

CALIFORNIA ASSOCIATION FOR INSTITUTIONAL RESEARCH



2016 Conference Institutional Research Behind the Scenes

November 16-18, 2016

The Millennium Biltmore Hotel, Los Angeles

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Wednesday, November 16th	16
8:00am – 12:00pm	Segment Meetings (pre-conference)
9:30am – 10:00am	Refreshment Break
12:00pm – 1:30pm	Sponsor Exhibition
1:30pm – 2:30pm	Welcome & Keynote
2:45pm – 5:30pm	Workshops & Concurrent Sessions
5:45pm – 7:45pm	President’s Reception & Sponsor Exhibition
Thursday, November 17th	25
7:00am – 8:45am	Breakfast & Sponsor Exhibits
8:00am – 8:45am	Roundtable Discussions
9:00am – 9:45am	Workshops & Concurrent Sessions
9:45am – 10:15am	Refreshment Break & Sponsor Exhibits
10:15am – 12:00pm	Workshops & Concurrent Sessions
12:15pm – 2:00pm	Keynote Luncheon

2:15pm – 3:00pm	Workshops & Concurrent Sessions
3:00pm – 3:30pm	Refreshment Break & Sponsor Exhibits
3:30pm – 5:15pm	Workshops & Concurrent Sessions

Friday, November 18th 41

7:00am – 9:00am	Breakfast & Sponsor Exhibits
9:00am – 9:45am	Workshops & Concurrent Sessions
9:45am – 10:15am	Refreshment Break & Sponsor Exhibits
10:15am – 12:00pm	Workshops & Concurrent Sessions
12:15pm – 2:00pm	Closing Luncheon

Local Area Dining & Attractions 48

Welcome

Dear Colleagues,

On behalf of the CAIR Board of Directors, welcome to the 41st Annual CAIR Conference! This year's theme – *Institutional Research Behind the Scenes* – aims to bring forward those important and lesser known activities, conversations, and work of institutional researchers. We are pleased to present three keynote sessions that emphasize this theme:

- **Amelia Parnell, Ph.D.** – VP for Research and Policy at the National Association of Student Personnel Administrators (NASPA) will present on *Ready for a Close Up: Examining Key Roles for IR in Supporting Student Success*
- **Gary S. Goodman** – Negotiation consultant will present on Practices in Negotiation: How to Seize Your 15 Minutes of Fortune!
- Panelist Presentation of Colleagues from All Sectors who will present on *Managing Institutional Research Behind the Scenes*. The panelist include **Jeanette Baez** – Institutional Researcher Officer at Claremont Graduate University, **Pamela Brown, Ph.D.** – Vice President of Institutional Research and Academic Planning (IRAP), Office of the Provost at University of California Office of the President (UCOP), **KC Greaney, Ph.D.** – Director of Institutional Research at Santa Rosa Junior College, and **Angel A. Sanchez, Ph.D.** – Associate Vice President for the Office of Institutional Effectiveness (OIE) at Fresno State.

The CAIR Board has added some new elements to the conference this year, including:

- **Early-bird reception.** To increase your networking opportunities, the CAIR Board has added an early-bird reception to meet other attendees before the conference officially kicks off and form small dinner groups for the evening.
- **Institutional Research 101 Series.** With approximately 40% of attendees New to CAIR each year, concurrent sessions specifically created with the new institutional researcher in mind have been added to the program.
- **Invited sessions.** These sessions are “invited” in that the CAIR board asked these presenters/sessions to present at CAIR 2016. We specifically sought them out because we felt that many attendees would be interested in these sessions/topics. All of the invited sessions are open to all CAIR attendees.
- **Workshops presented by your colleagues.** The call for proposals included a new option – Workshops. This opportunity offers colleagues to showcase their institutional research expertise in a hands-on workshop.
- **Roundtable discussions at the Thursday morning breakfast.** Join your colleagues in a morning discussion featuring 11 different topics.

- **TED talk style presentation.** The call for proposals included a new option – TED Talk. One set of presenters were bold enough to select this option. The session, *Rubber meeting the Road: Aspirational Practice in one IR Office* (Cherland, Hoadwonic, Saldana & Bautista), is on Thursday.

With nearly 90 different sessions to attend, participate, and network, we hope that this conference was worth the investment. Countless hours, discussions, and work has been poured into shaping this conference. I am truly thankful to the CAIR Board of Directors, numerous sponsors, volunteers that served on committees and advisors for their contributions. Finally, thank you to all attendees for coming to CAIR 2016.

Sincerely,

Kristina Powers, Ph.D. – Bridgepoint Education
CAIR 2016 President

CAIR Board of Directors

EXECUTIVE OFFICERS



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Bridgepoint Education



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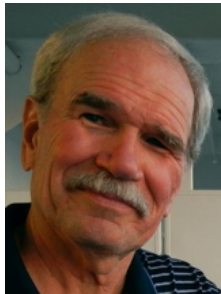


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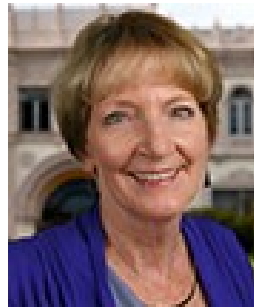


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General Information

Conference App

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

You can find the CAIR 2016 app by searching for "CAIR 2016" in the App Store™ or in Google Play™, or by using the following links:

- iPhone: <https://itunes.apple.com/app/id1161692410>
- Android: <https://play.google.com/store/apps/details?id=com.attendify.confjz8ozg>
- WebApp: <http://jz8ozg.m.attendify.com/>
- Landing Page: <https://attendify.com/app/jz8ozg>

Exhibit Hall

Visit the Exhibit Hall, located in the Tiffany Room, to meet sponsors and learn about the latest software, products, and services available to IR. You can access the Exhibit Hall during the President's reception, refreshment breaks, and breakfast, as posted on the conference schedule.

Dietary Restrictions and Mobility Needs

Menus are provided in the conference program. If you have any dietary restrictions, please alert hotel staff to obtain an alternative meal. Some of the meeting space is only accessible by stairs or service elevator. If you need access to the service elevator, please call security at 213-612-1584 or dial "0" from any house phone. You will be escorted to the meeting space.

Session and Conference Evaluations

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

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

<http://tinyurl.com/CAIR2016>

Wireless Internet

Complimentary Wi-Fi is provided throughout the hotel in public spaces and in guest rooms. To access Wi-Fi in the meeting space, complete the following steps on your computer or mobile device Wi-Fi settings:

1. Select Network: Millennium_Event
2. Enter Password: cair

We ask that you limit the number of devices connected to the meeting space internet to allow access for all attendees.

Parking

Hotel parking is available at a daily rate of \$20 and an overnight rate of \$45 plus tax.

Hotel and Local Area Dining & Attractions

The hotel offers several restaurants and bars. Numerous eateries and attractions can be found within walking distance of the hotel and throughout the city. A list of recommended options from the CAIR local arrangements committee may be found [here](#).

2016 Conference Sponsors

Platinum:



Gold:



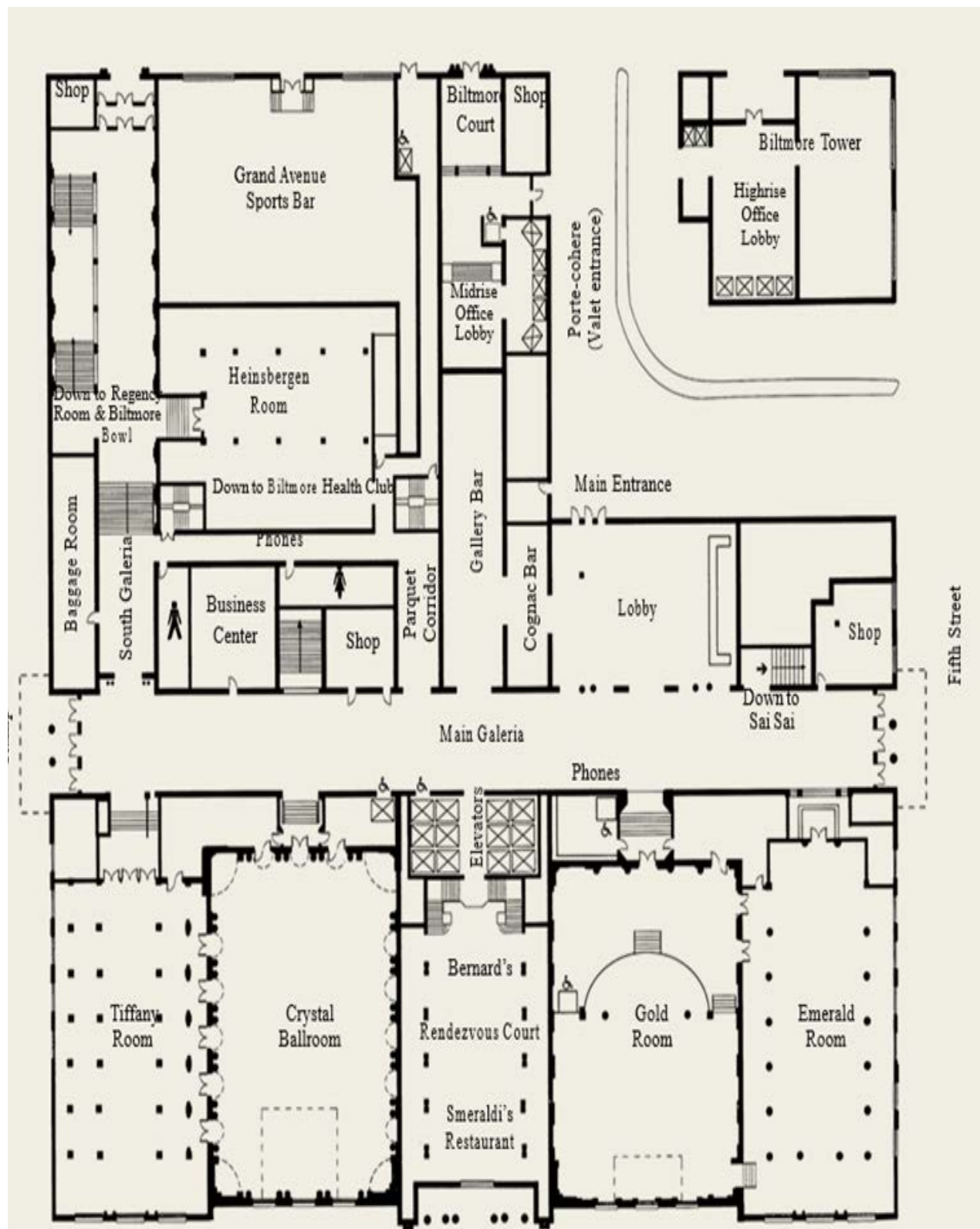
Silver:



Bronze:



Conference Map



Program At A Glance

Time Span	Roman (110 Theatre Seating)	Corinthian (110 Theatre Seating)	Cordoban (60 Theatre Seating)	Athenian (60 Theatre Seating)	Mediterranean (45 Theatre Seating)	Grecian (25 Theatre Seating)	Corsican (30 Theatre Seating)	Crystal Ballroom (300 Table Rounds)
Tuesday, November 15								
9 am - 5pm	IPEDS Workshop -- Special Advanced Registration Required through AIR (Roman Room) http://admin.airweb.org/EducationAndEvents/IPEDSTraining/Workshops/Pages/CAIR2016ipedsws.aspx							
6-8pm	Early Bird Reception with the CAIR Board (Gallery Bar - Hotel Bar Off of the Lobby)							
Wednesday, November 16								
7am - 5pm	Conference Registration (Tiffany Room)							
8:00-9:45	TBD	UC Segment Meeting (Jackson & Stewart)						CSU Segment Meeting (Castellino & Johnson)
9:45-10:00	Refreshment Break and Sponsor Exhibits (Tiffany Room)							
10:00-12:00	Independent Segment Meeting (Moore & Norman)	UC Segment Meeting (Jackson & Stewart), continued	TBD	CCC Segment Meeting (van Ommeren & Hays)	TBD	TBD	TBD	CSU Segment Meeting (Castellino & Johnson), continued
12:00-1:30	Lunch on Your Own / Sponsor Exhibit Hall Open (Tiffany Room)							
1:30-2:30	Opening Keynote featuring Amelia Parnell (Crystal Ballroom)							
2:45-3:30	Institutional Research 101: What is Institutional Research, Anyway? (Krist)	Unlock the Power of Your Data with Campus Labs (Weisman)	Creating Dashboards of Direct and Indirect SLOs Measures in R (Boosalis, Myhre & Binod)	Connecting Instructional Assessment, IR Data, and Student Success (Whang Sayson, Toven-Lindsey & Shapiro)	Focused Academic Interventions and Analytics using a Business Intelligence tool (Krishnan & Lakhani)	Comprehensive Program Review: Connecting Program Costs to Completion Outcomes (Brock & Quinones)	Different Layers of Analytics: A Reflection from Practitioners (Zenter & Emerson)	Chat with the Keynote Speaker - Amelia Parnell (Herron)
3:45-4:30	Moving Continuous Improvement from "Behind the Scenes" to "Front and Center" (Baumann)	Institutional Research 101: Managing an Institutional Research Office (Krist, Ramirez & Wahl)	Using Multilevel Modeling to Evaluate a Fully-Scaled Summer Bridge Program (Taing & Aragon)	Using Excel Dashboards to Monitor & Manage Strategy Execution (Hofmann)	Machine Learning: State of the Art Analytics in Institutional Research (Apitz & AlBawaneh)	Embedding Institutional Research and Data Analytics in Academic Policy Discussions (Danube)	SAS in IR: Behind the scenes tips and tricks (Cherland, Flores & Saldana)	Creating and Publishing Interactive Dashboards with Excel Power Pivot, Power BI, and SharePoint Online (Nelson)
4:45-5:30	Three Ways the CSU is Using GIS to Inform Decisions (Lavery)	Institutional Research 101: Assessment, Accreditation and Roles of IR (Patel, Ramirez, Liu & Siegel)	Predictive Analytics: Getting Buy-in from Key Stakeholders and Users (Cantwell)	Beyond Re-enrollment: Using Enrollment Projections to Inform the Budget (Castellanos & Burkhauser)	Frequent Patterns in California Community College Student Course Sequences (Ingraham)	No Session/Hotel Clean Up	Best Practices for developing and managing a data dictionary (Malhotra & Limbeek)	
5:45-7:45	President's Reception & Sponsor Exhibits (Tiffany Room)							

Time Span	Roman (110 Theatre Seating)	Corinthian (110 Theatre Seating)	Cordoban (60 Theatre Seating)	Athenian (60 Theatre Seating)	Mediterranean (45 Theatre Seating)	Grecian (25 Theatre Seating)	Corsican (30 Theatre Seating)	Crystal Ballroom (300 Table Rounds)
Thursday, November 17								
7am - 5pm	Conference Registration (Tiffany Room)							
7:00-8:45	Breakfast (Crystal Ballroom) and Sponsor Exhibits (Tiffany Room)							
8:00-8:45	Roundtable Discussions (Crystal Ballroom) - For a listing of roundtables, see below							
9:00-9:45	Multilevel/Longitudinal Models Using Stata - 9 am to 12 noon (Huber)	The Missing Piece of Business Intelligence: Nurturing an Audience (Wang)	Public and Personal: Demonstrating the value of a college degree (Peterson & Moore-Trieu)	Comprehensive Longitudinal Analysis of Institutional Data on High-Impact Practices (Moon & Karimi)	Predicting online course evaluation response rates: Beyond student-level factors (Chavez & Burkhauser)	R for Everything: Getting, Cleaning, Analyzing, and Visualizing Data (Ranzolin)	Undergraduate Research Participation: (Chang, Danube, McKinney, Armstrong & Oberbeck)	No Session/Hotel Clean-up
9:45-10:15	Refreshment Break & Sponsor Exhibits (Tiffany Room)							
10:15-11:00	Multilevel/Longitudinal Models Using Stata - 9 am to 12 noon (Huber)	WASC GRD - Institutional Use Cases (Hernandez, Powers, Wahl, Rogulkin, Stanley & Nelson)	Great Viz's, But Just Give Me the Numbers I Want! (Greaney, Drukala & Fadelli)	Promoting Accuracy through Data Quality: The UC Data Validation Framework (Popoola)	Transforming Planning: More than meets the I(R) (Colley & Dwight))	Evaluation of Online Student Success: Actionable Research Outcomes (Reed)	The Application of Propensity Score Matching in Institutional Research (Ning, Huefner, Frias & Rico)	[TED Talk] Rubber meeting the Road: Aspirational Practice in one IR Office (Cherland, Hoadwonc, Saldana & Bautista)
11:15-12:00		WASC GRD - Institutional Use Cases Cont. Hernandez, Powers, Wahl, Rogulkin, Stanley & Nelson)	Making the move to modernize your reporting processes (Brooks)	Building an IR Data Science Team for in-house predictive analytics (Levine, Stronach & He)	Effects of a Transition Supporting Institutional Program on Student Success-related Variables (Frias, Ning, Huefner & Rico)	No Session/Hotel Clean-up	Leveraging the power of regression discontinuity designs for program evaluation: an institutional simulation using R (Orona)	No Session/Hotel Clean-up
12:15-2:00	Keynote Luncheon featuring Gary S. Goodman (Crystal Ballroom)							
2:15-3:00	See the Data and Meet the Team behind the THE US Student Survey (Evans)	Book Club Chat with the Author Gary S. Goodman (Sorell)	Predicting Institutional Retention and Graduation Rates Using IPEDS and WSCUC GRD Data (Herzog & Stanley)	IR 101: The Strategic Planning and Management of Institutional Research (Wahl)	Constructing a Peer Institution: A New Peer Methodology (Chatman)	Tracking Students' Progress in Three Impacted Programs (Basinger & Hardy)	Program Migration: Visualization for Actionable Intelligence in STEM Retention (Pasternak)	No Session/Hotel Clean-up
3:00-3:30	Refreshment Break & Sponsor Exhibits (Tiffany Room)							

3:30-4:15	A Future for IR: AIR's Statement of Aspirational Practice (Lewis, Ross, Powers & Rossol-Allison)	Nuventive's Microsoft PowerBI Solution for Institutional Research (McGinn)	How IR and Researchers Can Inform State Policymaking (Osmena, Heinman & Henestroza)	Longitudinal Study of the Effectiveness of Traditional and Hybrid Online Instruction (Chatman)	Battle of the conjunctions: Disjunctive vs. compensatory course placement (Willett, Newell & Fagioli)	Clearinghouse Metrics and the WSCUC Graduation Rate Dashboard – Focus Group (DeWitt)	Multilevel Modeling in Institutional Research (Ning, Huefner, Frias & Rico)	Data Visualization and Data Integrity: Meaningful Implication for IR (Moon, Karimi, Furuichi & Murarka)
4:30-5:15	A Practical Guide to the AIR Statement of Aspirational Practice for IR (Lewis, Ross, Powers & Greaney)	Dashboards to Discovery: Using Data Dashboards to Drive Enrollment Planning, Equity Exploration and Program Review (Spear, Kuo & Newell)	Unveiling Student Trajectories at a Large Online Institution (Nettles & Devos-Comby)	Creating Interactive Reports using Excel Pivot Tables (Aragon)	An Integrated, Mixed Method Approach to Calculating Institutional Enrollment Capacity (Belerique, Kiralla & Gallagher)	Data Warehouse Quality Testing (Karimi & Moon)	Using SPSS Modeler and STATISTICA to Predict Student Success at High-Stakes Examinations (Belokurova & Piazza)	No Session/Hotel Clean-up
5:30+	Dinner on Your Own							

Legend

- Invited Sessions - No advanced sign-up needed
- Workshop - No advanced sign-up needed.

As of 10/17/16 - Schedule is subject to change

Roundtable Sessions - Thursday, November 17, 8:00 am - 8:45 am	Presenters	
	First	Second
Moving data from appendices into action: Reflecting on Program Performance Review	Babcock	Su
Using (or Misusing) the College Scorecard: Lessons Learned	Chan	Furguele
Defining and Counting Postdoctoral Scholars	Monahan	
Understanding and Defining Your Military Students	Albin	
Using AIR's Aspirational Statement for IR at your institution	Brown	Narvaez
Creating Impactful Surveys and Maximizing Their Results	Saw	
Campus Climate and Sexual Assault Surveys: Supporting high stakes projects on campus	Brown	
Institutional Research in the Near and Far Future	Cox	
Building a Data Warehouse	Filce	Ward
Beginning with the End in Mind -- Evaluation of Assessment Training Programs	Reynolds	
Leveraging Student Evaluation of Teaching	Coyne	

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Friday, November 18								
7am - 5pm	Conference Registration (Tiffany Room)							
7:00-9:00	Breakfast (Crystal Ballroom) and Sponsor Exhibits (Tiffany Room)							
9:00-9:45	Who are they? Where do they go? Tracking Community College Transfers (van Ommeren, Fuller & Fisher)	SB 1440: Initial Outcomes from CSU Fullerton (Stern & Moon)	Course-Level Analytics: Common Themes and New Directions for Institutional Research (Cox)	Student Journey Mapping (Klein)	The Evolution of an Institutional Research Department (Marks, Stevenson & Talsania)	No Session/Hotel Clean-up	Documenting the true extent of attrition in STEM: The value of IR-Academic Collaboration (Brumley & Thomson)	No Session/Hotel Clean-up
9:45-10:15	Refreshment Break & Sponsor Exhibits (Tiffany Room)							
10:15-11:00	EXCEL-lent CTE Dashboards (Laney & Crystal)	Conducting course evaluations using Qualtrics (Baez)	Dealing with Multiplicity and Complexity to Sustain Simplicity in Institutional Research Management (Öztürk & Anderson)	The A-B-Cs of Survey Research: Administration & Planning, Best Practices, and College Impact (Stolzenberg)	Engagement, Academic Performance, and Major: Statistical and Visual Analysis (Rogulkin)	How to predict which people at commencement actually graduate (Garrett)	Data Mining to Identify Grading Practices (Rinthapol & Wahl)	Tableau Session
11:15-12:00	Best Practices in Online Survey Design: How to Optimize Data Quality and Respondent Engagement (Harris)	Becoming a Leader in Institutional Research (Daly)	Using Predictive and Prescriptive Analytics to Enhance Retention Efforts with IBM SPSS Solutions (Reuter)	A deep dive into a data warehouse (Headstrom & Stemach)	Luxury or Requisite: Assessing the value of study abroad and internship programs on student outcomes (Furgieule & Moore-Trieu)	No Session/Hotel Clean-up	Behind the Screens of Data Reduction (Simpson)	No Session/Hotel Prep
12:15-2:00	Closing Plenary Luncheon featuring Jeanette Baez, Pamela Brown, KC Greaney & Angel Sanchez (Crystal Ballroom)							

Keynote Speakers



AMELIA PARNELL is Vice President for Research and Policy at the National Association of Student Personnel Administrators (NASPA), where she directs the Research and Policy Institute (RPI), which links research, policy, and effective student affairs practice in support of student success. Amelia is managing NASPA's involvement in \$1.5 million of grant-funded work from Lumina Foundation and the Bill & Melinda Gates Foundation. Amelia's current research portfolio includes studies on the leadership attributes of college presidents and vice presidents, documenting and assessing co-curricular learning, and assessment and evaluation in student affairs.



GARY S. GOODMAN is a renowned presenter, career mentor, negotiation consultant, and attorney shows you how he and the top leaders in the field have achieved exceptional results, saving and making fortunes in the process. An internationally applauded best-selling author and thought leader Gary's training programs have been sponsored by 40 universities, major trade and professional associations, and by Fortune 1000 corporations around the world. His latest audio seminar with Nightingale Conant is "How To Get Paid Far More Than You're Worth." Gary's goal is to provide low-risk and high-yielding tips that you can apply to your personal and professional lives, right away.*** All registered CAIR attendees will be given an electronic copy of Gary's book, *Dr. Gary S. Goodman's 77 Best Practices in Negotiation*.***



JEANETTER BAEZ is the institutional researcher officer at Claremont Graduate University (CGU) where she serves the institution by providing timely data to inform decision making, as well as by actively expanding institutional capacity in data management and analysis. Baez's extensive training in statistics, research methods, assessment, and evaluation in addition to her passion for learning has equipped her with the skillset needed in a small institutional research office. She has over 10 years of experience in institutional research and recently served as the California Association for Institutional Research President in 2015.

Keynote Speakers (Cont.)



PAMELA BROWN is the Vice President of Institutional Research and Academic Planning (IRAP). She began working in the Office of the Provost at University of California Office of the President (UCOP) in November 2013. IRAP strives to be the University of California's most trusted source of information by producing evidence-based analysis and reports that inform and shape university management, strategic planning, policy, and decision support, including the UC Accountability Report and UC Information Center that present UC's activities and operations through data-driven narratives and data visualizations.



KC GREANEY is Director of Institutional Research at Santa Rosa Junior College for sixteen years and counting. In recent years she has directed the statewide California Community College's Career & Technical Education Employment Outcomes Survey (CTEOS), which will survey approximately 175,000 former skills building community college students in 2017.



ANGEL A. SANCHEZ, Ph.D. – Associate Vice President for the Office of Institutional Effectiveness (OIE) at Fresno State. Dr. Angel A. Sanchez is Associate Vice President for the Office of Institutional Effectiveness (OIE) at Fresno State. In prior years, Dr. Sanchez was Director of the Office of Institutional Research at CSU Stanislaus and professor of Sociology; co-director Division of Analytic Studies, CSU Office of the Chancellor; CAO/CIO Kern County Office of Education; Administrative Research Coordinator, Los Angeles County Office of Education; and Research Manager at the National Center for Bilingual Research. Dr. Sanchez earned his bachelor's degree in Sociology from CSU Stanislaus, and Ph.D. in Sociology, University of California, Los Angeles. His teaching interests include research methods, research analysis, education and society. His research interests include the conditions of education, demographic change and the higher education "pipeline", student engagement and assessment, and college persistence.

Institutional Research 101 Series

A New Special Program Series!

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

Wednesday, Nov 16th 2:45pm – 3:30pm

IR 101: What is Institutional Research, Anyway?

Roman

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

Presenter(s)

Paula Krist, *University of San Diego*

Wednesday, Nov 16th 3:45pm – 4:30pm

IR 101: Managing an Institutional Research Office

Corinthian

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

Presenter(s)

Paula Krist, *University of San Diego*

Wednesday, Nov 16th 4:45pm – 5:30pm

IR 101: Assessment, Accreditation and Institutional Research

Mediterranean

Many institutional research offices have responsibilities related to program and unit assessment. This session will overview several of the ways IR can support assessment efforts at your institution. We will briefly touch on IR as a good home for institution level surveys. Participants will learn about the ways in which IR can support the accreditation efforts of an institution and its accredited programs.

Presenter(s)

Juan Ramirez, *Western University of Health Sciences*

Thursday, Nov 18th 2:15pm – 3:00pm

IR 101: Strategic Planning and Management of Institutional Research

Athenian

This session will describe the role(s) that institutional research has in support of institutional effectiveness. We will discuss strategies for getting a voice in important matters and data-driven decision making. Participants will be exposed to varied report and data visualization strategies to provide data as information.

Presenter(s)

Kelly Wahl, *University of California, Los Angeles*

CAIR Conference Menu

Wednesday, Nov 16th

Morning Break: *Create Your Own Trail Mix*

- ◇ Assorted Dried Fruits: Banana Chips, Raisins, Apple Chips, Dried Apricots, Dried Cranberries, Mixed Nuts, Pumpkin Seeds, M&M's, Pretzel Sticks
- ◇ Fruit Infused Water
- ◇ Freshly Brewed Regular and Decaffeinated Coffee
- ◇ Harney & Sons Teas Service

President's Reception: *Tray-Passed Hors d' Oeuvres*

- ◇ Mission Fig *Brule*: Gorgonzola Cheese and Toasted Pecan on a Crostini
- ◇ Roasted Cucumber Cup: Curried Chicken, Dried Cranberry and Candied Cashew
- ◇ Herb-Roasted Pee Wee Potato: Crème Fraiche, American Caviar
- ◇ Seared Peppered Ahi Tuna: Crispy Wonton, Papaya Salsa
- ◇ Figs & Goat Cheese: Caramelized Onion, Wrapped in Puff Pastry
- ◇ Breaded Artichoke Hearts: Puttanesca Dipping Sauce
- ◇ Chili Lime Chicken Satay: Poblano Peppers, Spicy Tomato Sauce
- ◇ Pad Thai Spring Rolls: Asian Dipping Sauce
- ◇ Assorted Dried Fruits, Strawberries & Grapes, Candied Nuts, Gourmet Crackers, Lavash, and Baguettes

Thursday, Nov 17th

Breakfast Buffet:

- ◇ Farm Fresh Scrambled Eggs
- ◇ Roasted Red Potatoes with Shallots & Thyme
- ◇ Applewood Smoked Bacon
- ◇ Seasonal Sliced Fruits & Berries
- ◇ Assorted Soft Bagels, Muffins and Croissants
- ◇ Sweet Cream Butter, Cream Cheese, Preserves & Honey
- ◇ Chilled Orange, Cranberry & Grapefruit Juice
- ◇ Freshly Brewed Regular and Decaffeinated Coffee
- ◇ Harney & Sons Teas Service

Morning Break:

- ◇ Freshly Brewed Regular and Decaffeinated Coffee
- ◇ Harney & Sons Teas Service

Luncheon Buffet:

- ◇ Baby Spinach Salad, Candied Pearl Onions, Toasted Pecans and Teardrop Tomatoes, Served with a Blue Cheese Vinaigrette, Balsamic Vinaigrette (Both dressing will be served on the side)
- ◇ Cheese Tortellini, Grilled Asparagus, Roasted Tomatoes and Shitake Mushrooms, Served with a Creamy Balsamic Dressing

Thursday, Nov 17th

Luncheon Buffet: (continued)

- ◇ Grilled Free Range Breast of Chicken in a Lemon Beurre Blanc Sauce
- ◇ Grilled Scottish Salmon in an Orange Fennel Sauce
- ◇ Garlic Mashed Potatoes and Seasonal Vegetables
- ◇ Luncheon Rolls Served with Sweet Butter
- ◇ Assorted Cake Pops and Mini Desserts
- ◇ Freshly Brewed Regular and Decaffeinated Coffee
- ◇ Harney & Son Tea Service

Afternoon Break: *Coffee & Chocolate*

- ◇ Chocolate Dipped Strawberries, Double Chocolate Chip Cookies, Chocolate Dipped Pretzels, Walnut Chocolate Fudge Brownies
- ◇ Freshly Brewed Regular and Decaffeinated Coffee
- ◇ Harney & Sons Teas Service

Friday, Nov 18th

Breakfast Buffet:

- ◇ Breakfast Frittata with Asparagus, Tomato and Fontina Cheese
- ◇ Hashbrown Potatoes
- ◇ Applewood Smoked Pork Sausage
- ◇ Seasonal Sliced Fruits & Berries
- ◇ Assorted Soft Bagels, Muffins and Croissants
- ◇ Sweet Cream Butter, Cream Cheese, Preserves & Honey
- ◇ Chilled Orange, Cranberry & Grapefruit Juice
- ◇ Freshly Brewed Regular and Decaffeinated Coffee
- ◇ Harney & Sons Teas Service

Luncheon Buffet: *Baja Mexico Buffet*

- ◇ *The Biltmore* Tortilla Soup with Avocado, Tortilla Strips and Fresh Cilantro
- ◇ Grilled Hearts of Romaine, Roasted Corn, Cucumber, Cherry Tomato, Cotija Cheese and Toasted Pepita Seeds with Creamy Cilantro Dressing
- ◇ Jicama, Roasted Peppers, Mango, Cucumber and Green Leaf Lettuce tossed with Sweet Chili Lime Dressing
- ◇ Ancho Chili Marinated Skirt Steak
- ◇ Cilantro and Lime Chicken
- ◇ Chili Poblano Stuffed with Cheese
- ◇ Warm Corn and Flour Tortillas, Spanish Rice, Traditional Refried Beans, Freshly Fried Tortilla Chips, Ancho Chili Salsa, Pico de Gallo, Sour Cream, Jalapeño, Diced Tomatoes, Smashed Avocado, Red Onions, Shredded Lettuce and Jack Cheese
- ◇ Mango Mousse Cake
- ◇ Carmel Fla

Tuesday, November 15th

9:00am – 5:00pm

IPEDS Workshop (Advanced registration required)
Roman

AIR/IPEDS Workshop - Best Practices -- Special
Advanced Registration with AIR Required.

<http://admin.airweb.org/EducationAndEvents/IPEDSTraining/Workshops/Pages/CAIR2016ipedsws.aspx>

6:00pm – 8:00pm

Early Bird Reception with the CAIR Board
Gallery Bar

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

Board Members: Kristina Powers, Juan Ramirez, Ryan Cherland, Kelly Wahl, Bob Daly, Waddell Herron, Paula Krist, Ronald Lopez Ramirez, Brianna Moore-Trieu

Wednesday, November 16th

7:00am – 5:00pm

Conference Registration
Tiffany Room

Pick up your namebadge at the CAIR Registration Desk. Located at the end of the sponsor exhibits.

8:00am – 12:00pm

California State University Segment Meeting
Crystal Ballroom

CSU IR offices will meet to discuss topics important at the campus and system levels. Updates, emerging foci, and best practices will be shared and discussed.

Presenter(s)
Lisa Castellino, *Humboldt State University*
Sean Johnson, *Sonoma State University*

University of California Segment Meeting
Corinthian

UC IR offices will meet to discuss topics important at the campus and system levels. Updates, emerging foci, and best practices will be shared and discussed.

Presenter(s)
Erika Jackson, *University of California, Davis*
Jason Stewart, *University of California, Davis*

9:45am – 10:00am

Refreshment Break
Tiffany Room

10:00am – 12:00pm

California Community Colleges Segment Meeting
Athenian

The California Community Colleges segment meeting will provide attendees with updates from the Chancellor's Office, the RP Group and Cal-PASS Plus on various initiatives and its associated projects, including Institutional Effectiveness, Technology, Workforce Development, Student Success and Student Equity. Besides updates from each of the

colleges, the session also includes discussion topics on accreditation, assessment and outcomes.

Presenter(s)

Alice van Ommeren, *California Community Colleges Chancellor's Office*

Brianna Hays, *San Diego Mesa College*

Independent Segment Meeting

Roman

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

Presenter(s)

Leeshawn Moore, *Laverne University*

Danyelle Norman, *Association of Independent California Colleges and Universities*

12:00pm – 1:30pm

Sponsor Exhibition

Tiffany Room

Come learn more about the latest software and services available to IR.

Lunch on Your Own

Enjoy catching up with a colleague over lunch. The hotel has a restaurant and there are multiple restaurants within walking distance.

1:30pm – 2:30pm

Welcome & Opening Keynote

Crystal Ballroom

Welcoming remarks by Kristina Powers, CAIR President. Opening keynote address by Amelia Parnell.

Ready for a Close Up: Examining Key Roles for IR in Supporting Student Success: Amelia Parnell is Vice President for Research and Policy at the National

Association of Student Personnel Administrators (NASPA), where she directs the Research and Policy Institute (RPI), which links research, policy, and effective student affairs practice in support of student success. Amelia is managing NASPA's involvement in \$1.5 million of grant-funded work from Lumina Foundation and the Bill & Melinda Gates Foundation. Prior to her arrival at NASPA, Amelia was Director of Research Initiatives at the Association for Institutional Research (AIR), where she conducted two national studies related to future directions of the institutional research function.

Amelia's current research portfolio includes studies on the leadership attributes of college presidents and vice presidents, documenting and assessing co-curricular learning, and assessment and evaluation in student affairs. Amelia's professional service includes consulting with the Association for Public and Land-grant Universities and participating in the USDOE Common Education Data Standards workgroup. Amelia taught graduate courses in the higher education department at Florida State University. She holds a Ph.D. in higher education from Florida State University and masters and bachelor's degrees in business administration from Florida A & M University.

2:45pm – 3:30pm

Institutional Research 101: What is Institutional Research, Anyway?

Roman

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

Presenter(s)

Paula Krist, *University of San Diego*

Unlock the Power of Your Data with Campus Labs

Corinthian

When you create connections with your data, you can make more informed decisions for your institution. Learn how an enterprise approach to data management can facilitate results and innovation. From planning and accreditation to outcomes assessment, the Campus Labs® platform brings everything together for a holistic solution.

Presenter(s)

Michael Weisman, *CampusLabs*

Creating Dashboards of Direct and Indirect SLOs Measures in R

Cordoban

Meaning can be lost when the results of direct and indirect assessments of student learning outcomes are aggregated from program-level measures and presented as institution-wide results. For example, numerical results from analytic rubrics of performance assessments or signature assignments and survey responses from program completers and employers are most meaningful and useful at the program level; however, the impact of these measures can dissipate quickly as results are scaled upward toward the department, unit, college, or university levels. A better approach now exists. Using the open-source (and free) statistical program R, we demonstrate a fully scalable and animated dashboard of student learning outcome results that not only retains meaning at all levels of the institution, but also affords us with new opportunities for data analysis and data-informed decision making. These animated dashboards provide us with a novel approach to presenting and analyzing direct and indirect assessment results of student learning outcomes.

Presenter(s)

Chris Boosalis, *Sacramento State*

Oddmund Myhre, *California State University, Stanislaus*

Pokhrel Binod, *Sacramento State*

Connecting Instructional Assessment, IR Data, and Student Success

Athenian

This session presents a study assessing the shift to active learning in an undergraduate STEM course. Utilizing ten years' worth of registrar data, observations of live and recorded class sessions, instructor materials, student surveys, and course evaluations, we examined effects on exam scores, attrition, course workload, and content-based problem solving skills. Following a brief review of the study, the presenters will showcase the Generalized Observation Reporting Protocol (GORP - an online platform for recording and analyzing classroom practices), tools for measuring inter-rater reliability, and the use of GORP results with institutional data.

As institutions strive to promote student success by shifting instructional practice toward active learning, assessment and IR offices play a vital role in ensuring that such shifts are data-driven. Assessment and IR professionals can better leverage their resources to meet institutional goals by being conversant in pedagogical trends and connecting their own data to research on student learning.

Presenter(s)

Hannah Whang Sayson, *UCLA*

Brit Toven-Lindsey, *UCLA*

Casey Shapiro, *UCLA*

Focused Academic Interventions and Analytics using a Business Intelligence Tool

Mediterranean

The importance of student success in academia continues to rise, as does the demand for institutional accountability. Business Intelligence (BI) analytics can help institutions address student success and accountability while better fulfilling their academic missions. In this paper, an intervention solution for university using Tableau dashboard is discussed. The dashboards were developed to allow staff and advisors the opportunity to employ the power of

analytics to determine which students may face academic difficulty, allowing interventions to help them succeed. The dashboards extract student grades, enrolled units, past academic history, and other student parameters from various academic systems. The system itself is explained in detail, along with retention and performance outcomes realized since its implementation. Presenter(s)

Kris Krishnan, *California State University, Bakersfield*
Vikash Lakhani, *California State University, Bakersfield*

Comprehensive Program Review: Connecting Program Costs to Completion Outcomes *Grecian*

In 2011, Pasadena City College (PCC) created the award winning PCC Pathways program to ensure that students complete their academic goals in a timely manner. In 2016-17 almost 4,000 students are enrolled in the college-funded program. A cost effectiveness study of PCC Pathways was conducted in 2016 to help PCC understand the connection between program costs and completion outcomes and the value of investing its scarce resources in this large and comprehensive program. The presenters will briefly describe PCC Pathways and the strategies used to assess its impact on four success indicators: credits accumulated, persistence, transfer status, and degrees and certificates. They will describe the process of conducting the cost effectiveness study and their findings. Finally, the presenters will engage the audience in a discussion of the challenges and benefits of conducting cost effectiveness studies on higher education programs.

Presenter(s)
Klein Brock, *Pasadena City College*
Patricia Quinones, *Pasadena City College*

Different Layers of Analytics: A Reflection from Practitioners *Corsican*

The focus of the presentation is to provide a scope of data analytics and its applicability in the realm of

higher education. Within this scope of analytics is four layers which include diagnostic, descriptive, predictive, and prescriptive methods. As data continues to be a major asset to institutional decision making, this presentation provides relevancy and can be a stepping stone for institutions to build analytics strategies from. The objective of the presentation is to strengthen the understanding and application of data analytics within higher education.

Presenter(s)
Aeron Zentner, *Coastline Community College*
Dana Emerson, *Coastline Community College*

3:45pm – 4:30pm

Institutional Research 101: Managing an Institutional Research Office *Corinthian*

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

Presenter(s)
Paula Krist, *University of San Diego*
Juan Ramirez, *Western University of Health Sciences*
Kelly Wahl, *UCLA*

Creating and Publishing Interactive Dashboards with Excel Power Pivot, Power BI, and SharePoint Online (Part 1 of 2) *Crystal Ballroom*

Dashboards are a key component of a modern IR office. With increasing expectations of institutional researchers to be IT and BI savvy, being able to create and provide meaningful, informative, eye catching dashboards on both small budgets and few staff, is imperative.

This workshop provides a step by step guide to building an interactive dashboard using the features in both Microsoft Office Professional Plus and Power BI. Participants will start with 3 different source files commonly available: CSV, SQL, and XLS and learn how to import each type into a data model. Examples of GUI table joins, creating a lookup table, and the use of DAX expressions like CALCULATE and RELATED will be covered.

Each participant will create a dashboard that will be published online during the workshop and have the opportunity to see how it is visualized on any connected device. University-wide reporting of the created dashboards will be demonstrated through Power BI and SharePoint Online.

The overall goal of this workshop is to provide the participant with a framework of how Power Pivot and Power BI can function in an academic setting and to empower one to incorporate dashboards at their university. Excel Power Pivot and Power BI provide tools to build highly informative interactive dashboards at low cost. Additionally, as the dashboards are built natively in Excel, there are no conversions or exports required for future requests of tabular data. Full functionality is only supported in the Windows environment but can be deployed to iOS via Excel Services in SharePoint.

Participants should install both Power BI free edition and either MS Office Professional Plus or standalone Excel. Trial versions are available for free.

Presenter(s)
W. Ken Nelson

Moving Continuous Improvement from “Behind the Scenes” to “Front and Center”

Roman

The current environment in higher education is focused on continuous improvement. The expectation is that institutions have continuous improvement processes in place and are able to document the impact of these processes. Continuous improvement

processes are not second nature to many people; we use metaphors like “herding cats” when we talk about rolling out these processes. In fact, many departments and programs are already doing continuous improvement “behind the scenes” – they are organically identifying improvement opportunities and putting changes in place. The next step is showing these programs how they can get their processes “front and center”: creating intentional and replicable processes that keep the program and the institution moving forward. In this session, we will show one way to identify these reluctant process engineers and give them the tools they need to be successful.

Presenter(s)
Joe Baumann, *Strategic Planning Online*

Using Multilevel Modeling to Evaluate a Fully-Scaled Summer Bridge Program

Cordoban

Hierarchical linear modeling (HLM) - also known as multilevel modeling - is a quantitative method that is useful when students are grouped together in some respect and the statistical assumption of independence is violated. Using HLM, this study evaluated the impact of Coyote First STEP (CFS), a fully-scaled residential summer bridge program that California State University, San Bernardino launched in 2015. Mandated for all freshmen who required remedial mathematics, CFS participants were compared against non-participants who did not need remediation; the outcome was performance in the general education mathematics course. HLM statistically accounted for the variation pass rates across 34 sections/instructors ranging from 43% to 100%. Results indicated that CFS participants had lower pass rates than non-participants and that this gap was consistent regardless of section/instructor. This presentation will provide an overview of HLM and demonstrate how this method can simultaneously address novel research questions and resolve a commonly overlooked methodological issue.

Presenter(s)

Allan Taing, *California State University, San Bernardino*

Brandon Aragon, *California State University, San*

Bernardino

Using Excel Dashboards to Monitor & Manage Strategy Execution

Athenian

Monitoring a strategic plan, assessing its impact on a university, and communicating results to internal and external stakeholders remain some of the most important as well as more vexing challenges institutions face when executing their strategy. Like many institutions, Notre Dame de Namur University's process for documenting and reporting strategic planning activity involved dense and time-consuming progress reports that adhered to no common format and which varied in their attention to detail concerning results, accomplishments, and mitigating factors affecting plan implementation and outcomes. This session will review an Excel-based dashboard that on one page communicates NDNU's key initiatives, completion timelines, and budget metrics, summarizes accomplishments, and outlines next steps. Besides reviewing the components of this dashboard home page, attendees will learn how this tool drills-down into mirror-like tactical work plans for each initiative that describe tasks and assignment leads, target completion dates, KPIs, and includes standardized progress status reports templates.

Presenter(s)

John Hofmann, *Notre Dame de Namur University*

Machine Learning: State of the Art Analytics in Institutional Research

Mediterranean

Openness and collaboration amongst academics and practitioners in quantitative fields has created a global environment in which the development of open source and free tools for data analysis is reaching impressive levels of sophistication and availability. The Office of Institutional Research and

Assessment (IR&A) at California State University, Long Beach (CSULB) has employed the free open source Python as its predictive analytics platform. The Python machine learning libraries offer flexibility, transparency, modularity and consistency of modeling implementation. As a case study, IR&A at CSULB has trained, tested and validated a prototype of predictive ensembles to perform classification and prediction on various student outcomes. Throughout the predictive model building process, thousands of individual models were created and blended to boost prediction performance. The preliminary prototype performance is promising and potentially can be expanded, and reused with minimum modifications for other institutions.

Presenter(s)

Juan Carlos Apitz, *California State University Long Beach*

Mahmoud AlBawaneh, *California State University Long Beach*

Embedding Institutional Research and Data Analytics in Academic Policy Discussions

Grecian

IR professionals can leverage institutional data to help campus stakeholders make decisions about the effectiveness of institutional policies for improving student success. However, we are often not present during policy discussions nor do we often see first-hand how data we provide is interpreted and acted upon by stakeholders interested in improving student success. Further, we do not always have the advantage of the perspectives of stakeholders who work with students and implement policy when interpreting data and translating it to action. To address these issues, UC Merced's VPDUE created the Academic Policy Study Group, which examines barriers to student success and proposes data-informed changes to policy and practice. This presentation will describe group creation and function, provide work product examples (e.g., reports on high DFW rate courses, course repetition impacts, probation policy impacts; student success workshop), and discuss group benefits (e.g., shared

insights about data) and challenges (e.g., facilitating change).

Presenter(s)

Cinnamon Danube, *University of California, Merced*

SAS in IR: Behind the scenes tips and tricks

Corsican

For IR offices that use SAS software, this session will provide some useful tips and tricks to make use of that Swiss Army knife of a software tool in useful and productive ways. An IR office will describe how they use SAS to produce not only the standard, nicely formatted "office branded" reports, but in addition are doing such things as the geocoding of addresses, creation of website pages and resources, data and report management activities, as well as various uses of the relatively recent SAS Output Delivery System (ODS). The usefulness of shared macro libraries and ODS Style templates will be illustrated and discussed. Finally, a list of references that the office finds useful in optimizing its use of SAS will also be provided.

Presenter(s)

Ryan Cherland, *University of California, Irvine*

Aliana Flores, *University of California, Irvine*

Joshua Saldana, *University of California, Irvine*

4:45pm – 5:30pm

Creating and Publishing Interactive Dashboards with Excel Power Pivot, Power BI, and SharePoint Online (Part 2 of 2)

Crystal Ballroom

Dashboards are a key component of a modern IR office. With increasing expectations of institutional researchers to be IT and BI savvy, being able to create and provide meaningful, informative, eye catching dashboards on both small budgets and few staff, is imperative.

This workshop provides a step by step guide to building an interactive dashboard using the features

in both Microsoft Office Professional Plus and Power BI. Participants will start with 3 different source files commonly available: CSV, SQL, and XLS and learn how to import each type into a data model. Examples of GUI table joins, creating a lookup table, and the use of DAX expressions like CALCULATE and RELATED will be covered.

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Participants should install both Power BI free edition and either MS Office Professional Plus or standalone Excel. Trial versions are available for free.

Presenter(s)

W. Ken Nelson

Three Ways the CSU is Using GIS to Inform Decisions

Roman

Many IR topics lend themselves well to thinking spatially and using Geographic Information Systems (GIS), however use of GIS is an underutilized methodology in IR. This session will briefly cover some basic GIS vocabulary and concepts, and then highlight three distinct projects at the CSU Chancellor's Office that involve GIS work: 1) examining impactation and the high school &

community college student pipeline, 2) calculating commuting distances that our students endure, and 3) identifying CSU campuses that serve environmentally disadvantaged populations for grant purposes. This session will end with other potential applications for GIS in the IR field, and a discussion of the benefits of using geographically-referenced information in what we do.

Presenter(s)

Diana Lavery, *California State University*

Predictive Analytics: Getting Buy-in from Key Stakeholders and Users

Cordoban

Many campuses are using data to identify students who may be at risk for academic issues. While we, as Institutional Research personnel, have a good understanding of the data and how to use predictive models, buy-in is just as important, if not more important to ensure a predictive analytics venture gets off the ground. While the data teams were building models, we had not consulted with advising staff, the people who would be using this tool to help students. To ensure advisors were aware of and supportive of this predictive analytics venture, UC Riverside held an interactive workshop with advising staff to ensure the models we are building and the information we are providing in a dashboard are useful to campus advisors. This session will discuss the importance of buy-in and some interactive workshop strategies that can be used to get a lot of information in a short period of time.

Presenter(s)

Allison Cantwell, *University of California, Riverside*

Beyond Re-enrollment: Using Enrollment Projections to Inform the Budget

Athenian

According to a national survey conducted by the Association for Institutional Research, 74% of Institutional Research (IR) offices consider enrollment reporting and analyses to be among their

primary responsibilities. Only 35% of IR offices, however, report involvement in budgeting or finance modeling. This inconsistency represents a missed opportunity for IR to contribute to data-driven decision-making and strategic planning. At Loyola Marymount University (LMU), the Office of Institutional Research partners with the Office of Enrollment Management to predict the necessary aid needed to meet LMU's financial commitments to students. IR not only employs logistic regression to predict re-enrollment for all undergraduates in a given term, but also uses these estimates to approximate the amount of institutional aid needed for that term. In this session, we will demonstrate one way in which IR may expand its analytic capacity" by using enrollment modeling to inform the budget.

Presenter(s)

Michelle Castellanos, *Loyola Marymount University*
Susan Burkhauser, *Loyola Marymount University*

Institutional Research 101: Assessment, Accreditation and Roles of Institutional Research

Corinthian

Many institutional research offices have responsibilities related to program and unit assessment. These activities contribute to quality assurance processes that often coincide with accreditation efforts, often including direct support of assessment of student learning and program review. This session will discuss ways that Institutional Research can support assessment efforts at your institution. We will provide real and practical examples of how institution level surveys, workshops, committees, and other strategies can be used to support the accreditation of an institution and its accredited programs.

Presenter(s)

Neil Patel, *Western University of Health Sciences*
En-Hsien Liu, *Western University of Health Sciences*
Satoko Siegel, *Western University of Health Sciences*
Juan Ramirez, *Western University of Health Sciences*

Frequent Patterns in California Community College Student Course Sequences

Mediterranean

One of the primary missions of the California Community Colleges is transfer education, the equivalent of two years of lower-division coursework towards a Bachelor's degree. Previous studies identified a cluster of transfer-oriented students who on average attempted 123 units over six years of nearly full-time enrollment. It is important to understand this behavior for at least two reasons. The first is the cost to students for the extended time at the community college level, and the second is the cost to the colleges for students moving slowly through the programs. The session explores some of the obstacles that impede student progress towards transfer, and also discusses the innovative methods used to analyze the student course enrollment data.

Presenter(s)
Bruce Ingraham, *Ingraham Consulting*

Best Practices for developing and managing a data dictionary

Corsican

Use of data in educational assessment, planning, and decision-making continues to grow at unprecedented speed, and data driven decision making is sweeping through all aspects of society. At the same time, quality of data can have serious consequences on the results of data analyses. Standardization of data elements is critical to streamline the comparison of

data across many levels. Absence of standardized data can result in data inconsistencies: inconsistent definitions, inconsistent naming conventions, varying field lengths for data elements, or varied element values.

An effective data dictionary is an agreed-upon set of clearly and consistently defined elements, definitions, and attributes. A comprehensive and well-designed data dictionary improves the accuracy of information and facilitates communication among varied data stewards and users.

The objective of this session is to provide guidance or recommended practices as we develop, implement, and maintain a robust user friendly CSU data dictionary as a business tool.

Presenter(s)
Monica Malhotra, *California State University, Office of the Chancellor*
Lisa Limbeek, *California State University, Office of the Chancellor*

5:45pm – 7:45pm

President's Reception & Sponsor Exhibition

Tiffany Room

Join us for some good food, good drinks, and good company. Light hors d'oeuvres (not dinner :-)) will be served. Don't forget your drink tickets to redeem at the hosted bar (found in your name badge). Sponsors will be on hand to discuss their services and products.

Thursday, November 17th

7:00am – 5:00pm

Conference Registration

Tiffany Room

Pick up your namebadge at the CAIR Registration Desk. Located at the end of the sponsor exhibits.

7:00am – 8:45am

Breakfast and Sponsor Exhibits

Tiffany Room and Crystal Ballroom

8:00am – 8:45am

Roundtable Discussions

Crystal Ballroom

Join your fellow colleagues for a discussion on a topic of your choosing. Participation is voluntary. Tables will be designated with a placard for the following topics:

Moving data from appendices into action: Reflecting on Program Performance Review

Academic program performance review (PPR) typically takes place every 5-10 years at a university. A common component of the PPR process is the gathering of multiple sources of data as indicators of program effectiveness (e.g. enrollment, graduation rate, student learning, faculty composition and accomplishments, budget and resources). The intention is that the program will incorporate the data into its reflective analysis of strengths and weaknesses, and determine improvement actions through an evidence-based approach. However, our experience overseeing 54 PPRs at California State University, Fullerton (CSUF) in the past three years indicates that the data collected are rarely utilized as originally intended. Many programs view the data portion of the PPR self-study as yet another part of the report to fill in, and never incorporate them into

their discussion of the program itself. The roundtable will discuss what an institution could do to promote informed and data-driven decision-making.

Presenter(s):

Jyenny Babcock, *California State University, Fullerton*
Su Swarat, *California State University, Fullerton*

Using (or Misusing) the College Scorecard: Lessons Learned

How can the Presidential Scorecard benefit your institution? This roundtable, hosted by staff from UC Office of the President, will discuss how to use Scorecard data to support institutional comparisons and benchmarking. We will highlight examples from our own work and invite you to share your own as we think about the best comparisons and aggregations to use. We will discuss how our office integrated scorecard data into our communications materials, which aspects of the scorecard were most valuable to UC leadership, and which aspects could be more valuable if improved. We will discuss what's unique to the Scorecard and what can be found in other sources. We'll share our findings on the reliability and accuracy of the data elements and how the data have evolved since the initial release. We envision that ideas generated here can be submitted back to the Department of Education for future scorecard revisions.

Presenter(s):

Ryan Chan, *University of California, Office of the President*
Chris Furguele, *University of California, Office of the President*

Defining and Counting Postdoctoral Scholars

Postdoctoral Scholars represent a significant proportion of many Institutional researcher and trainee populations and are reported to be nearly 80,000 strong in the US alone. In fact, postdocs were specifically cited by the Department of Labor as being eligible for overtime pay if paid under the \$47,476

threshold per the Fair Labor Standards Act. Despite their increasing visibility, many institutions still feel ill-equipped to report on a such a nebulous group to internal stakeholders and government agencies. In this discussion, participants will share best practices for defining a postdoc at their institution and their methods of data collection for reporting and providing support to this often over-looked population.

Presenter(s):

Shannon Monahan, *Stanford University*

Understanding and Defining Your Military Students

Understanding and defining military students' complex profiles can be challenging when assessing their outcomes. With increased reporting and data requirements specific to military students, IR professionals need to be able to disaggregate military students to ensure consistency of the data and accuracy in the tracking, reporting, and assessment of this student group. This roundtable session will discuss the varying affiliations among military students, how institutions define and disaggregate this student group, considerations for analysis and reporting, and how IR and Student Services professionals can work together to understand the unique characteristics of military students to reduce obstacles for their success.

Presenter(s):

Rebecca Wood, *Bridgepoint Education*

Using AIR's Aspirational Statement for IR at your institution

AIR released a Statement of Aspirational Practice for Institutional Research in February, 2016. Have you used it to spark discussion within the IR office, or with non-IR colleagues at your institution? Have you used it to shift the way your office prioritizes projects and disseminates information? Are you daunted by the aspirational nature of the statement? Whether you are an IR veteran in a well-established office, or

(gulp) establishing the very first IR office at your institution, this discussion will have something relevant for you. Join us for a lively discussion as we consider the above questions and more.

Presenter(s):

Heather Brown, *Mount Saint Mary's University*

Maria Narvaez, *Mount Saint Mary's University*

Creating Impactful Surveys and Maximizing Their Results

While behavioral outcomes, such as retention and graduation, are important in determining student success, underlying causes can be revealed in survey research. Yet, certain surveys can be more effective in uncovering insights and informing decisions. In addition, if surveys are not produced correctly, findings may be misleading. This roundtable will highlight the general practices that facilitate impactful survey results, starting from survey creation to analysis. Common survey pitfalls include: biased survey items, incorrect sampling methodology, and overlooking the how results will be used. We will discuss ways to avoid these pitfalls and provide tools that will support impactful surveys.

Presenter(s):

Amanda Saw, *Bridgepoint Education*

Campus Climate and Sexual Assault Surveys: Supporting high stakes projects on campus

A White House Task Force recommended that all universities conduct surveys to assess campus climate and sexual assault. Whether you have recently implemented such a survey, or are planning one in the future, this discussion will be relevant. Join us as we explore the following questions.

1. How can you help stakeholders select an appropriate survey instrument?
2. What is the role of IR with respect to dissemination of the findings? What factors are weighed in decisions about what to share with various audiences?
3. What plans does your institution have for future surveys on this topic?

Presenter(s):
Heather Brown, *Mount Saint Mary's University*

Institutional Research in the Near and Far Future

Participants will share observations about forces already in operation that could lead to notable changes in IR practice by, say, 2020, and observations or speculations about broader, long-term trends that could transform the playing field and the professional landscape, say, 20 years out. Perspectives from multiple positions will make for lively discussion and colleagues from all schools and segments are encouraged to attend!

Presenter(s):
Bob Cox, *UCLA*

Building a Data Warehouse

We can discuss design strategies, implementation tools, team composition, development environment, data collection, automation, and dimensional modeling.

The importance is for flexible and agile response to emerging institutional needs for data analysis and presentations.

The goal of this session is to acquaint the participants with some possible ways to start or enhance their efforts at building an effective IR/IE data environment.

Presenter(s):
John Filce, *Humboldt State University*
Ward Headstrom, *Humboldt State University*

Beginning with the End in Mind -- Evaluation of Assessment Training Programs

Current trends in Higher Education call for strong evidence that faculty and administrators actually engage in and embrace the tasks related to using evidence of student learning. Institutional research offices have a partner role in assessment training efforts -- particularly in planning for the evaluation of the training sessions, the transfer of skills into actual practice, and the returns to the institutional

constituents (students, board members, alumni, donors, and for the good of the community). The objective of the session is to share perspectives and best practices for assessment training evaluations.

Presenter(s):
Rodney Reynolds, *California Lutheran University*

Leveraging Student Evaluation of Teaching

This roundtable will address the opportunities and challenges of student evaluation of teaching. How does your institution encourage students to participate? What systems do you use to collect, analyze and report results? How are results used? Does your institution gather any other kind of information (i.e.: peer reviews) in pursuit of improved teaching?

Presenter(s):
Gary Coyne, *University of California, Riverside*

9:00am – 9:45am

Multilevel/Longitudinal Models Using Stata (Part 1 of 3)

Roman

This extended workshop will provide a conceptual introduction to multilevel models and show to use them to model longitudinal data. We will demonstrate how to use Stata to fit a multilevel/longitudinal models for continuous, binary, and survival outcomes and explore how to fit multilevel structural equation models. We will finish with a brief introduction to Bayesian multilevel/longitudinal models using Stata's -bayesmh- command. This will be a relatively non-technical talk which will focus on the concepts, Stata syntax, interpretation, and graphical presentation of the results. Participants do not need to be Stata users to attend. You may also download a free 30-day evaluation copy of Stata/MP (2-core) release 14 at <http://www.stata.com/cair16-eval>. Attendees are invited to email the speaker — Chuck Huber — in advance of the workshop with questions (chuber@stata.com).

Presenter(s):
Chuck Huber, *StatCorp LP*

The Missing Piece of Business Intelligence: Nurturing and Audience

Corinthian

Your IR office researched and deployed a BI tool. After much effort in designing the data visualization, you started preaching the dashboards to the campus. However, you were met with confusion or even reluctance from some users. Does this sound familiar? Dashboards have special advantages and challenges to be the main venue for delivering reporting and analytical data. On one hand, communicating data becomes more vivid and interactive with dashboards. On the other hand, the users are demanded to be more exploratory, and to have increased data literacy and visual interpretation ability. This session discusses potential issues surrounding BI adoption and provides suggestions for preparing a proper audience to be on the receiving end of your dashboards.

Presenter(s)
Ning Wang, *University of California, San Francisco*

Public and Personal: Demonstrating the value of a college degree

Cordoban

As public concerns grow around college costs, student debt and completion rates, colleges and universities are under increasing pressure to demonstrate the value of higher education. A college degree's value is often measured in strictly economic terms; however, this presents a narrow picture of the value of college education. Leveraging University of California system wide survey data and statewide and national data sources, the UC Office of the President's Institutional Research and Academic Planning department is developing a set of indicators (both economic and non-economic) to more

comprehensively demonstrate a college degree's impact on individual students and the broader public. We will share how we are using the Post Collegiate Outcomes Initiative framework to better understand and communicate the impact of a college degree in areas such as economic well-being, ongoing personal development, and social and civic engagement.

Presenter(s)
Kimberly Peterson, University of California, Office of the President
Brianna Moore-Trieu, University of California, Office of the President

Comprehensive Longitudinal Analysis of Institutional Data on High-Impact Practices

Athenian

Student success is an important topic that institutional researchers as well as educational practitioners, researchers, and policymakers have been discussing nationwide. High-Impact Practices (HIPS) have been found to be highly effective educational practices in research on the factors that enhance student success. The present study performed comprehensive review of various HIPS utilizing longitudinal data. Multiple statistical research were employed to examine the effects HIPS including Supplemental Instruction, Freshmen Learning Community, Undergraduate Research, On-Campus Employment, Student Housing, and Service Learning. The PSM (Propensity Score Matching), Analysis of Covariance, Linear Regression, and Logistic Regression for controlling pre-HIPS factors were used as research methodology to understand HIPS positive effects on course grades, success in bottleneck courses, timely graduation, campus GPA, and post-baccalaureate outcomes.

Presenter(s)
Sunny Moon, *California State University, Fullerton*
Afshin Karimi, *California State University, Fullerton*

Predicting online course evaluation response rates: Beyond student-level factors

Mediterranean

Many colleges and universities face continual challenges obtaining high levels of student participation in online course evaluation processes. Concerned faculty and administrators are constantly seeking effective solutions for low response rates. In this session, we will present findings from a study on online course evaluation response rates at Loyola Marymount University, a private, non-profit university located in Los Angeles, California. While much attention is paid to student-level predictors of response, we will discuss the impact of course and instructor-level factors on student participation. Using these findings, we will also provide recommendations on how to implement effective strategies for increasing online response rates through collaboration with instructors and department administrators.

Presenter(s)

Christine Chavez, *Loyola Marymount University*

Susan Burkhauser, *Loyola Marymount University*

R for Everything: Getting, Cleaning, Analyzing, and Visualizing Data

Grecian

R is a powerful tool for statistical computing and graphics. It has, unfortunately, been caricatured as weird, unforgiving, and applicable only to hardcore statisticians. The objective of this session is thus twofold: (1) to demonstrate R's versatility up and down the data pipeline; and (2) to demonstrate R's overall accessibility to users who do not have a computer science background. Towards those ends, I will narrate a typical R workflow at Scout from start to finish including scripts, plots, HTML and PDF reports, and an interactive web application.

Presenter(s)

David Ranzolin, *Scout from University of California*

Undergraduate Research Participation: Predictors and Relationship with Research Career Pursuits

Corsican

Research indicates that undergraduate research participation helps students successfully complete their undergraduate education and facilitates the pursuit of advanced degrees. However, to date, little research has explored whether undergraduate research participation predicts students' pursuit of research careers. This study used student demographic and institutional data, survey data, National Student Clearinghouse (NSC) data, and California Employment Development Department (EDD) data to examine the factors influencing research participation and its relationships to pursuit of research careers. This study is important to CAIR attendees and higher education audiences because it contributes to our understanding of theory and practice regarding student learning outcome assessment. The session will help attendees understand the role of research universities in preparing future researchers and learn how to use survey and external data as well advanced statistical approaches (e.g., Structural Equation Modeling) to effectively assess student learning outcomes.

Presenter(s)

Tongshan Chang, *University of California Office of the President*

Cinnamon Danube, *University of California Merced*

Kristen McKinney, *University of California Los Angeles*

William Armstrong, *University of California San Diego*

Danielle Oberbeck, *University of California Office of the President*

9:45am – 10:15am

Refreshment Break & Sponsor Exhibits

Tiffany Room

Coffee and Tea talk with sponsors. Come learn about new products and changes from our sponsors.

10:15am – 11:00am

Multilevel/Longitudinal Models Using Stata (Part 2 of 3)

Roman

This extended workshop will provide a conceptual introduction to multilevel models and show to use them to model longitudinal data. We will demonstrate how to use Stata to fit a multilevel/longitudinal models for continuous, binary, and survival outcomes and explore how to fit multilevel structural equation models. We will finish with a brief introduction to Bayesian multilevel/longitudinal models using Stata's -bayesmh- command. This will be a relatively non-technical talk which will focus on the concepts, Stata syntax, interpretation, and graphical presentation of the results. Participants do not need to be Stata users to attend. You may also download a free 30-day evaluation copy of Stata/MP (2-core) release 14 at <http://www.stata.com/cair16-eval>. Attendees are invited to email the speaker — Chuck Huber — in advance of the workshop with questions (chuber@stata.com).

Presenter(s):
Chuck Huber, *StatCorp LP*

WASC Graduation Rate Dashboard – Institutional Use Cases (Part 1 of 2) *Corinthian*

Beginning in Spring 2018, visiting teams will ask institutional leaders how they are using the GRD to improve student success. This double session (90 minute) workshop includes: Brief background info from WSCUC; Introduction to the four institution use cases; Institutional examples using the GRD from four different institutions and Attendee Discussion – Questions for all presenters, Audience work in groups to discuss institutional examples already being done or they plan to do, Report out from groups.

Presenter(s):
Henry Hernandez, *WSCUC*
Kristina Powers, *Bridgepoint Education*
Kelly Wahl, *UCLA*
Dmitri Rogukin, *California State University, Fresno*

Ken Nelson, *Loma Linda University*
John Stanley, *University of Hawaii, West Oahu*

Great Viz's, But Just Give Me the Numbers I Want! *Cordoban*

We can lead administrators, faculty and staff to the data trough, but can we make them drink? On-line interactive data visualizations permit research offices to provide vast quantities of data to stakeholders, in a customizable format allowing users to extract the precise numbers they need. This process is efficient and democratic, and can save IR staff time by not having to create multiple customized reports. Yet many IR offices are finding that users would still prefer to have a printable customized report created for them. How can IR offices encourage more stakeholders to utilize the visualizations to get the numbers they need? In this session, SRJC will share their "Citizen Researchers" Campaign, an approach to encourage the use of data visualizations and on-line data resources. Participants will be invited to share successful strategies from their home institutions.

Presenter(s)
KC Greaney, *Santa Rosa Junior College*
Greg Drukala, *Santa Rosa Junior College*
Jeanne Fadelli, *Santa Rosa Junior College*

Promoting Accuracy through Data Quality: The UC Data Validation Framework *Athenian*

One of the core values of any Institutional Research office is accuracy. We all aim to produce trustworthy, unbiased, relevant, and thorough analyses that provide context, inform policy, assist program development, and guide decision-making. Correctness is very important to the Institutional Research field in order to maintain the integrity of research. All higher education institutions rely on valid data to make informed decisions. When data integrity is compromised, the truthfulness of the decision-making process is also threatened.

This session will introduce the University of California Data Validation Framework, an infrastructure that follows a simple set of procedures to validate and certify data collected from all University of California campuses. This framework is centralized within the Enterprise Reporting System at UCOP. It includes ongoing detection and monitoring of UC institutional data after it has been collected but prior to loading the data into the data warehouse in preparation for analyses, reporting and analytics.

Presenter(s)

Ola Popoola, *University of California, Office of the President*

Transforming Planning: More than meets the I(R) *Mediterranean*

Since 2009, Pasadena City College (PCC) has been redefining the processes of institutional planning and program review to better suit the needs of the campus and instill a culture of constant improvement through evidence based decision making. A crowning achievement in this process has been the launch of PCC's new Integrated Planning Model and how the Office of Institutional Effectiveness has organized and distributed data sets for this process. Integrated Planning at PCC combines thoughtful self-reflection and evaluation with data informed planning, which in turn results in a campus-wide budget development process. The presenters will describe how PCC developed both the methodology and practices used in the new Integrated Planning process.

Presenter(s)

David Colley, *Pasadena City College*

Peter Dwight, *Pasadena City College*

Evaluation of Online Student Success: Actionable Research Outcomes *Grecian*

Online courses have been seen as a tool to allow students greater flexibility to complete their degree on time. Despite the rapid growth of online education and a burgeoning research field, little had been done to evaluate student outcomes for online classes at our campus. In conjunction with senior administrators and other key stakeholders, we compared success rates between online and face-to-face courses using propensity score matching (PSM). Results showed lower success rates online versus face-to-face. Further analyses revealed that success rate discrepancies varied by course, with some courses having no difference in success rates and others differing by as much as 16%. This talk will discuss how PSM can facilitate understanding of assessment results among stakeholders with varied statistical understanding and elaborate on how our research was used in order to improve pedagogical practices in the online courses as part of the university's focus on continuous quality improvement (CQI).

Presenter(s)

Preston Reed, *University of California, Irvine*

The Application of Propensity Score Matching in Institutional Research

Corscian Room

Institutional scholars are interested in evidence-based information to support campus decision-making and planning. However, the only viable data options in many institutional research studies are observational studies, making the evaluation of cause-effect hypotheses almost impossible. Propensity score techniques are a set of advanced statistical methods available to address cause and effect questions in observational studies; yet the techniques are still relatively new to many institutional researchers. This workshop will give a concise description of some of the techniques that exist, and demonstrate via hands-on experience, the use of these state-of-the-art propensity score techniques for estimating treatment effect using real data. The intent of the workshop is to increase the awareness and understanding of propensity score

methods among institutional researchers, to help them account for potentially influential confounding covariates and address questions of causal inference.

Presenter(s)

Ling Ning, *University of California, Davis*

Neil Huefner, *University of California, Davis*

Frias Maria Teresa, *University of California, Davis*

Timo Rico, *University of California, Davis*

Rubber meeting the Road: Aspirational Practice in one IR Office

Crystal Ballroom

The "Statement of Aspirational Practice for Institutional Research" sets forth for the institutional research practitioner a new way of thinking about our work and impacts. This session explores how staff in one IR office took the statement and used it as the lens with which to examine what their office does, and how what they do serves their campus decision makers, whether those decision makers are students, faculty, or staff. IR staff will share their recent work projects and experiences as they relate to the statement of aspirational practice and the insights for them in viewing IR activities with this greater view of the profession.

Presenter(s)

Ryan Cherland, *University of California, Irvine*

Ryan Hoadwonic, *University of California, Irvine*

Joshua Saldana, *University of California, Irvine*

Randy Bautista, *University of California, Irvine*

11:15am – 12:00pm

Multilevel/Longitudinal Models Using Stata (Part 3 of 3)

Roman

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multilevel structural equation models. We will finish with a brief introduction to Bayesian multilevel/longitudinal models using Stata's -bayesmh- command. This will be a relatively non-technical talk which will focus on the concepts, Stata syntax, interpretation, and graphical presentation of the results. Participants do not need to be Stata users to attend. You may also download a free 30-day evaluation copy of Stata/MP (2-core) release 14 at <http://www.stata.com/cair16-eval>. Attendees are invited to email the speaker — Chuck Huber — in advance of the workshop with questions (chuber@stata.com).

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Chuck Huber, *StatCorp LP*

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Kelly Wahl, *UCLA*

Dmitri Rogukin, *California State University, Fresno*

Ken Nelson, *Loma Linda University*

John Stanley, *University of Hawaii, West Oahu*

Making the move to modernize your reporting process

Cordoban

Many of us inherit reporting responsibilities that involve using a frustrating legacy system and an outdated production process. But there's got to be a better way! In this presentation I will talk about transitioning from that old reporting model of: downloading many individual excel reports, creating excel charts, and then coalescing those reports into a pdf report, To using a much improved process: creating a data-set, loading that into tableau, creating the entire report in tableau, and then tweaking that report collaboratively using Tableau Server.

I will also address the process for getting all of your stakeholders on-board and creating a system to update and modernize your legacy report.

Presenter(s)

Christopher Brooks, *University of California, Office of the President*

Building an IR Data Science Team for in-house predictive analytics

Athenian

As a strategy to support data-informed decision making at San Diego State University, Analytic Studies and Institutional Research (ASIR) established a Statistical Modeling Group (SMG) within its operation. SMG is a collaborative team of machine learning experts from the Department of Statistics and the data management and visualization experts in ASIR tasked with applying predictive analytics to solve assessment and institutional effectiveness problems. In this session, we first discuss the role of SMG on our campus and our strategy for gaining administrative buy-in and support. We then present a predictive analytics pipeline we developed for student success efficacy studies. We will illustrate the pipeline through a SMG success story on STEM program retention and graduation success. In particular, we highlight the project end-product: a STEM advisor dashboard. We conclude with our vision for Statistical Modeling Groups in IR units as an effective strategy for delivering actionable information to campus stakeholders.

Presenter(s)

Richard Levine, *San Diego State University*

Jeanne Stronach, *San Diego State University*

Anna He, *San Diego State University*

Effects of a Transition Support Institutional Program on Student Success-related Variables

Mediterranean

We assessed the effectiveness of a transition supporting institutional program on student success-related variables using the College Persistence Measure developed by Davidson et al. (2009). We sought to contribute to our knowledge of the effectiveness of programs targeting disadvantaged student populations in general, and to assess effectiveness of this particular program to enhance it. Our goal for this session is to provide attendees information on the areas that showed significant changes as a function of participation in this program; reflect on the differences in the nature of those areas showing a shift versus those not showing a shift that could explain the differential results; and to propose future lines of research and intervention targeted at the areas that tend to remain static.

Presenter(s)

Frias Maria Teresa, *University of California, Davis*

Ling Ning, *University of California, Davis*

Neil Huefner, *University of California, Davis*

Timo Rico, *University of California, Davis*

Leveraging the power of regression discontinuity designs for program evaluation: an institutional simulation using R

Corsican

Institutional researchers (IR) experience limitations with regards to the extent of designing large-scale studies of program effectiveness, specifically randomized control trials. Yet, it is a perennial task of the IR professional to perform evaluations with the intent of yielding causal inference. As such, quasi-experimental designs are often employed as a means to identify an appropriate counterfactual for program participants who have not been randomized. Regression discontinuity design (RDD), a powerful quasi-experimental technique, is a significant tool for

the IR professional to have in their methodological repertoire. RDD allows for a causal relationship between intervention and student outcomes to be estimated. This technique can be difficult to employ with most standard analytic packages. As such, this demonstration will leverage the flexibility of open-source software R. The objectives of this session are to introduce participants to the conceptual framework of RDD, introduce R, and walk-through a simulation of RDD in R using institutional data.

Presenter(s)

Gabe Orona, *Citrus College*

12:15pm – 2:00pm

Keynote Luncheon Featuring Gary S. Goodman

Crystal Ballroom

Practices in Negotiation: How to Seize Your 15 Minutes of Fortune!

Everyone negotiates, but some are exceptionally effective because they have received special training in a wider range of techniques. Joining us on November 17, 2016 is a dynamic speaker to show you, step-by-step, and tactic-by-tactic, how to use the best practices in the field. Dr. Gary S. Goodman, renowned presenter, career mentor, negotiation consultant, and attorney shows you how he and the top leaders in the field have achieved exceptional results, saving and making fortunes in the process. Gary calculates by simply improving your negotiation capacity by 5%, over the course of your career, you can retire a million dollars richer. Under Gary's guidance, careers have been made and organizations have soared and sold for record prices. The meekest and the most exuberant in every category have achieved more, through his input. An internationally applauded best-selling author and thought leader Gary's training programs have been sponsored by 40 universities, major trade and professional associations, and by Fortune 1000 corporations around the world. In addition to managing his consulting practice, since 2007, Gary has taught "Best

Practices in Negotiation" at U.C. Berkeley and UCLA. His latest audio seminar with Nightingale Conant is "How To Get Paid Far More than You're Worth." Gary makes frequent expert-guest appearances on media worldwide, including CNBC where he has debated a number of CEOs and his ideas have been put to the test. Gary's goal is to provide low-risk and high-yielding tips that you can apply to your personal and professional lives, right away.

*** All registered CAIR attendees will be given an electronic copy of Gary's book, Dr. Gary S. Goodman's 77 Best Practices in Negotiation.***

Presenter(s)

Gary S. Goodman

<http://0005r66.myregisteredwp.com/wp-content/uploads/sites/474/2016/01/Best-Practices-Book.pdf>

2:15pm – 3:00pm

See the Data and Meet the Team behind the THE US Student Survey

Roman

The Times Higher Education conducted one of the largest nationwide surveys of U.S. Students ever undertaken to power The Wall Street Journal/Times Higher Education College Ranking. This session will unpick the data from student responses across 1,100 colleges, revealing surprising trends in student engagement and motivation across institution types — including exploring select comparative examples of individual colleges and multi-campus systems.

Presenter(s)

Madeleine Evans, *The Times Higher Ed*

Book Club Chat with the Author Gary S. Goodman

Corinthian

Join a book club discussion with keynote luncheon speaker Gary S. Goodman to talk about his book, Dr. Gary S. Goodman's 77 Best Practices in Negotiation.

Presenter(s)
Rebecca Sorrell, *San Francisco Conservatory of Music*

Predicting Institutional Retention and Graduation Rates Using IPEDS and WSCUC GRD Data

Cordoban

With mounting accountability pressures to improve student success and more states moving towards performance-based funding, retention and graduation rates are of particular interest when gauging performance of higher education institutions. This study relies on federally reported higher education data (IPEDS) to develop a prediction model for institutional retention and graduation rates that is readily accessible to higher education analysts. The featured model analyzes panel data on over 1,000 colleges and universities to estimate predicted retention and graduation rates for a majority of US higher education institutions. Estimates are based on institutionally reported characteristics that describe student demographics, admission selectivity, enrollment patterns, financial aid support, student-faculty ratios, and financial expenditures. The featured model provides institutional researchers and higher education leaders with a valuable comparative resource to benchmark institutional performance relative to others on key performance indicators.

Presenter(s)
Serge Herzog, *University of Nevada at Reno*
John Stanley, *University of Hawaii at West Oahu*

IR 101: The Strategic Planning and Management of Institutional Research

Athenian

By applying strategic planning and strategic management practices in how you operate your IR shop, you can leverage your resources more effectively, identify areas that may need enhancement, and engage with your constituents to bring out your best effort. This session demonstrates

how the strategic planning processes you support at your institution can be reconceived as if your office were an institution itself. You will be provided with a management toolkit for your institutional research operation that highlights the IR mission you pursue, the vision you've developed for the future, and tried and proven strategies for attaining your goals. From the single-person shop to the larger, multiple analyst office, all professionals responsible for conducting IR in higher education will benefit from this fresh lens directed at our work.

Presenter(s)
Kelly Wahl, *University of California, Los Angeles*

Constructing a Peer Institution: A New Peer Methodology

Mediterranean

Whatever your method of selecting institutions for comparison and benchmarking, you can both increase the validity and accuracy of those comparisons and extend the comparisons to department and college levels by constructing a peer institution from disaggregated components. This presentation will demonstrate the methodology using National Study of Instructional Costs and Productivity (Delaware Cost Study), the Faculty Salary Survey by Discipline (Oklahoma State), and Academic Analytics, LLC to construct a better peer institution with comparative statistics at campus, college and department levels for faculty salaries, instructional cost, instructional productivity, and research productivity. This method should be added to the IR arsenal of cluster, threshold, hybrid and panel-based peers.

Presenter(s)
Steve Chatman, *University of California, Merced*

Tracking Students' Progress in Three Impacted Programs

Grecian

Program impaction has played a major role in student success here at Sac State. The study is crucial to the field of IR as impaction is found not only on our

CSU campuses, but many campuses throughout California and can have profound influences on the students we serve. Our study discusses the comparison between those in Majors and Expressed Interest programs and how they relate to retention, class level, change in major and demographic characteristics. This study compared and selected three programs (Criminal Justice, Psychology and Health Science) for five terms. Areas of acceptance into majors, equity, class level, major changes and attrition rates all highlight the significant findings between the Major and the Expressed Interest group. The results of this study could be used as a tool in evaluating programs currently on impaction status and the implications impaction has on future student success and outcomes.

Presenter(s)

Matthew Basinger, *California State University, Sacramento*
Nancy Hardy, *California State University, Sacramento*

Program Migration: Visualization for Actionable Intelligence in STEM Retention

Corsican

A question that often arises from faculty and administrators at San Diego State University is "of the students that declared major X, where did they end up?" In other words, did the students that declared a certain major when they entered the University actually graduate in that major? And if not, in what major did they graduate? This became an important question to look at within the framework of two critical initiatives: 1) regular Academic Program Reviews that assess academic programs (department/majors) on campus; 2) a focus on STEM recruitment, retention, and persistence. Tableau appeared to be a good candidate as a development platform for a way to better digest the potentially complicated answers to this seemingly simple question. In this talk, we show how we developed a data visualization in Tableau that precisely captured the questions at hand.

Presenter(s)

Arthur Pasternak, *San Diego State University*

3:00pm – 3:30pm

Refreshment Break & Sponsor Exhibits

Tiffany Room

Coffee and Tea talk with sponsors. Come learn about new products and changes from our sponsors while enjoying an afternoon energy boosting snack.

3:30pm – 4:15pm

A Future for IR: AIR's Statement of Aspirational Practice

Roman

This session addresses ideas presented in the Statement of Aspirational Practice for Institutional Research, published by AIR in 2016. The key tenets of the statement are featured, including an expanded definition of decision makers, structures and leadership for IR, and a student-focused paradigm. Panelists will address the evolving process of reshaping the IR function within the context of the current higher education environment. Join us for a conversation about this dynamic piece of work that is poised to grow with the field of IR. An institutional self-assessment for IR capacity will also be introduced. We also invite you to our subsequent session, A Practical Guide to the AIR Statement of Aspirational Practice for IR, to learn more about initiating conversations on these topics at your institutions.

Presenter(s)

Jason Lewis, *Association for Institutional Research*
Leah Ross, *Association for Institutional Research*
Kristina Powers, *Bridgepoint Education*
Patrick Rossol-Allison, *Gates Foundation*

Nuventive's Microsoft PowerBI Solution for Institutional Research

Corinthian

If you are responsible for generating and disseminating dashboards and reports of any kind

within your institution, you won't want to miss this session on Nuventive's Power BI Solution for Institutional Research organizations. You will gain a firm understanding of how Microsoft's new cloud based Power BI platform can benefit your institution and how Nuventive can help you realize that value.

You will see how this robust and fully automated Power BI solution can immediately free your team from the onerous task of continuously collecting and aggregating data from disparate sources, thus freeing valuable resources to focus on actually interpreting and acting on information and bringing new levels of insight and value to your institution. The cloud based business intelligence (BI) solution you will see in this session is a best-of-breed implementation of Microsoft's new Power BI cloud platform for Higher Education.

Presenter(s)
Joe McGinn, *Nuventive*

How Institutional Research--and Researchers-- Can Inform State Policymaking

Cordoban

This session will provide an opportunity to bridge the gap between individuals who staff state policymakers (representing several branches of government and state offices) and the community of institutional researchers upon whom those policymakers rely for information on postsecondary education. The presenters will provide an overview of state policymaking processes, including the legislative and budget processes, and the ways in which external parties can engage in those processes; describe existing laws and recent legislation regarding collection--and reporting--of information by postsecondary educational institutions; discuss how those reports are used in the various processes; and present areas of potential future interest. Attendees will have the opportunity to share opportunities for potential collaboration in areas of shared interest and for possible efficiencies in this kind of collection and reporting.

Presenter(s)
Christian Osmena, *California Department of Finance*
Judy Heinman, *Legislative Analyst's Office*
Monica Henestroza, *California State Assembly Speaker's Office*

Longitudinal Study of the Effectiveness of Traditional and Hybrid Online Instruction

Athenian

The transition of traditionally taught courses to a hybrid or online structure is increasingly a cost-driven necessity. This paper revisits the initial comparative grade distribution assessment of a hybrid preparatory calculus course. The paper extends analysis across a three-year period using a variety of academic background, demographic, and disciplinary differences and compares the quality of preparation as measured by performance in the subsequent calculus courses. While overall, there was no cause for undue concern in this case, there were several interesting differences. The study offers a model of more thorough and rigorous assessment than that typically required of new courses and can be used to make a stronger argument for increasing online offerings.

Presenter(s)
Steve Chatman, *University of California, Merced*

Battle of the conjunctions: Disjunctive vs. compensatory course placement

Mediterranean

Recent research generally finds that high school GPA provides greater placement accuracy than tests. Studies also suggest that using both tests and high school GPA together in compensatory models generally have greater accuracy than a single measure alone. The multiple measures assessment project (MMAP) research team of the California Community College Common Assessment Initiative (CAI) has replicated those results and compares a disjunctive placement model (i.e., using the highest placement from either the test or high school performance) to a compensatory model. Improved

placement models can increase gateway course completion and improve equity. The session will use measurement theory to define and compare disjunctive and compensatory models for math and English placement in terms of accuracy, access, and implications for completion of transfer-level coursework. In particular, the presentation will explore the balance between increased accuracy, simplicity of models, implementation, and comparisons of disproportionate impacts by student demographic.

Presenter(s)

Terrence Willett, *Cabrillo College*

Mallory Newell, *De Anza College*

Loris Fagioli, *Irvine Valley College*

Clearinghouse Metrics and the WSCUC Graduation Rate Dashboard – Focus Group

Grecian

Join Research Manager Jason DeWitt for a discussion related to the potential inclusion of NSC postsecondary outcome metrics in the WSCUC GRD. The institution-level metrics calculated by the NSC Research Center are based on the same cohort definitions and methodology used in its national Signature Report on Degree Completion. In addition to learning more about the data behind the Clearinghouse metrics, this session will be an opportunity to provide feedback on how they relate to the metrics currently included in the GRD. The session will also touch on the use of Clearinghouse data as a source for national postsecondary benchmarks. Time will be reserved for open Q&A.

Presenter(s)

Jason DeWitt, *National Student Clearinghouse*

Multilevel Modeling in Institutional Research

Corsican

Institutional researchers often work with data that have nested structures; for example, students nested within majors or within student support

services/programs. In spite of persuasive theories regarding the importance of accounting for multilevel structures, researchers often find themselves using conventional modeling strategies that assume independent and identically distributed observations (i.e. non-nested). In the case of nested structures, the use of conventional strategies not only increases the likelihood of producing incorrect statistical results, but also limits researchers' ability to explore substantive research interests related to causal heterogeneity. The intention of the presentation is to offer a review of multilevel modeling principles, and to make institutional researchers aware of the statistical consequences of ignoring multilevel data structures in Institutional Research.

Presenter(s)

Ling Ning, *University of California, Davis*

Neil D. Huefner, *University of California, Davis*

Frias Maria Teresa, *University of California, Davis*

Timo Rico, *University of California, Davis*

Data Visualization and Data Integrity: Meaningful Implication for Institutional Researchers

Crystal Ballroom

Data visualization is an important technique that analyzes and converts large complex data to graphical form for meaningful interpretation. The effective visualization takes place when we provide clear message using visualization techniques and gain viewer's attention. The pre-requisite to data visualization for institutional researchers is to identify key stakeholders' interests and to provide meaningful visual displays so that they can make evidence-based decisions. Data integrity and validation process is required prior to presenting a large amount of data in visual format. We will share the complete process in which institutional researchers in CSU Fullerton have been engaged including identification of visualization needs, taking into consideration of cost-effectiveness, data integrity, and finally construction of dashboard. We will present a variety of dashboards that were launched as cost-effective products of data visualization in alignment with university strategic

planning, and share how the dashboards are being utilized by senior leadership and campus constituencies.

Presenter(s)

Sunny Moon, *California State University Fullerton*

Afshin Karimi, *California State University, Fullerton*

Alexis Furuichi, *California State University, Fullerton*

Rohit Murarka, *California State University, Fullerton*

4:30pm – 5:15pm

A Practical Guide to the AIR Statement of Aspirational Practice for IR

Roman

This session addresses ideas presented in the Statement of Aspirational Practice for Institutional Research, published by AIR in 2016. Join us for a conversation about the how-to's of implementing this dynamic piece of work that is poised to grow with the field of institutional research. Insight from and experiences of "early adopter" institutions that piloted and implemented this work are featured. How did other professionals start conversations at their institutions about the future of IR? Who did they engage? What was the response? What lessons were learned? What challenges did they face? How does the vision for data and decision support featured in the statement resonate with you? What opportunities and challenges do the ideas present for your institution or organization?

Presenter(s)

Jason Lewis, *Association for Institutional Research*

Leah Ross, *Association for Institutional Research*

Kristina Powers, *Bridgpoint Education*

KC Greaney, *Santa Rosa Junior College*

Dashboards to Discovery: Using Data Dashboards to Drive Enrollment Planning, Equity Exploration and Program Review

Corinthian

Working with Higher Ed Profiles, the Foothill-De Anza Community College District developed a data dashboard tool used for enrollment management,

program review/resource allocations, and student equity. By training faculty and staff across the campus, the capacity of the research office expanded and a culture of inquiry resulted.

In this session we share what questions we had about how a data dashboard could promote a culture of inquiry, how faculty and staff were trained to use the dashboard with an equity lens, and how a collaborative partnership was developed with Higher Ed Profiles to develop a tool serving both campuses in a multi-college district.

Presenter(s)

Eric Spear, *Higher Ed Profiles*

Elaine Kuo, *Foothill College*

Mallory Newell, *De Anza College*

Unveiling Student Trajectories at a Large Online Institution

Cordoban

Most metrics used in Institutional Research focus on degree completion. However, as illustrated by a study among community college students (Bahr and the Research & Planning Group for California, 2012), their goals may not be to obtain a degree from that same institution. This may be particularly true for adult learners attending courses at online institutions. Yet, little is known about the attendance patterns and motivations of online students. To address this gap, the Office of Institutional Effectiveness at a large online, four-year University used a similar methodology to assess attendance and learning behavior of 31,529 Bachelor's students over a two-year period. A cluster analysis yielded three student profiles. The findings shed light on behaviors associated with academic success and early dropouts, and on early signs that students may be struggling. The authors will illustrate how institutions could use this type of approach to inform policy and student support.

Presenter(s)

Steve M. Nettles, *Ashford University*

Loraine Devos-Comby, *Ashford University*

Creating Interactive Reports using Excel Pivot Tables

Athenian

The purpose of this workshop is to introduce participants to creating flexible reports using Excel Pivot Tables. Presenting data in an easy-to-understand format is necessary to assist in data-driven decision making. However, creating multiple versions of the same report to fulfill the needs of different departments across campus can be cumbersome. Using Excel Pivot Tables, Vlookups, and Slicers allows users to easily filter through reports in a dashboard-type style that can be customized using Excel's design features. By creating easy-to-use interactive reports, users can build customized reports to extract their data of interest to aid in the continual improvement of the campus.

Presenter(s)

Brandon Aragon, *California State University, San Bernardino*

An Integrated, Mixed Method Approach to Calculating Institutional Enrollment Capacity

Mediterranean

Learn how a small (~1200) private art school calculates institutional enrollment capacity. A task force, comprised of senior leaders across the College was tasked by the College President to define maximum enrollment capacity for each academic department and for the College as a whole. The importance of this work is to guide enrollment targets, inform recruitment activities, and allow for a more strategic enrollment forecast for budget and resource allocation. The objectives of this session are to share our approach for attendees to consider at their institutions. The mixed methods included three quantitative and one qualitative approach. The three quantitative models included (1) available weekly classroom contact hours in Fall 2015, (2) enrollment potential per course section in Fall 2015, and (3) historical maximum enrollment per department. The

qualitative component included focus groups with all academic chairs to discuss their on-the-ground mitigating factors.

Presenter(s)

Rosa Belerique, *Otis College of Art and Design*
Laura Kiralla, *Otis College of Art and Design*
Matthew Gallagher, *Otis College of Art and Design*

Data Warehouse Quality Testing

Grecian

Many college campuses are deploying data warehouses to be used for reporting or to serve as underlying data repositories for data dashboards. Needless to say, a poor quality data warehouse can adversely affect the strategic, data-driven decision making process. Data quality in a data warehouse depends partly on correct implementation of its Extract, Transform & Load (ETL) process. The focus of this presentation is on systematic testing of data warehouses and their ETL processes. In this presentation, a quick background is given as to why data warehouse are needed. Items necessary before data quality testing can begin are explained. Software Quality Assurance methods are used to test quality of a data warehouse. Examples are used to explain data mapping validation, data completeness testing, transformation logic testing and regression testing methods. Institutional researchers can use the topics in this presentation to assure the accuracy of data in their institutional data warehouse.

Presenter(s)

Afshin Karimi, *California State University, Fullerton*
Sunny Moon, *California State University, Fullerton*

Using SPSS Modeler and STATISTICA to Predict Student Success at High-Stakes Examinations

Corsican

Many professional programs, nursing programs included, deal with scores of daily operational decisions related to how their students are progressing towards their licensure examinations. This project aims at outlining a procedure that can automatically set apart those students struggling to

stay on the path and refer them to a remediation program. Using predictive modeling techniques offered by SPSS Modeler and STATISTICA can even help create personalized customization of study plans for each of the future nurses (or other licensed professionals).

Presenter(s)

Galina Belokurova, *West Coast University*

Chiarina Piazza, *West Coast University*

5:30pm +

Dinner on Your Own

Friday, November 18th

7:00am – 5:00pm

Conference Registration

Tiffany Room

Pick up your name badge at the CAIR Registration Desk. Located at the end of the sponsor exhibits.

7:00am – 8:45am

Breakfast and Sponsor Exhibits

Tiffany Room & Crystal Ballroom

9:00am – 9:45am

Who are they? Where do they go? Tracking Community College Transfers

Roman

Transfer from community colleges to four-year institutions is an important measure of performance for California higher education. This presentation describes several methodologies by which the

California Community College Chancellor's Office (CCCCO) measures transfer. These metrics also allow us to identify how student characteristics affect who transfers and the type of institution to which they transfer. The California community colleges make up the largest postsecondary system in the world, providing a unique collection of data for studies examining transfer trends. Student data matches with the National Student Clearinghouse (NSC), University of California (UC) and California State University (CSU) are used to identify which students transfer. The session also provides an update on the Associate Degrees for Transfer (ADT) program and initial results of capturing bachelor degree attainment of community college transfers using National Student Clearinghouse data. The presentation concludes with a discussion of its usefulness for benchmarking for institutional researchers and administrators.

Presenter(s)

Alice Van Ommere, *California Community Colleges Chancellor's Office*

Ryan Fuller, *California Community Colleges Chancellor's Office*

SB 1440: Initial Outcomes from CSU Fullerton
Corinthian

The Student Transfer Achievement Reform Act (SB1440) has been with us for 6 years now. The CSU system started receiving significant numbers of these students in fall 2013, so we now have our first two cohorts of 3-year graduates. The presenters will discuss how the program has been implemented at CSU Fullerton and outcome measures for the first cohorts. Retention and graduation rates, as well as units to degree will be presented to see if the intent of the legislation is being achieved. The discussion will also include outcome metrics by demographic groups, and any achievement gaps uncovered. The objectives are to improve practice by soliciting feedback from conference participants.

Presenter(s)
Brian Stern, *North Orange County Community College District*
Sunny Moon, *California State University, Fullerton*

Course-Level Analytics: Common Themes and New Directions for Institutional Research
Cordoban

Courses, course offerings, and course-level events are re-emerging as prominent objects of analytical interest for institutional research. Campus-based researchers and decision-makers, responding to demands for higher-definition transparency and finer-grained metrics, are seeking and finding new ways to gain leverage through observation and modeling of the fundamental course-level structures and processes 'behind the scenes' that support the student outcome measures, accountability indicators, and dashboard devices that appear so often on stage and in the spotlight at the present moment. This presentation shows that course-level analytics have been part of the core IR tool-kit from the beginning and argues that practices building upon recent advances in processing power and data management

capabilities, including 'predictive analytics' packages, may herald the dawn of a new era in IR activity in which the analysis of courses and classes plays a featured role at center stage.

Presenter(s)
Bob Cox, *UCLA*

Student Journey Mapping
Athenian

While many are aware of basic skills and course completion gaps, campuses struggle with a clear and meaningful articulation of academic underperformance. The issue is that myriads of data tables fail to tell a cohesive story. Further, data can be fractioned into snapshots in time and often these analyses are done in concert with some cohort tracking that may or may not link to snapshots of other data. To fuse this data fractioning into a cohesive picture, it becomes critical to creatively and appropriately match data to a relevant context. In this session IR practitioners will learn an important skill of bringing data to an audience in a meaningful way through student journey mapping. Attendees will learn about the fundamentals of student journey mapping, and the presentation will show ways to align data points or KPI's onto key touch points of the student experience. This is not only data visualization but a data analysis approach that brings data to life and creates an important framework for assessing data. Best practices of journey mapping will be discussed in light of the basic skills completion issue.

Presenter(s)
Jennifer Klein, *Saddleback College*

The Evolution of an Institutional Research Department
Mediterranean

Steady campus growth and a data driven decision process envisioned by campus leadership necessitated the transformation of the CSUSM Institutional Research Department from a traditional

reporting entity to a collaborative data source for the entire campus and beyond.

The goal of this presentation is to describe how processes were changed through cross-departmental collaboration, continuing use of innovative analytic and visualization software, and the formation of a campus Decision Support Group with representation from both IR and IT. Presenters will demonstrate a new formal data request process and share the plans for a Data Governance Committee that will convene this fall to ensure data accuracy and security.

This presentation will help other IR departments facing increased responsibilities by outlining successes and strategies in the areas of data management, dissemination and security.

Presenter(s)

Jeff Marks, *California State University, San Marcos*
Cameron Stevenson, *California State University, San Marcos*
Bhavisha Talsania, *California State University, San Marcos*

Documenting the true extent of attrition in STEM: The value of IR-Academic Collaboration

Corsican

How should Institutional Research collaborate with the academic administrators and faculty on major grant proposals? This session provides a case study of such collaboration when Institutional Research at Saint Mary's College was asked to help with a major School of Science grant proposal (U.S. Department of Education Hispanic Serving Institution (HSI) STEM and Articulation Program) and proposes guidelines for optimal collaboration. How might such collaboration lead to advances in IR's work and visibility? Using existing institutional data to document the low persistence of Latinos and low-income students in STEM majors (as required for the grant proposal), Institutional Research replicated at Saint Mary's the well-known relationships between minority status, performance in gateway courses (e.g., math and chemistry), and persistence in STEM. The magnitude of the relationships and the overall low persistence to graduation in a STEM field were both striking and unanticipated by the School of Science.

Presenter(s)

Deborah Brumley, *Saint Mary's College*
Gregg Thomson, *Saint Mary's College*

9:45am – 10:15am

Refreshment Break and Sponsor Exhibits

Tiffany Room

10:15am – 11:00am

EXCEL-lent CTE Dashboards

Roman

This hands-on workshop will focus on how participants could create dashboards in excel to display labor market demands, program completions and employment outcomes. Excel dashboards are an excellent tool for concisely displaying information that would assist faculty/staff, deans and administrators with Strong Workforce Funding, Program Review, CTEA grants, etc.

Presenter(s)

Tanysha Laney, *Pasadena City College*
Crystal Kollross, *Pasadena City College*

Conducting course evaluations using Qualtrics

Corinthian

For smaller institutions with limited resources, thinking outside the box can be critical. Without a course evaluation system, Claremont Graduate University turned to their survey software, Qualtrics, to move from paper to electronic forms. Participants will be given an overview of how the course evaluation process works in Qualtrics, the benefits of using Qualtrics, and its limitations. Using their own laptops and Qualtrics accounts, participants will then be walked through on creating a course evaluation utilizing embedded data fields, setting up contact lists, creating email distribution templates, customizing reports, and calculating response rates. Lessons learned from implementing an online course evaluation system will be shared. Participants must

bring their own laptop and have a Qualtrics account. A free account can be obtained at www.qualtrics.com.

Presenter(s)

Jeanette Baez, *Claremont Graduate University*

Dealing with Multiplicity and Complexity to Sustain Simplicity in Institutional Research Management

Cordoban

Institutional research offices, departments, faculty, administrators, staff, students as well as board members at many higher education institutions throughout the U.S., are often bombarded with invitations to participate in research studies, respond to surveys, and serve on focus groups. These requests come in under various types and forms of investigations that require data collection from and interaction with human subjects. In addition, academic, administrative and IR offices are frequently contacted for providing data to external public or private organizations and agencies as well as independent groups and individuals. This could be overwhelming and a significant source of stress for many who manage IR or IE, research compliance, public information/marketing and other offices. At an institutional system level, these types of requests may complicate, overlap and pose challenges to effective management of staff responsibilities and workloads. IRB offices, if they exist, may also find themselves in the middle of these efforts. The objective of this presentation is to share innovative ideas, practices and firsthand experiences with effective strategies in managing data/public information/internal and external research requests that involve multiple entities/offices that provide oversight and service.

Presenter(s)

Mehmet "Dali" Öztürk, *College of the Sequoias*
Christian Anderson, *College of the Sequoias*

The A-B-Cs of Survey Research: Administration & Planning, Best Practices, and College Impact

Athenian

Survey research is a complex, multifaceted approach often used in higher education assessment. However, the discussion of the multitude of factors to consider before, during, and after survey administration is not as common. The discussion will be organized around 3 slightly overlapping themes and chronological time periods: Administration & Planning (before survey administration), Best Practices (during survey administration), and College Impact (after survey administration). Topics of discussion include study and survey design, sampling, using incentives, data analysis and interpretation, and disseminating data. Session attendees can share institution-specific concerns and successes.

Presenter(s)

Ellen Stolzenberg, *UCLA Education Research Institute*

Engagement, Academic Performance, and Major: Statistical and Visual Analysis.

Mediterranean

The purpose of the current study is to investigate relationship between academic engagement and student performance by major. National Survey of Student Engagement was administered at Fresno State in spring 2015. The sample included 1600 freshmen and seniors representing all eight colleges on campus. Ten NSSE Engagement Indicators were measured for each student who completed the survey. The indicators included: Higher-Order Learning, Reflective & Integrative Learning, Learning Strategies, Quantitative Reasoning, Collaborative Learning, Discussions with Diverse Others, Student-Faculty Interaction, Effective Teaching Practices, Quality of Interactions, and Supportive Environment. Student cumulative GPA was used as a measure of academic performance. Regression analysis was applied to identify which indicators had a significant impact on GPA for each of the colleges. A Tableau visual dashboard was built for data exploration and presentation of the results to the campus audience.

Presenter(s)

Dmitri Rogulkin, *California State University, Fresno*

How to predict which people at commencement actually graduate

Grecian

Our university allows students with 1-2 remaining classes to walk at graduation. However, 15% of these students do not complete their degree. Our goal was to develop rules accurately predicting which students would successfully complete their degree. We found that restricting students with a GPA under 3.0 had the most positive effect on graduation rates, but unfairly blocked many students from walking. Restricting students needing GE courses from walking had almost the same improvement in graduation rates, but had a much lower error rate. Using rules instead of correlations or regression modeling made it easier to communicate the real-world impact of a new policy. Participants will be able to mimic our methodology, which can be implemented with a fairly straightforward series of formulas in Excel. They will better understand how to convert an abstract correlation into concrete impact on a population.

Presenter(s)

Nathan Garrett, *Woodbury University*

Data Mining to Identify Grading Practices

Corsican

To enhance student success and to build inclusive classrooms, researchers have used technical tools and educational expertise to yield insight into problems many undergraduate students experience in higher education. A collaborative research effort explored how k-means cluster analysis can reveal contrasting patterns in the distribution of letter grades among large course offerings. Consistent with previous studies, our findings showed that norm-referenced grading practices exacerbate an existing achievement gap, while a criterion-referenced grading approach enhances student learning and overall success in school. This workshop will provide a hands-on opportunity for attendees to learn about different mining techniques by using SPSS, with

datasets and syntax available during the session for data mining skills development.

Presenter(s)

Nida Rinthapol, *University of California, Los Angeles*

Kelly Wahl, *University of California, Los Angeles*

11:15am – 12:00pm

Best Practices in Online Survey Design: How to Optimize Data Quality and Respondent Engagement

Roman

Although online survey research is now the dominant modality in both the research industry and in academe, the methodology has continued to evolve. Due to continued exposure, respondent behavior when considering participation in an online survey, or while actually participating, is also undergoing change. It has become increasingly difficult to engage participants in surveys, including student populations affiliated with our institutions. In order to improve the data quality of our surveys, IR professionals must be aware of current best practices in online survey methodology and understand the trade-offs against data quality and engagement goals when selecting design and field options. This presentation will introduce the key drivers of data quality in online survey design, and discuss best practices for each.

Presenter(s)

Cheryl Harris, *MiraCosta College*

Becoming a Leader in Institutional Research

Corinthian

Being a leader in institutional research is complex. That is due to the lack of focus of the role of IR, and the perception by many senior college administrators that an IR professional is nothing more than a "clerk with a computer". This presentation will focus on the primary role of IR and how IR professionals can

become leaders and obtain that elusive" seat at the table".

Presenter(s)

Robert Daly, *University of California, Riverside*

A deep dive into a data warehouse

Athenian

Michael Le has presented three workshops on Tableau at CAIR (2013, 2014, and 2015). Each time he gets a similar question, "what does your data look like?" The goal of this session is to answer that question. I will begin by examining one of the Tableau dashboards on our website and show how it is connected to our Institutional Research data warehouse behind the scenes. I will then take a deep dive into the warehouse, examining its data model, basic principles, and the automated process which updates it daily.

Presenter(s)

Ward Headstrom, *Humboldt State University*

Stemach Rhonda, *Humboldt State University*

Luxury or Requisite: Assessing the value of study abroad and internship programs on student outcomes

Mediterranean

Demonstrating the value of a college degree is a continued need in higher education. The challenge of this pursuit has often left little attention paid to the value or academic relevance of luxury programs; such as study abroad and internship programs. This session uses propensity score matching to evaluate the impact of two applications of high-impact practice, study abroad and internships, on student completion, learning and post-graduation earnings for graduates of the University of California (UC) system.

Presenter(s)

Chris Furguele, *University of California, Office of the President*

Brianna Moore-Trieu, *University of California, Office of the President*

Using Predictive and Prescriptive Analytics to Enhance Retention Efforts with IBM SPSS Solutions

Cordoban

With predictive analytics, institutions can derive insights about students and determine contributors to key outcomes, but it is the process putting these insights into action that may present a challenge. Aligning interventions more efficiently and cost-effectively is critical to increases in achievement when resources are scarce. What if we could not only predict who is at risk but determine the most appropriate action that should be taken? In addition, determining the costs and benefits of those actions BEFORE they are taken will make institutions more efficient and effective. Utilizing IBM SPSS Solutions, institutions have the ability to leverage multiple data sources and determine how to allocate resources to maximize interventions and resource allocation. In this session, attendees will learn about the possibilities for transforming rich, analytical insight into targeted, effective actions.

Presenter(s)

Erica Reuter, *IBM*

Behind the Screens of Data Reduction

Corsican

There is a plethora of methods available for the descriptive summary of data, and it is not uncommon for many of these methods to be treated by researchers as separate and distinct tools; however, many of these models are related by a single concept: the Singular Value Decomposition (SVD) of a data table. This non-mathematical (or minimally mathematical) presentation employs computer graphics and data-reduction procedures to demonstrate the Singular Value Decomposition of a data matrix. The SVD results show how an original data table is broken into three simpler matrices suitable for plotting the relationships between the

input variables. Two forms of data reduction are illustrated: correspondence analysis and principal components analysis. All computer programming is accomplished in the Python Language entirely within the open-source 3-D graphics program, Blender.

Presenter(s)

Scott Simpson, *Independent Consultant*

12:15pm – 2:00pm

Closing Plenary Luncheon

Crystal Ballroom

Panelist Presentation: *Managing
Institutional Research Behind the Scenes*

Presenter(s):

Jeanette Baez, *Claremont Graduate University*
Pamela Brown, *Office of the Provost at University of
California, Office of the President*
KC Greaney, *Santa Rosa Junior College*
Angel A. Sanchez, *Fresno State*

Local Area Dining & Attractions

Cuisine	Name	Price	Address	Tel:	Info
American	Philippe the Original	\$	1001 N Alameda St	213) 628-3781	
	Bunker Hill Bar & Grill	\$\$	601 W 5th St Ste R 201	(213) 688-2988	
	Cabbage Patch	\$\$	520 W 6th St	(213) 489-4489	
	Cafe Hill	\$\$	632 S Hill St	(213) 628-3818	
	District	\$\$	711 S Hope St	(213) 612-3185	
	California Pizza Kitchen	\$\$	330 S Hope St	(213) 626-2616	
	D-Town Burger Bar	\$	216 W 6th St	(213) 228-0022	
	Industriel	\$\$	609 S Grand Ave	(213) 488-8020	
	Lemonade	\$\$	250 S Grand Ave	(213) 628-0200	
Kitchen + Bar	Gallery Bar and Cognac Room	\$\$\$	Millennium Biltmore Hotel		
	The Rooftop at The Standard	\$\$\$	550 S Flower St	(213) 892-8080	
	Library Bar	\$\$	630 W 6th St	(213) 614-0053	
	BAR Ama	\$\$	118 W 4th St	(213) 687-8002	
	Plan Check	\$\$	1111 Wilshire Blvd.	(213) 403-1616	
	The Edison	\$\$\$	108 W 2nd St	(213) 613-0000	
	Breakfast & Brunch	Bottega Louie	\$\$	700 S Grand Ave	(213) 802-1470
Crepe X-press Cafe		\$	529 W 6th St	(213) 627-3739	
Pitchoun Bakery & Café		\$\$	545 S Olive St	(213) 689-3240	
Tea Room		\$\$\$	Millennium Biltmore Hotel		
Eggslut		\$\$	318 S Broadway	(213) 625-0293	
Trimana		\$	221 N Figueroa St		
Asian	Chego	\$	727 N Broadway, Unit 117	(323) 380-8680	
	Daikokuya	\$\$	327 E 1st St	(213) 626-1680	
	Fugetsu-Do	\$	315 E 1st St	(213) 625-8595	
	Bugis Street Brasserie	\$\$	501 S Olive St (next door to hotel)	(213) 624-1100	
	Yang Chow	\$\$	819 N Broadway	(213) 625-0811	
	Sugarfish by Sushi Nozawa	\$\$\$	600 W 7th St Ste 150	(213) 627-3000	
French	Perch	\$\$\$	448 S Hill St	(213) 802-1770	
	Madame Monsieur	\$\$	512 W 6th St	(213) 239-9440	
Indian	Gill's Indian Restaurant	\$\$	838 S Grand Ave	(213) 623-1050	

Restaurants

Italian	Smeraldi's Restaurant	\$\$	Millennium Biltmore Hotel		
	Colori Kitchen	\$\$	429 W 8th St	(213) 622-5950	
	Cicada Restaurant	\$\$\$	617 S Olive St Ste 100	(213) 488-9488	
	Casa Nostra Ristorante & Bar	\$\$	825 W 9th St	(213) 362-3311	
	Il Macchiato Cafe	\$	312 W 5th St Ste 105	(213) 488-1326	
	Panini Cafe - Downtown	\$\$	600 W 9th St	(213) 489-4200	
	Casa Nostra Ristorante & Bar	\$\$	825 W 9th St	(213) 362-3311	
	Bestia	\$\$\$	2121 E 7th Pl	(213) 514-5724	
	Maccheroni Republic	\$\$	332 S Broadway	(213) 346-9725	
New Orleans Cuisine	Preux & Proper	\$\$	840 S Spring Street	213 896-0090	
	Little Jewel of New Orleans	\$\$	207 Ord St	(213) 620-0461	
	Orleans & York Deli	\$\$	333 S Spring St	(213) 687-0400	
Seafood	Water Grill	\$\$\$	544 S Grand Ave	(213) 891-0900	
	Mrs Fish	\$\$	448 South Hill St	(213) 873-4444	
	Food Trucks		Grand Park, 200 North Grand Ave	Food trucks available Tues-Thurs, 11am-2pm	
Sandwiches & Salads	Mendocino Farms	\$\$	300 S Grand Ave	(213) 620-1114	
	Baco Mercat	\$\$	408 S Main St	(213) 687-8808	
Cafeteria or Diner	Clifton's Cafeteria	\$\$	648 S Broadway	(213) 627-1673	Oldest surviving cafeteria in Los Angeles and largest public cafeteria in the world
	Nikel Diner	\$\$	524 S Main St	(213) 623-8301	
	Original Pantry	\$\$	877 S Figueroa St	(213) 972-9279	Open 24 hours
Variety	Grand Central Market	\$\$	317 S Broadway	(213) 624-2378	Established in 1917 the market is a historic food arcade showcasing local chefs
	FIGat7th	\$\$	7th & Figueroa Streets	(213) 955-7170	Premier shopping, restaurants, and eateries destination; Open 11am-9pm Mon-

Nearby Attractions	Name	Address	Tel:	Info
	The Last Bookstore	453 S Spring St	(213) 488-0599	Airy book & record store offering new & used items in a multilevel space adorned with local art
	The Museum of Contemporary Art	250 S Grand Ave	(213) 626-6222	Guided tours available
	Walt Disney Concert Hall	111 S Grand Ave	(323) 850-2000	Los Angeles Philharmonic; Guided tours
	Los Angeles Central Library	630 W 5th St	(213) 228-7000	City architectural landmark; great place to tour/read/relax
	Pershing Square	532 S. Olive St	(213) 847-4970	An outdoor concert, event center, and public park located in the heart of downtown Los Angeles.
	Bradbury Building	304 S Broadway	(213) 626 1893	The Bradbury is an architectural landmark that is one of the most impressive Victorian buildings that remains in L.A.
	The Grammy Museum	800 W Olympic Blvd, Ste. A245	(213) 765-6800	Los Angeles' only museum dedicated solely to the Grammy Awards
	Japanese American National Museum	369 E 1st St, Little Tokyo	(213) 625-0414	This attractive museum both a study of the life Japanese-Americans ar celebration of Japanese-American art
	Museum of Neon Art (MONA)	136 W 4th St	(213) 489-9918	The museum exhibits iconic neon pieces with a history blurb to explain the signage
	Olvera Street	Main and Alameda streets	(213) 485-6855	Known at the "birthplace of Los Angeles," it is a block-long historical landmark with an

open market and good eating venues; Open daily 10:00 am - 7:00 pm

Nearby Attractions	Name	Address	Tel:	Info
	Broad Museum	221 S Grand Ave	(213) 232-6200	Contemporary art; Tickets through November are now available for advance reservation
	Staples Center	1111 S Figueroa St	(213) 742-7340	Home of the Los Angeles Lakers, Clippers, and Kings; https://www.staplesc.com/
	LA Live	800 W Olympic Blvd	(866) 548-3452	L.A. Live is an entertainment complex adjacent to the Staples Center and Los Angeles Convention Center
	FIGat7th	7th & Figueroa Streets	(213) 955-7170	Premier shopping, restaurants, and eateries destination; Open 11am-9pm Mon-Fri, 11am-7pm Sat & Sun
	Fashion Institute of Design & Merchandising (FIDM)	919 S Grand Ave	(213) 624-1200	A fashion and design school that has a museum/gallery on the first floor with exhibits
	Santee Alley	319 E Olympic Blvd		Bargain shopping from LA wholesalers
	Chinatown	Cesar Chavez & N Broadway	(213) 680-0243	Includes restaurants, shops, art galleries, and a city park.
	Little Tokyo	First St & San Pedro		Many restaurants and shops, the Japanese Cultural & Community Center and the Japanese American National Museum.
	San Antonio Winery	737 Lamar Street	(323) 223-1401	Operating since 1917, it includes a wine shop, restaurant and banquet hall.

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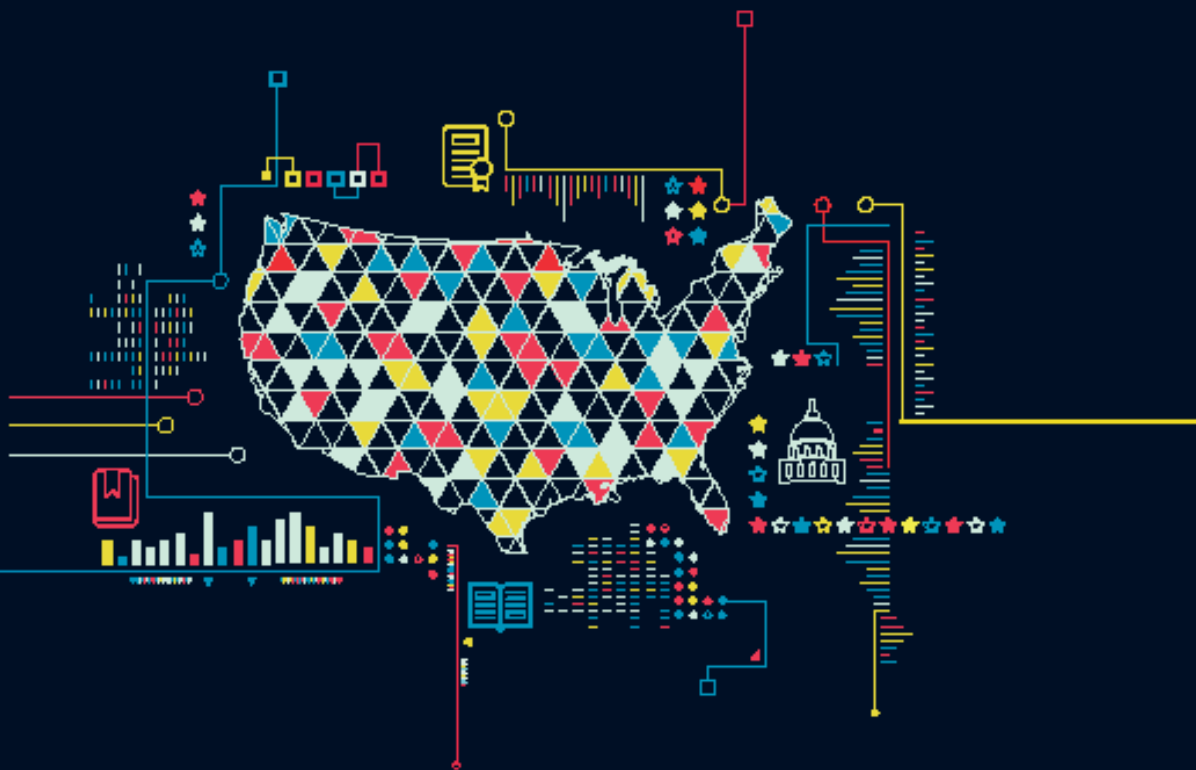
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CAMPUS LABS OUTCOMES

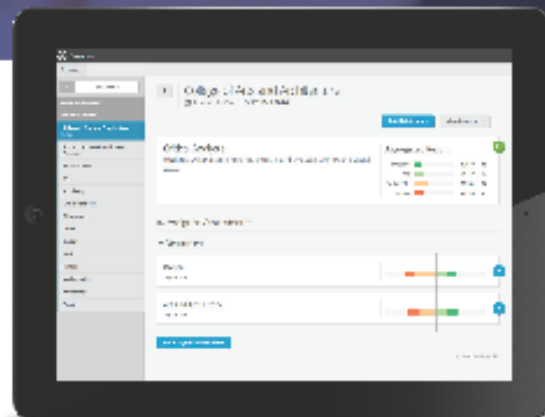
Make Your Outcomes Meaningful, Measurable, and Manageable

Learn More from your Outcomes Assessment

Your institution is already conducting learning outcomes assessment, but what are you learning from it? Make a greater impact on student learning by gaining visibility into academic and co-curricular alignment and performance across your institution.

Our Outcomes functionality will help you answer these key questions:

- » Which outcomes are being achieved across your institution? Which outcomes aren't being achieved?
- » Does your curriculum align with the appropriate sequence of introduction, reinforcement, and assessment of an outcome?
- » How are individual programmatic areas performing relative to your overall outcomes achievement?
- » Are the levels of outcome achievement for each student on par with those of their peers?



Join our Session!

Unlock the Power of Your Data with Campus Labs
Presenter: Michael Weisman, Vice President Campus Relations
Wednesday, November 16 | 2:45 - 3:30pm

Learn more at www.campuslabs.com/outcomes

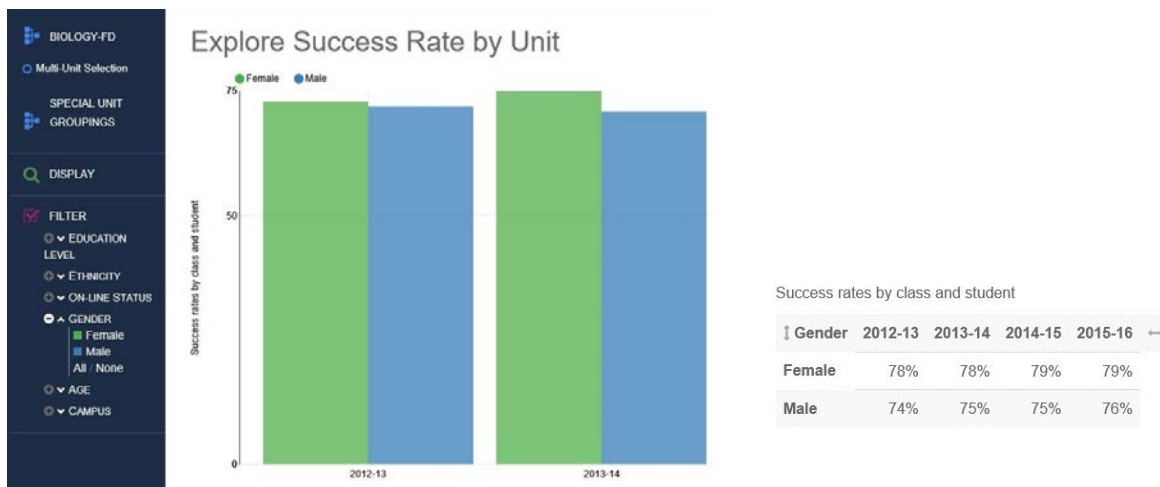




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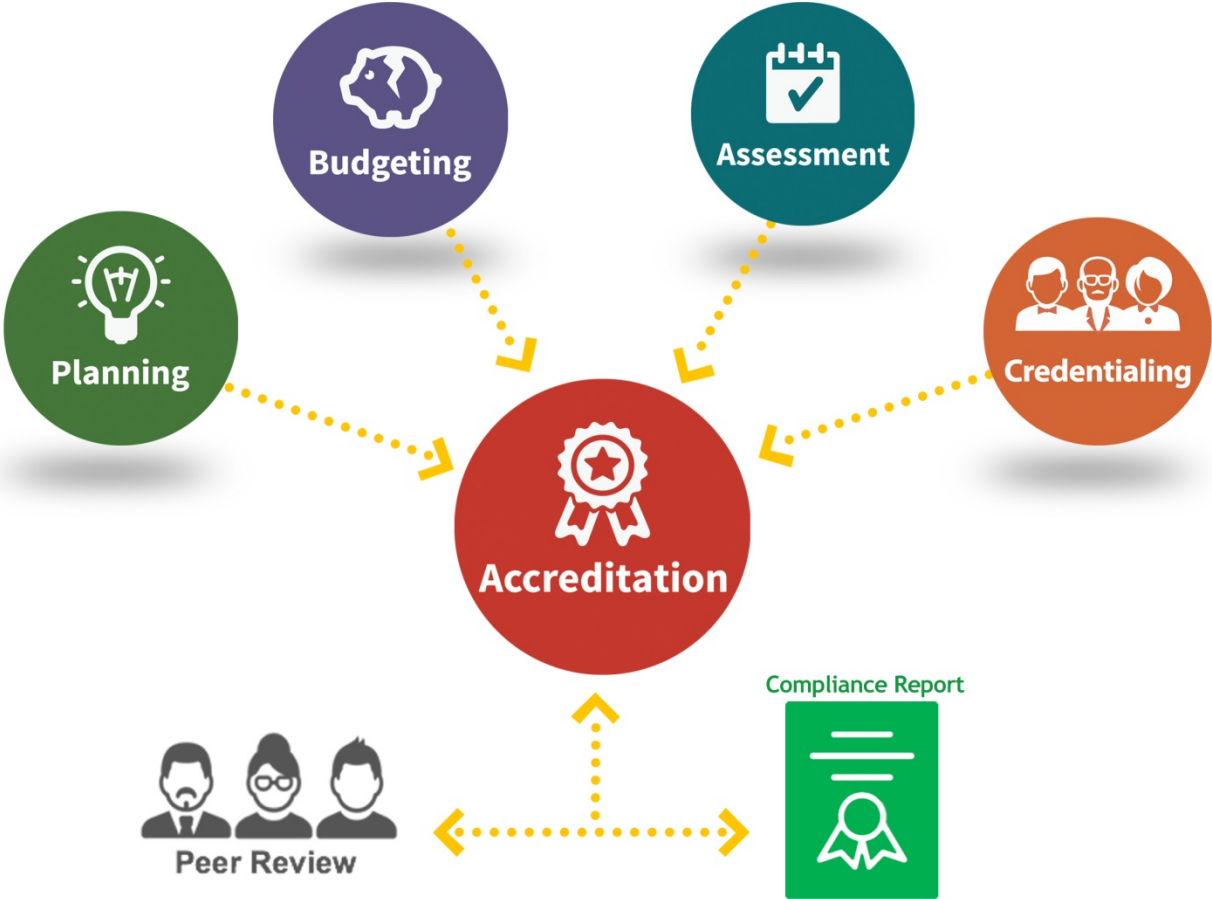
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supports a learning culture that maximizes individual contribution to institutional success through data-informed, goal-aligned performance. Our tools link critical performance metrics throughout the institution to action-oriented planning, helping to unlock the full value of your resources—in assets, people and information—toward the attainment of institutional goals. Nuventive is helping build true learning organizations that can perform and adapt in uncertain times.

Establishing a Data Strategy




Most colleges and universities have untapped potential to use data to improve student success and the achievement of other institutional goals. Organizing your existing data for easy retrieval and use is an essential first step in increasing wide-spread use of data-informed decision making.

Data Visualization

Do you have reporting challenges? The Nuventive solution will help you use your existing reports and visualizations more effectively by distributing them to the right people in the context of the problem they are trying to solve. Microsoft has dramatically advanced the ability to do cost effective reporting and data visualization. If you have gaps even after using what you have more effectively, let our senior Microsoft Architect take a look.



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Rapid Insight software is in use by over 200 colleges, universities and community colleges across the country for institutional reporting and to support enrollment management and student success efforts.

Value

Gartner, a leading research firm, recently released their 2016 Customer Analysis of Advanced Analytics Platforms. Rapid Insight is the only vendor to receive a perfect score when judged on whether or not the software delivers value for the money. We back our software with an open access customer support model that provides you with unlimited access to our team of analysts at no additional charge, and for as long as you are a customer.

Promises Delivered with Results You Can Use

Rapid Insight products make a significant difference in customer organizations where they are used. Many software vendors promise ease of use, low cost or other incentives but Rapid Insight customers see results quickly- results like a 4.5-point increase in retention at the University of North Carolina-Greensboro, or a savings of 400 man-hours in report work at MIT Sloan School.

Ease of Use Means Faster Results

When you purchase the software, Rapid Insight analysts work with you to learn your goals and get you up to speed quickly with the software.

QuickStart™ Predictive modeling and reporting templates can also be used so you'll be building models and doing reports in days or weeks. Rapid Insight software doesn't require months of training or require you to learn specialty programming languages to get started. We empower citizen data scientists. The drag and drop interface also means other stakeholders will be able to understand the processes you develop without needing to be coding or database experts.

Accuracy You Can Trust

Rapid Insight software has years of sophisticated development behind it, which gives you a time-tested, proven product that will provide you with accurate results. Best of all, it's so easy to load in previous years' data, you can test the accuracy on your own - which will give your institution the confidence that the results of our predictive models can be used to support your goals. The University of Pittsburgh saw this with their first predictive model- it predicted class size within 1% of the actual class size. That gave Mike Seidel, a data analyst in their Admissions and Financial Aid office, the confidence he needed to get support to use the software.

"I didn't pay much attention to Rapid Insight at first. I thought, 'I have a PhD and can do this work in five different software tools. Why do I need another?' Now I know it's because it's faster and easier with Rapid Insight"

*-Dr. Jennifer Green
Associate VP for
Enrollment Management
Longwood University*

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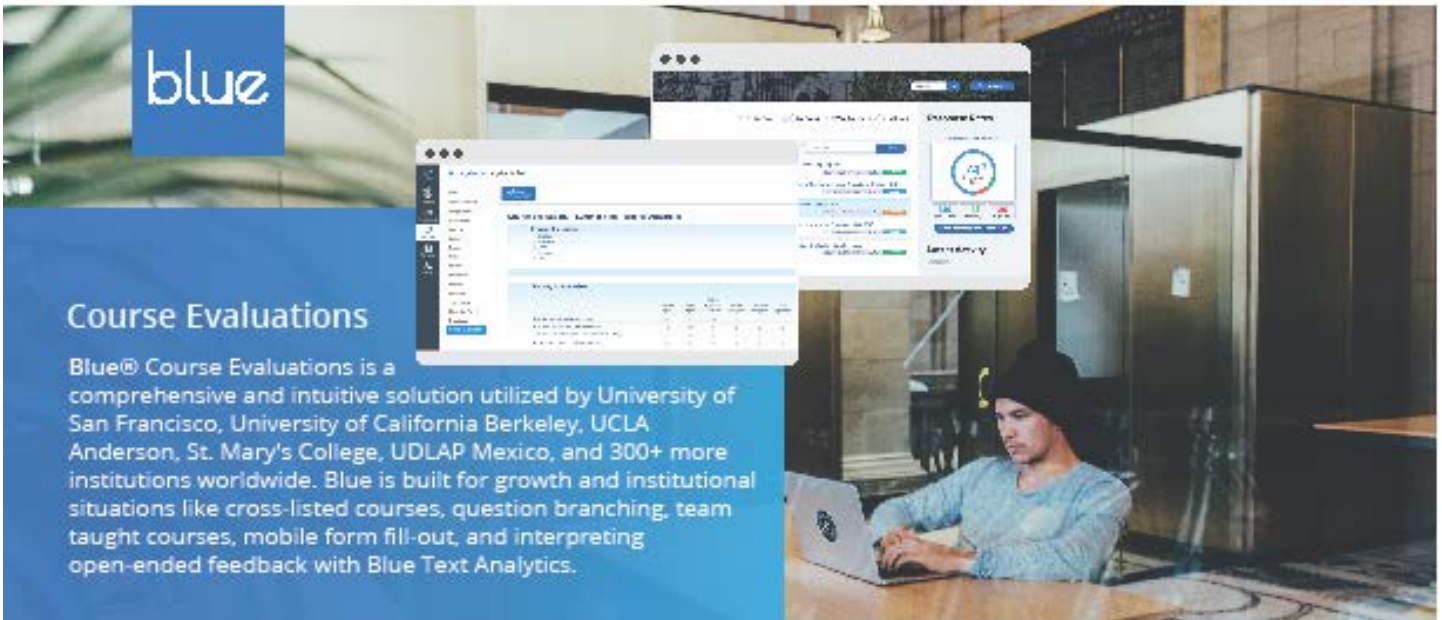
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Be sure to join the session on **5 Keys to Effective Assessments and Higher Response Rates in Course Evaluations**

Achieving high response rates is a pain point for many institutions and a key component of effective assessment. For assessment to be productive it has to be based on complete and accurate data, otherwise decisions may not be valid. The focus of this session is how to raise feedback engagement through course evaluations and surveys to increase response rates and yield significant, high quality data. Having this body of reliable data will enable analysis and guide institutional decision-making in a variety of ways (benchmarking, accreditation, continuous improvement, innovation, etc.).

Interested in learning more?

Visit www.explorance.com to sign up for a software walkthrough or contact our technical team at +1.877.938.2111 or Info@explorance.com. We look forward to hearing from you!