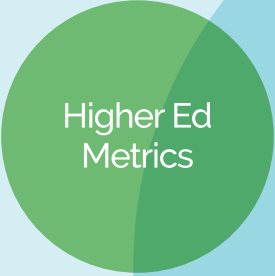


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Designed specifically to assess retention efforts and to address the academic and personal development of first-year students. Measures academic habits, student-faculty interaction, academic disengagement, experiences with diversity, campus climate, adjustment in the first year, students' goals and values, satisfaction, and student involvement. *Administered at the end of the first year.*

DIVERSE LEARNING ENVIRONMENTS SURVEY

The first national survey designed to assess the campus climate, institutional practices, and outcomes related to skills for lifelong learning, competencies for a pluralistic world, and retention and achievement. *Administered during the sophomore and junior years.*



COLLEGE SENIOR SURVEY

An exit survey for graduating seniors, the CSS examines the comprehensive impact of college. Measures college outcomes, academic achievement and engagement, student-faculty interaction, diversity, civic engagement, students' goals and values, post-college plans and degree aspirations. Can be used as part of the Voluntary System of Accountability. *Administered to graduating seniors.*

The Cooperative Institutional Research Program (CIRP) is a national longitudinal study of the American higher education system. It is regarded as the most comprehensive source of information on college students. Established in 1966 at the American Council on Education, the CIRP is the nation's largest and oldest empirical study of higher education, involving data on some 1,900 institutions and over 15 million college students. The Higher Education Research Institute has administered the CIRP since 1973.



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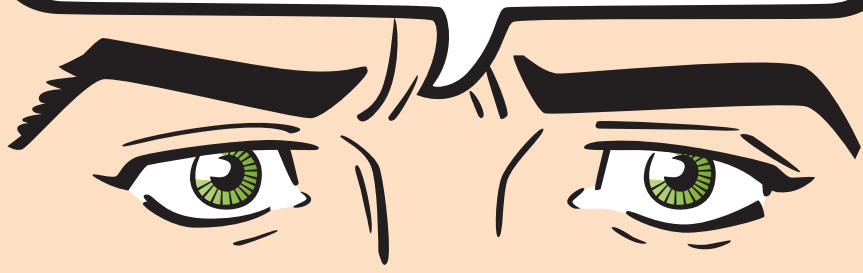
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- * Curriculum & outcome mapping and rubrics
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- * Share data and information from popular LMS's

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An overview of NVivo

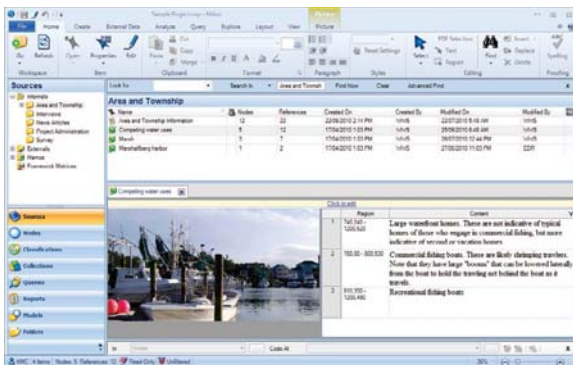
Software to support qualitative and mixed methods research

Every day we're faced with questions and challenges that we need to investigate and find answers for. We look to information to help us deliver insight – and rarely is it just about numbers. Our answers can come from focus group discussions, interviews, surveys, video footage, audio, social media – and everything in between. Whether it's related to your business, your research or your study, we understand that answering your questions quickly and rigorously means you'll achieve better outcomes and make informed decisions.

What is NVivo?

NVivo is software that helps you easily organize and analyze unstructured information, so that you can ultimately make better decisions.

Whatever your materials, whatever your field, whatever your approach, NVivo provides a workspace to help you at every stage of your project - from organizing your material, through to analysis, and then sharing and reporting.



Who uses NVivo?

From health research and program evaluation, to customer care, human resources and product development - NVivo is used in virtually every field. Yale University, World Vision Australia, the UK Policy Studies Institute and Progressive Sports Technologies all use NVivo to harness information and insight.

"NVivo is more than a simple qualitative data analysis program, it is a vital resource for planning, team coordination, literature reviews, research design, data analysis and reporting."

Chris Atchison, Department of Sociology and Anthropology, Simon Fraser University

What does NVivo help you achieve?

For individuals

Use NVivo to:

- Spend more time on analysis and discovery, not administrative tasks.
- Work systematically and ensure you don't miss anything in your data.
- Interrogate your information and uncover subtle connections in ways that simply aren't possible manually.
- Rigorously justify your findings with evidence.
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- Effortlessly share your work with others.

For organizations

Use NVivo to:

- Get the most out of your data – from customer and employee feedback to information about product performance – to make new discoveries and ultimately, better decisions.
- Easily manage your information and enhance your internal workflow and reporting processes.
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