

Registration and Information Desk

Conference registration is located on the 2nd level of the Hilton near the Grand Staircase.

Thursday, November 1	7:15am-4:30pm
Friday, November 2	7:30am-9:00am 10:30am-12:20pm

Schedule Overview**Thursday, November 1**

7:30am-8:45am	Continental Breakfast <i>Ballroom I & II</i>
7:30am-8:25am	AIRUM Newcomer Breakfast <i>Wood Duck Pond</i>
8:30am-8:45am	Welcoming Remarks <i>Ballroom I & II</i>
9:00am-11:50am	Concurrent Sessions
12:00pm-2:30pm	Lunch, Keynote, and Discussion <i>Ballroom I & II</i>
2:40pm-4:30pm	Concurrent Sessions
4:30pm-6:00pm	Social Hour <i>Ballroom Foyer; Cash Bar</i>

Friday, November 2

7:30am-8:00am	Coffee <i>Ballroom I & II</i>
8:00am-8:50am	Concurrent Sessions
9:00am-10:20am	Brunch and Business Meeting <i>Ballroom I & II</i>
10:30am-12:20pm	Concurrent Sessions

AIRUM 2018 Keynote Address

Demographics and the Demand for Higher Education

Nathan Grawe, PhD

Thursday, November 1
12:00pm

MN Valley Ballrooms I & II

Dr. Nathan Grawe is the Ada M. Harrison Distinguished Teaching Professor of the Social Sciences at Carleton College where he has served on the faculty since 1999. From 2009 to 2012, he served as Associate Dean of the College. Nathan earned his BA from St. Olaf College and his MA and PhD in Economics from the University of Chicago. His work as a labor economist studies the connections between family background—parental income, family size, family income, and other factors—and educational and labor market outcomes.

2018 AIRUM Steering Committee

Adam Johnson, Chair, *Macalester College (MN)*
 Gregory Carlson, Secretary, *North Dakota University System (ND)*
 Laura Fingerson, Treasurer, *Capella University (MN)*
 Eri Fujieda, Past Chair, *Winona State University (MN)*
 Andrew Baldwin, *Chippewa Valley Technical College (WI)*
 Viktor Brenner, *Waukesha County Technical College (WI)*
 Lesley Lydell, *University of Minnesota-Twin Cities (MN)*
 Emily Neumann, *University of Wisconsin-Superior (WI)*
 Natalie Solverson, *University of Wisconsin-La Crosse (WI)*

Thursday, November 1

Concurrent Sessions: 9:00am-9:50am**Enhancing Strategic Planning with
Crowdsourced Insights via Thought Exchange***Ballroom I*

Chippewa Valley Technical College recently partnered with Thought Exchange to engage campus stakeholders in strategic planning efforts. Hear how the tool increased the number of perspectives brought into the process and enabled campus constituents to reach consensus on actionable paths forward.

Presenter(s)

Andrew Baldwin, *Chippewa Valley Technical College*

**Toward a Reproducible Programming Technique
for Accessing IPEDS Data***Ballroom II*

The IPEDS Data Center provides multiple methods for accessing its publicly available higher education data, but most of them require point-and-click interaction and become cumbersome when researching several schools or variables. This session will review the methods available on the IPEDS web site, demonstrate current third-party options, and explore potential programmatic techniques using SQL and R.

Presenter(s)

Mike Wallinga, *Northwestern College*

**Postsecondary Outcomes Research in Action:
Current Realities, New Opportunities***Wood Duck Pond*

Understanding what happens to graduates of postsecondary institutions is a pressing and often challenging task facing IR/IE offices. This presentation explores these pressures and related policy questions through an ongoing research project utilizing multiple data sources to identify students' outcomes post-graduation. In addition to discussing early findings, this session highlights emerging tools and data sources to help institutions better understand outcomes for their graduates.

Presenter(s)

Lesley Lydell, *University of Minnesota-Twin Cities*
Olena Horner, *University of Minnesota-Twin Cities*

**Equity, Diversity, and Inclusion, oh my!
Engaging and delivering equity-related IR/IE needs at
your institution***White Pelican Bay*

Equity, diversity, and inclusion are increasingly becoming part of the conversations and work taking place at many IR/IE offices. Challenging questions and concerns about how to best pursue equity related research are arising. This presentation will discuss the importance and relevance of equity in IR work and share practical approaches and examples for implementing equity related research. We will discuss leveraging data to inform strategic initiatives and consider key challenges in implementing equity research at your institutions.

Presenter(s)

Priyank Shah, *Rochester Community and Technical College*

(sessions continue on next page)

Practical Approaches to a Sea of Data*Executive Boardroom*

Many colleges collect more data than the institutional research office knows what to do with: student survey data, institutional data, consortial data, and more. In this “lightning” presentation, we will share multiple discrete examples of data sharing on their campuses. Examples will include both specific pieces of work and also useful types of events for sharing data. Attendees will leave with specific ideas for visualizing, presenting, and sharing data that most institutions have.

Presenter(s)

Ellenor Anderbyrne, *Beloit College*

Bethany Miller, *Cornell College*

Concurrent Sessions: 10:00am-10:50am**Supporting the Academic Program Review Process with Automated Reporting: Enabling Faster Data-Informed Decision Making at Metropolitan State University***Ballroom I*

See how a school implemented a reporting system to better inform staff preparing for Academic Program Reviews. Utilizing Veera Construct from Rapid Insight, Metro State’s IR Department automated the reporting process to provide data annually in an easy to use format. With the new process, users of any technical level had key program metrics they needed in a timely manner.

Presenter(s)

Cynthia DeVore, *Metropolitan State University*

Mary Heuser, *RapidInsight*

Cross-validation of LinkedIn and Graduate Surveys as Sources of Graduate Placement Information*Ballroom II*

A direct comparison was made between graduate placement as reported on an annual survey with data found in LinkedIn. A high degree of agreement could be achieved but only within a specific set of parameters. Guidelines on how LinkedIn can be used for reliably locating graduates will be shared.

Presenter(s)

Viktor Brenner, *Waukesha County Technical College*

Racquel Pickett, *Metropolitan State University*

(sessions continue on next page)

Increasing Response Rates in a Survey Saturated World

Wood Duck Pond

The Minnesota Graduate Follow-up process measures employment/continuing education outcomes of recent graduates. The process mandates an 85% response rate. Office of Institutional Effectiveness staff at Anoka-Ramsey Community College are developing a systematic approach to maximize response rates and collect meaningful voluntary data by tactically leveraging email, phone, and incentives while simultaneously minimizing survey fatigue.

Presenter(s)

Michael Mataczynski,
Anoka-Ramsey Community College/Anoka Technical College
Crystal Perez,
Anoka-Ramsey Community College/Anoka Technical College

Leveraging an Engaging Data Triangulation Process to Refresh Strategic Plans - Experience 2025

White Pelican Bay

New leadership presents an opportunity to implement transformational change and refresh strategic plans. These processes can be daunting without the capacity and culture to engage employees at all levels in data-analysis and data-powered decision-making. Learn how Western implemented a strategy to create an agile, iterative, and measurable strategic plan powered by data and grounded in student success.

Presenter(s)

Tracy Dryden, Western Technical College

Program Prioritization at UW-River Falls: Concept, Implementation, Challenges, Opportunities, and Potential Outcomes

Executive Boardroom

The University of Wisconsin-River Falls' academic program prioritization and review processes involve assessing their intellectual, enrollment, and financial strengths. This presentation traces the demands for program prioritization, discusses the efforts necessary to define the processes, and examines both the political and data challenges involved in operationalizing the components. It also identifies the opportunities presented by the exercise and the potential outcomes for academic programs.

Presenter(s)

Wes Chapin, University of Wisconsin-River Falls
Stacy Karl, University of Wisconsin-River Falls

Concurrent Sessions: 11:00am-11:50am**Sense of Belonging and Student Retention:
Lessons Learned Since Fall 2017***Ballroom I*

Building on the work that was presented at AIRUM in 2017, we describe the progress made in capturing the sense of belonging of incoming St. Cloud State University students and relating these measures to student retention. Results from Year 1 of our new SCSU Connections Survey will be presented, along with the new challenges ahead for Year 2.

Presenter(s)David Robinson, *St. Cloud State University*Melissa Hanzsek-Brill, *St. Cloud State University*Glenn Davis, *St. Cloud State University***The AIR Aspirational Statements in Practice***Ballroom II*

Three campuses will review the AIR Aspirational Statements and share their experiences with implementing them, including best practices and challenges. We will address how to operate within diverse organizational structures, various levels of IR centralization, and how different decision-making processes and institutional areas of focus influence how they've "aspired" to the aspirational statements

Presenter(s)Meridith Wentz, *University of Wisconsin-Stout*Andy Nelson, *University of Wisconsin-Eau Claire*Natalie Solverson, *University of Wisconsin-La Crosse***Using Graduate Outcomes and Survey Data to Inform
Decision Making and Continuous Improvement***Wood Duck Pond*

Many colleges administer surveys of graduates to track student success once they have left the institution as well as analyze available data about student outcomes from other sources. This presentation will discuss ways that a community college and technical college in the Minnesota State system have used graduate data to inform program development, program review, and other continuous improvement initiatives.

Presenter(s)

Jennifer Pearson Hennen,

*Anoka-Ramsey Community College/Anoka Technical College***Building Momentum: Turning Interesting
Questions into Actionable Data***White Pelican Bay*

There are an abundance of interesting questions lobbed at IR but the questions are not always framed with a plan for "what's next?". This presentation describes how a question on student success turned both into an opportunity to reframe the project from interesting to actionable and as an opportunity to build momentum on campus for using data in planning.

Presenter(s)Nichole Petersen, *Century College*John Asmussen, *Asmussen Research**(sessions continue on next page)*

An Open Institutional Research and Effectiveness Conversation for Small, Private, Liberal Arts Colleges

Executive Boardroom

This is the start of a broader conversation for the IR/IE professionals from the smaller private liberal arts institutions in the upper Midwest. Bring your issues, concerns, strengths and ideas to a safe and comfortable setting. There is a perfect opportunity for the smaller private liberal arts colleges to engage each other and help us all be more successful back on our campuses.

Presenter(s)

Bob Wilkinson, *Wartburg College*

Lunch, Keynote and Discussion: 12:00pm-2:30pm

MN Valley Ballrooms I & II

Demographics and the Demand for Higher Education

Dr. Nathan Grawe's most recent research project, *Demographics and The Demand for Higher Education*, was published by Johns Hopkins University Press in 2018. Demographic forces have persistently nudged the US population away from traditional prospective pools of non-Hispanic white students in the Northeast. In 2008, the future challenges posed by these trends were exacerbated by a sharp reduction in fertility brought about by the Financial Crisis.

In his talk, Nathan will explore the implications of these changes for the future demand for higher education. Rather than treating all young people as equally relevant for future college demand, Dr. Grawe employs refined forecasts by using data from the Education Longitudinal Study (ELS) to estimate the probability of college attendance conditional on a range of demographic characteristics. Moreover, because the ELS includes information on specific institutions attended, the forecasts differentiate future demand by institution type--from two-year schools to elite four-year colleges and universities.

Dr. Grawe's talk will conclude with thoughts about how higher education may respond to demographic pressures.

Concurrent Sessions: 2:40pm-3:30pm**Do You Know Where Your Students Are?
Use StudentTracker to Determine
Enrollment and Degree Data!***Ballroom I*

The National Student Clearinghouse's StudentTracker service provides researchers with tools for gathering enrollment and degree data. In this session, you will learn how to use StudentTracker to discover attendance patterns of non-enrolling students, transfers, and alumni. Case studies will combine StudentTracker results with institutional data to gain additional insight. You will also learn about StudentTracker Premium and have the opportunity to share your own experiences, tips and tricks.

Presenter(s)

Mike Wallinga, *Northwestern College*
Casey Wallen, *National Student Clearinghouse*

**Which Students Choose UMC?:
Building a Better Predictive Model***Ballroom II*

University of Minnesota Crookston Institutional Effectiveness is in the process of developing a better model for predicting incoming class sizes. Using logistic regression modeling, we have learned those factors that indicate a likelihood for admitted students to enroll. This model will improve UMC's ability to forecast enrollment and strategically utilize financial aid dollars.

Presenter(s)

Katlyn Tamaalii, *University of Minnesota-Crookston*

**IE/IR Collaborations to Improve Campus Program
Assessment***Wood Duck Pond*

Does your campus need to assess more programs using fewer resources? Learn how an IE/IR office utilized their KSAs to provide collaborative assistance developing and implementing an efficient and effective process to gather stakeholder feedback for annual program review. Discussion of process improvement strategy, pinch points and collaborative solutions used to solve. Take away at least one idea to collaboratively use your IE/IR skills to enhance assessment

Presenter(s)

Susan Greene, *University of Wisconsin-Stout*

Gathering Alumni Outcomes Through Partnerships*White Pelican Bay*

Student outcomes are often collected through surveys, which can be limiting in terms of response rate and data. To augment, Capella University partnered with Gallup to collect additional outcomes on its graduates. Participants will learn about this partnership and how additional data helps Capella develop a fuller picture of their alumni outcomes.

Presenter(s)

Karine Korman, *Capella University*

(sessions continue on next page)

Exclerating Your Data: Excel Tips and Tricks for Beginners

Executive Boardroom

Join us for this practical, hands-on, tutorial to maximize efficiency using Excel. We will demonstrate some foundational formulas and tools in Excel, including Vlookup, Concatenate, Pivot Tables, and many more. This session will provide those new to IR, the skills needed to work with data sets in Excel. Bring your laptops and your questions!

Presenter(s)

Grace Engen, *University of Wisconsin-La Crosse*
Michelle Sturm, *University of Wisconsin-La Crosse*

Concurrent Sessions: 3:40pm-4:30pm

ACT Retention and Class Profile Reports

Ballroom I

Learn how the data from ACT's free annual reports can impact enrollment and retention strategies, including name purchases, recruitment efforts, and marketing.

Presenter(s)

April Hansen, *ACT*

How IR Can Holistically Assess Program Demand: An Insider's and Outsider's Perspective

Ballroom II

What are the types, ways, and sources of data to effectively document program demand? These questions are at the heart of effective recruitment, marketing, and resource allocation, i.e. institutional effectiveness. Two experienced professionals (one in IR and one in market research) will discuss how to prioritize these data, determine which data to include, and how to integrate these datasets for intuitive understanding and effective decision-making regarding academic program demand.

Presenter(s)

Christoper Feit, *Loras College*
Grant De Roo, *Stamats Inc.*

(sessions continue on next page)

Modeling Occupational Pathways of Liberal Arts Graduates

Wood Duck Pond

Workforce alignment studies have been limited to students preparing for technical occupations. Minnesota does not collect occupation of workers so no method of estimating flow from liberal arts programs has been available. This presentation will demo Minnesota's new supply/demand tool which allows users to quantify flow of graduates from these programs to occupations as compared to demand for workers.

Presenter(s)

Meredith Fergus, *Minnesota Office of Higher Education*
Ron Huesman Jr, *University of Minnesota-Twin Cities*

The progression of the Survey of Online Student Engagement (SOSE): Pilot results, Challenges, and Feedback from the Field

White Pelican Bay

For many years, one of the top requests received by the Center for Community College Student Engagement has been the request to survey online students who cannot respond to the in-class surveys (CCSSE and SENSE). The piloting of this work (SOSE) will be discussed along with a description of challenges faced across the country in attempting to collect systematic data from online students on a national basis. Time will be allotted for discussion of initial results and biases, suggestions for improvement, and problem solving to help the center collect this critical data for colleges.

Presenter(s)

Jeff Crumpley, *Center for Community College Student Engagement*

(sessions continue on next page)

Using Microsoft's Office 365 Citizen Developer tools to build a new student alert process

Executive Boardroom

This presentation will describe the process of building a new student alert procedure with Microsoft's Office 365 Citizen Developer tools. The presenter will also demonstrate how, through process building, a research office can obtain access and control of data previously stored throughout the college.

Presenter(s)

Timothy Anderson, *South Central College*

Social Hour: 4:30pm-6:00pm MN Valley Ballroom Foyer

Friday, November 2

Concurrent Sessions: 8:00am-8:50am

At the Intersection of Data Policy and IR

Ballroom I

Institutional researchers are regularly asked to provide data and analysis that supports policy-making and policy evaluation. Increasingly, they are asked to be at the leadership table where questions of policy advocacy take place. In recognition of an IR professional's role at this intersection, AIR recently named its first Data Policy Advisory Group. Members of this panel will share updates on the work of that group. The panel will also share perspectives on their own professional experiences at the intersection of data policy and IR and engage with attendees on the challenges and opportunities this presents to the profession.

Presenter(s)

Rachel Dykstra Boon, *Iowa Board of Regents*

Tasha Dannenbring, *South Dakota Board of Regents*

Laura Fingerson, *Capella University*

Bethany Miller, *Cornell College*

Homesickness as a possible factor in one-year retention rates: A logistic regression approach

Ballroom II

The purpose of this proposed study is to use univariate and multivariate logistic regression models to predict whether a student will return for the following school year (one year retention). If a student can be identified as high risk (low probability of retention), this allows the university to aggressively intervene and follow-up with the student in a timely fashion and can improve his/her chances of returning for second year. The primary characteristic that will be examined is distance from home, serving as a proxy for homesickness, along with other demographic variables.

Presenter(s)

Jaysri Butler, *University of South Dakota*

Students Before and After Enrollment: Leveraging Longitudinal Data to Create Dynamic Reporting in Support of Postsecondary Enrollment Management and Program Review

Wood Duck Pond

This presentation will highlight the use of the Statewide Longitudinal Education Data System (SLEDs) to create two interactive Power BI dashboards that allow users to quickly and easily investigate two areas: alumni employment outcomes/ wages and enrollment trends for institutional feeder high schools. The presentation will include suggestions for incorporation of these dashboards into institutional planning and practice.

Presenter(s)

Erin Osborn, *Century College*

Meredith Fergus, *Minnesota Office of Higher Education*

Integrating and Reporting on Competency Based Education Programs: Strategies Used and Lessons Learned

White Pelican Bay

As higher education institutions continue to maximize student learning, increased focus has been placed on competency based education in recent years. During this session, presenters will share their experiences after competency based education programs were implemented in their university. Presenters will discuss the impacts to data integration, assessment and regulatory reporting, and the academic program review process.

Presenter(s)

Daniel Regnier, *Walden University*

Shari Jorissen, *Walden University*

Sun No, *Walden University*

Brunch and Business Meeting: 9:00am- 10:20am MN Valley Ballroom I & II

Concurrent Sessions: 10:30am-11:20am**Developing a Model and Data Driven Process for Determining Faculty Staffing Levels by Academic Department***Ballroom I*

St. Catherine University's Program Prioritization Committee, composed of Faculty and Staff, provides analytics and a process for comparing Cost and Revenue by Academic Program. Recently, we created a model to designate Faculty Staffing levels and course releases by academic department. Backed by the Cabinet and Faculty Senate, the Model was used to apply a data-driven approach and consistency in reducing staffing costs by several million dollars. The Committee's data modeling has become an integral part of the university's planning process and resource allocation. We will share the details of these financial models and our efforts to establish them as key institutional effectiveness tools in the university's decision-making structure.

Presenter(s)

Jennie Robinson Kloos, *St. Catherine University*
 Jeff Johnson, *St. Catherine University*

Benchmarking Educational Support Services*Ballroom II*

As assessment and evaluation moves beyond the classrooms, colleges must determine how to measure their student support and administrative units. Accreditors require reviews of these units; moreover, reviews provide valuable data for campus-wide decision making. We will demonstrate how the addition of benchmarking data enhances this process by introducing a new project for benchmarking educational support units.

Presenter(s)

Francis Oakgrove, *University of Wisconsin-Stout*
 Meredith Wentz, *University of Wisconsin-Stout*

Compliance in IR: Results of a Survey*Wood Duck Pond*

Institutional Researchers have experienced an increase in the number of compliance related reports, surveys, and data uploads that they have been required to complete. This presentation is to share results from a survey sent to AIRUM members on what compliance reporting they are doing, how it is completed in their office, and what involvement institutional researchers would like from the professional associations.

Presenter(s)

Sally Gerlach, *Hamline University*

Data Blitz: Leveraging IR to Enhance Stakeholder Understanding of Student Outcomes*White Pelican Bay*

A data blitz is a series of bite-sized research presentations. Speakers will discuss leveraging data to enhance stakeholder understanding within institutional, system, and state agency contexts. Shockley will describe statistical approaches to predicting student outcomes. Weber will present how technology has changed ND University System enrollment reporting. Carlson will discuss the creation of an interactive K-12 dashboard through multi-agency collaboration.

Presenter(s)

Ellie Shockley, *North Dakota University System*
 Gregory Carlson, *North Dakota University System*
 Jennifer Weber, *North Dakota University System*

Concurrent Sessions: 11:30am-12:20pm

Integrating Publicly Available High School Graduate Data with Student Enrollment Data to Create an Admissions Recruitment Tool

Ballroom I

This session will describe the methods and results of combining public high school data from the Wisconsin Department of Public Instruction and Minnesota Department of Education with incoming new freshmen cohorts at UW-Eau Claire to create an interactive dashboard for the admissions office as a recruiting tool.

Presenter(s)

Nicole Kraft, *University of Wisconsin-Eau Claire*

Tracking Alumni Employment Patterns: Taking on a Challenging Task

Ballroom II

Increased calls for accountability are focusing on the employment outcomes of college alumni as a proxy for institutional quality. Recent guidelines offered by the National Association of Colleges and Employers (NACE) have been developed to streamline data collection and reporting of these outcomes. While career services offices have been lead on this work, IR staff are being brought into this domain to collaborate or take on this data collection. This session will review how one IR office now tasked with the First Destination Survey has adapted to that effort including a recent addition of using the online career portal Handshake as the data collection tool.

Presenter(s)

Patrick Barlow, *University of Wisconsin-La Crosse*

Zoho Reports: An Alternative Visualization Tool for Peer Benchmarking Dashboards

Wood Duck Pond

Macalester's Peer College Data Book (PCDB) is a campus resource created to help community members contextualize campus trends in relation to our 40 peer colleges. We adopted Zoho Reports as low-cost but high-quality web-embedded and interactive visualization tool to make the PCDB more engaging and accessible. We will discuss the goals of our PCDB, how those goals were enhanced by Zoho, and our experience with Zoho from adoption to deployment.

Presenter(s)

Polly Fassinger, *Macalester College*

Toshini Sharma, *Macalester College*

Adam Johnson, *Macalester College*



**AIRUM Conference
2019**

ONE WEEK LATER

November 7-8, 2019

Pre-Conference:

November 6, 2019

NEW LOCATION

Crowne Plaza AiRE

MSP Airport—Mall of America
Bloomington, MN

Thank you to our members
for your active support of AIRUM
and your participation in the conference!
See you next year!