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					Predictive Analytics (Lopez - IBM/SPSS)	
10:00-12:00	Independent (non-profit) Segment Meeting (Norman)			CA Community Colleges Segment Meeting (Newell)		Coffee & Snacks (9:45 a.m.)
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

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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) (The Gallery)					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)*			

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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

11/16/2014

Session Titles & Presenters

Qualitative Track

Presenters	Title
Murry, W. (Mod: Feinstein, B.)	Construct Validity & Reliability: Is Your Student-Faculty Teaching Evaluation Legally Defensible?
Sullivan E., Swarat, S., Moon, S., & Karimi A. (Mod: Moloney, K.)	Case Study Research: Establishing Expectations For Campus Approved High Impact Practices
Hernandez, H. (Mod: Wolf, C.)	WASC's New Grad Rate Dashboard: Understanding Pilot Institutions' Experiences Using A Live Focus Group Demonstration
Naganand, A. & Daly, B. (Mod: Mason, B.)	Becoming an IR Visionary - An Interview with Robert Daly
Otterbach, R. (Mod: Luedtke, J.)	Developing A Theoretical Model For Student Retention And Services From Qualitative Data Using Multiple Coding Methods: Frequency Counts, Thematic Coding, And Memoing
Garrett, N. & Feinstein, B. (Mod: Moloney, K.)	How To Use Focus Groups To Win Friends And Influence People
Zheng, X. (Mod: Chang, K.)	Text Analytics Of Open-Ended Survey Data: Techniques And Applications
Potter, C. (Mod: Sorell, R.)	Academically Prepared But Still Worried: Thematic Coding To Investigate Survey Item Validity
Stolzenberg, E. & Harrison, D. (Mod: Daly, B.)	From Administration To Z-Scores: An Overview Of Survey Research
Zhang, Y. & Hill, Y. (Mod: Herron, W.)	Understanding Why Students Leave: Using Thematic Analysis To Analyze Open-Ended Question Data

Quantitative Track

Presenters	Title
Karimi, A. & Sullivan, E. (Mod: Lopez-Wagner, M.)	Applying The Association Rules Mining Technique To Identify Critical Graduation Pathway Courses
Gurantz, O. (Mod: Rosales, J.)	Using Fixed Effects To Estimate How Class Size Impacts Performance In Community College
Taing, A. & Carollo, T. (Mod: Powers, K.)	Case Control Matching With SPSS: A Tool To Reduce Selection Bias In Common IR Studies
Kim, Y. & Lundberg, C. (Mod: Belokurova, G.)	The Relationship Between Student/Faculty Interaction and Cognitive Skills Development: An Examination Using Structural Equation Modeling
Love, J. (Mod: Wahl, K.)	Using Survival Analysis To Analyze Degree Completion
Garcia, P. & Case, M. (Mod: VanOmmeren, A.)	Quantifying Diversity at the CSU Using Simpson's Index and Shannon's Entropy
Albawaneh, M., Belokurova, G., & Egbert, J. (Mod: Briggs, J.)	Ensemble Predictions of Graduates' Success at High-Stakes Licensure Examinations
Fuenmayor, A. & Hetts, J. (Mod: Fuller, R.)	Using Propensity Score Matching To Facilitate Discussion Of Program Effectiveness (For Long Beach City College's Promise Pathways)
Austin, A.J. (Mod: Leigh, T.)	Student Loyalty And Satisfaction: Constructing Scales Using Factor Analysis
Willett, T. & Hayward, C. (Mod: Ballard, S.)	Blending Propensity Score Matching and Logistic Regression in Support Service Evaluations
Newell, M., Willett, T., Hetts, J., & Hayward, C. (Mod: Herron, W.)	Using Decision Trees To Predict Student Placement And Course Success
Marks, J. & Talsania, B. (Mod: Le, M.)	Using Chi-Squared Tests to Understand Veteran Student Composition at CSU San Marcos

The IR Professional

Presenters	Title
Murphy, B. (Mod: Wolf, C.)	Business Intelligence On A Dime
Brown, H. (Mod: Daly, B.)	Mentoring New IR Professionals
Hasson, C. & Zhang, X. (Newell, M.)	Facilitating Data-Informed Discussions That Lead To Action
Hershey, J., Moon, S., Karimi, A., & Stern, B. (Mod: Ozturk, M.)	The Power Of Data Visualization Tools And Techniques To Change The Campus Conversation: An Examination Of Gateway And Bottleneck Courses
Brown, P. & Masten, C. (Mod: Le, M.)	Building An IR Brand: From Behind The Computer To A Seat At The Table
Flack Potts, K. (Mod: Wahl, K.)	Keeping Everyone On The Same Page: IR And Data Stewardship
Le, M. & Rogulkin, D. (Mod: Pavelchak, M.)	Designing Public And Private Dashboards In Tableau: Best Practices
Hardy, N. & Wang, J. (Brown, H.)	The Development Of Annual Faculty Workload Reports
Konsdorf, K. (Mod: Murry, W.)	Engaging Analytics at Sinclair Community College (precedes SAS Workshop; advance registration required)
Garrett, N. (Mod: Powers, K.)	Improved Data Wrangling And Validation In Excel
Martinez, D. (Mod: Torres, D.)	Pivot Tables As Change Agents: How To Create And Use Them To Improve IR Presence On Campus

Quasi-Experimental Design and Other Workshops
(Advance Registration Required)

Presenters	Title
Lopez, C. (Mod: Baez, J.)	From Admission to Advancement: Using Predictive Analytics to Focus Marketing, Retention, and Outreach Efforts
Johnson, R. (Mod: Wrona, M.)	Regression Discontinuity: A Causal Modeling Approach to Non-randomized Interventions (Offered Twice)
Huber, C. (Mod: Baez, J.)	Generalized Structural Equation Modeling in Stata
Pike, G. (Mod: Cherland, R.)	Using Instrumental Variables Analysis in Institutional Research and Program Evaluation (Offered Twice)
DesJardins, S. (Mod: Coyne, G.)	Applying Propensity Score Matching in IR (Offered Twice)
Hourani, D. (Mod: Baez, J.)	Your Day Made Easier: Bring your IR Data to Life with SAS Visual Analytics

Sponsored Presentations

Presenters	Title
Haugh, I. (Mod: Nonoyama, A.)	Blue Text Analytics: Unlocking Hidden Themes From Your Open-Ended Student Feedback
Jones, E. (Mod: Hasson, C.)	Using U.S. News & World Report Academic Insights to Benchmark Your College or University Program
Forgues, D. & LaCount, S. (Mod: Ballard, S.)	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
Philip, T. (Mod: Brown, H.)	The Blueprint for Making an Impact with Data in Higher Education

Presenter has requested internet access for their laptop.