AIRUM

Association for Institutional Research in the Upper Midwest

Are You Attending the 2014 AIR Forum in Orlando, FL?

If so, you are not alone! Please consider supporting our colleagues as they seek to add knowledge to the IR field. Please make sure to add the AIRUM Affiliate Group Meeting to your calendar! Association for Institutional Research in the Upper Midwest (AIRUM)'s meeting has been scheduled for May 28, 2014 (Wednesday) from 5:00 p.m. – 6:00 p.m. Wekiwa 4. Please plan to attend the AIRUM meeting and after the meeting join us for dinner at a local restaurant to continue the discussion and catch up with your colleagues. If you are interested in joining us for dinner please email us at airumonline@gmail.com by May 21st so we can estimate group size. Hope to see you there!

SAVE THE DATE:

2014 AIRUM Conference

Date: November 6-7, 2014 | Pre-Conference workshops on November 5, 2014

Our meeting theme this year is focused on the pathways from institutional research (IR) to institutional effectiveness (IE), in light of that we are very pleased to announce that a national leader in this area of higher education, Dr. William E. Knight, will be joining us at our annual meeting in 2014. Dr. Knight will be providing a keynote addressing the future of IR and IE and will also provide a full-day pre-conference workshop on developing leadership skills in IR and IE. He is currently the Assistant Provost for Institutional Effectiveness and an adjunct faculty member at Ball State University. He is a founding member of the Association for Higher Education Effectiveness (http://www.ahee.org/) and past president, past forum chair and a past member of the Board of Directors of the Association for Institutional Research.

And in a first for our annual meeting we are pleased to announce a second pre-conference workshop will be available. Dr. Leonard Goldfine from the Office of Institutional Research at the University of Minnesota and affiliated faculty member with the Organizational Leadership and Policy Development department will provide a full-day pre-conference workshop focused on understanding the nature, limits, and ambiguity of what data can (and cannot) tell you, especially in such hot-topic policy arenas as dashboards, rankings, and equity analysis.

HOTEL INFORMATION AND LOCATION:
The 2014 AIRUM conference will be held again at the Hilton Minneapolis-St. Paul Airport/Mall of America (3800 American Blvd E, Bloomington, Minnesota, 55425, USA). Located in lovely Bloomington, the hotel is next to the Minnesota Valley National Wildlife Refuge featuring a complete Visitor Center and over 8 miles of walking/jogging trails through the beautiful MN River Valley. The hotel is one mile from the Mall of America and three miles from the Minneapolis St. Paul International airports; both of which are accessible via light rail just blocks from the hotel.

Look for more details in the upcoming summer newsletter!

Conference Scholarships

A limited number of AIRUM Conference Scholarships are available. These scholarships are intended to cover the registration fee for attending the 2014 AIRUM Conference scheduled for November 6-7, 2014. The goal of the scholarships is to assist individuals whose work pertains to institutional research and who have not attended an AIRUM Conference due to lack of institutional funding. A short form must be completed to apply for the scholarship and will be available on the website at the time of registration.

Conference Proposals

Are you ready to share your successes, your new learning, and your contributions to our important work for our institutions? Conference program proposals for AIRUM 2014 will be accepted beginning in mid-July. Our work in IR has high stakes impact. Our work must be professional, thorough, accurate and responsive to the needs of the institution.

We welcome program proposals in all areas of our work, and we encourage submissions that reflect our call to responsible action. Possible program submission ideas include but are not limited to

ASSESSMENT	*How are we contributing to assessment initiatives on our campuses, to improve institutional effectiveness, prepare for accreditation and shape quality and best practices?*
COLLABORATION	We work collaboratively both inside and outside the institution in analysis and reporting of data. *What's working on your campus?*
RESOURCES	Via the use of institutional data, we can provide guidance in the development of resources, such as; faculty, staff, facilities and programs on campus. *How are you shaping that process?*
STUDENTS	*What effective actions have you taken in your work to further engage in evolving campus decisions about student matriculation, retention, student profile, and the experiences of enrolled students?*
TECHNOLOGY	Data management and analysis is rapidly evolving with new tools. *What steps are you taking?*
MANAGEMENT	Effective leadership of IR on campus means internal operations and staffing are in order. *What can we learn about how it's evolving for your department?*

Watch for the 2014 Conference Call for Programs starting in mid-July.

Conference Presentations Online

The AIRUM Steering Committee has been collecting and posting AIRUM Conference Presentations for the last few years. Members are encouraged to submit recent and not so recent presentations for inclusion. The presentations may be accessed by clicking on the "Presentations at Past AIRUM Conferences" link on the AIRUM home page (http://airum.org). Make sure your work is recognized and send your presentations to AIRUMonline@gmail.com today!

When sending the file, please include the full name of each author, presentation title, and institutional affiliation. Each conference presentation will be listed in alphabetical order by the primary author.

Treasurer's Report

We had another successful year! A new venue, keynote speaker plus pre-conference workshop, expanded online/digital presence, and fancy new nametags! - all accomplished without raising registration fees. Although we fell short of breaking even, our losses were manageable (less than $1,000) due to record registration and an account balance that gives us room to try new things in order to give you a better conference experience.

Given all this I am recommending that we maintain our registration price as is. This means that the price of attendance has only gone up $35 in the past ten years! So, kudos to the present and past steering teams for continually finding ways to keep our costs low without sacrificing quality.

I look forward to another successful year, and I hope to see all of you in November.

New Steering Committee Members

The AIRUM Steering Committee is comprised of seven members and an ex-officio Treasurer. Each member serves a three year term on the committee. In 2014, three Steering Committee positions will be open. We encourage AIRUM members to volunteer or nominate a colleague to the Steering Committee. Each conference attendee will have the opportunity to volunteer or recommend a colleague at the conference. For those unable to attend the conference, please contact AIRUMonline@gmail.com by the end of the 2014 conference with your comments.

The Steering Committee is happy to welcome new members, please read on to learn more about them:

Nicole Holland has been in the role of Associate Director of Institutional Research for Walden University for almost a full year. She began her career at Walden in 2006 as a Research Analyst in the same office. Nicole completed her bachelor's degree in history and psychology at Gustavus Adolphus College and a master's degree in evaluation studies at the University of Minnesota. In her relatively new role at Walden, Nicole coordinates external reporting such as IPEDS and state data requirements in addition to assisting with accreditation efforts. She also coordinates several internal reports and helps manage the completion of ad hoc data requests.

Tracy Williams has worked in the Office of Institutional Research and Assessment at Hamline University since 2005 and became the director of the office in 2011. Before that, she was the Program Assessment Coordinator for the School of Education. In addition to IR reporting responsibilities, Tracy works with learning outcomes assessment and data standards. Prior to her employment at Hamline, Tracy worked as a research associate and instructor for graduate educational research and statistics courses while earning her doctorate at the University of Arkansas. She has also earned degrees from the University of Minnesota and the University of Wisconsin-Eau Claire.

Recently, Jen Mans from UW-Stout resigned from the steering committee, JR Brey from Carroll University has agreed to complete her term (2015). I want to thank Jen, on behalf of myself, the steering committee, and membership for her service to AIRUM and offer a warm welcome to JR. Best, Ron Huesman, Chair

JR Brey has worked as the Institutional Research director at Carroll University for the past three years. Prior to being at Carroll, she spent twelve years as the Director of the Office of Institutional Research and Assessment at Cardinal Stritch. She earned her bachelor's degree in Math/Computer Science from Clarke University and a Master's degree in Public Administration/Mediation from Marquette University. This academic work helped prepare her for work in analysis and programming, as well as collaboration on data and reporting projects, skills that are used daily in preparing external federal and accreditation compliance reports, along with data development for several internal reporting and analysis tasks. She also teaches graduate and undergraduate courses in math and statistics for Concordia University - Wisconsin.

AIRUM 2013 Best Presentation
Congratulations to Daniel Jones-White, David Peterson and Ilya Begelman!!

Congratulations to Daniel Jones-White, David Peterson, and Ilya Begelman, who won the AIRUM Best Presentation award in 2013. Daniel, David, and Ilya, will present the methodology behind and demonstrate a web-based Comparison Group Generator tool they developed for creating institutional specific peer groups. The tool is available free of charge at: http://apps.oir.umn.edu/peer-comparison/

Daniel, is a Senior Analyst, David is a Systems Analyst, and Ilya is an IT Professional, all work for the Office of Institutional Research, University of Minnesota-Twin Cities.

Daniel, David, and Ilya will be presenting "Comparison Shopping: A Data-based Web-App for Generating Comparison Groups" at the 2014 Annual AIR Forum in Orlando, FL.

2013 AIRUM Conference Feedback

The Fall 2013 AIRUM conference was evaluated through the use of both an overall conference evaluation and individual program evaluations. For the 2nd year, the AIRUM Steering Committee used a hybrid online and paper process for conference evaluations. Participants were encouraged to use the link posted at the AIRUM website to submit online evaluations using Qualtrics software. The link would allow program evaluations to be sent either through laptops or mobile devices. Alternatively, conference attendees could print off the paper evaluations, complete them at the conference, and enter the information directly into Qualtrics after the conference. Using this hybrid approach has served to save paper and simplify the data entry process. But many presenters have been concerned about not getting a large number of responses back – most sessions received evaluations from about 25% of attendees. Additionally, the administrative process for analyzing results, creating individual reports, and sending them out after the conference takes quite a bit more time than it would take to simply use carbon copy paper forms and leave a copy with the presenters. For the size of our conference, the committee is considering what evaluation methods best help us reach our goals for an effective, thorough and efficient evaluation process.

Key findings from the conference showed that attendees were most pleased with the location, hotel, pre-conference workshop, and costs. Using this information, the committee will be seeking to keep costs the same, keeping the program book, and checking for availability with the same hotel. See the scores below:

Category	Avg Rating	N
Location (Bloomington, MN)	4.61	38
Hotel Costs	4.53	19
Hotel Accommodations	4.50	24
Pre-Conference Workshop (Quasi-Experimental Methods with Dr. Stephen DesJardins)	4.50	8
Cost of Conference	4.45	38
Program Book	4.42	38

Scale: 1 = Very Dissatisfied, 5 = Very Satisfied

There were no categories of the conference that scored below a 3.91 on the scale, but the lowest score occurred in response to "Satisfaction with Alternative Session Formats." There were comments questioning whether we should continue to offer a Poster session with very few presenters participating. The committee would like to continue offering Poster sessions, as it's a good way to involve graduate students, but will seek ways to increase participation to make it function better as part of the program. Although "Quality of Food" scored fairly high on the quantitative evaluation (4.11) with many positive comments, there were specific remarks about breakfast quality that the committee will use to make improvements next year, ideally expanding breakfast options while still staying within the desirable pricing structure participants seek.

Additionally, there were comments that the keynote felt repetitive to the pre-conference workshop, and so the committee is seeking to insure that different content is presented in the two venues. There were several ideas presented for keynote speakers and pre-conference workshops, and the committee decided to pursue an "Institutional Effectiveness" theme in 2014. This was a suggestion made on multiple evaluations, and the committee thought it would offer an interesting contrast to the statistical themes presented at the 2012 and 2013 AIRUM pre-conference workshops.

Finally, the overall feedback showed that AIRUM participants enjoy the annual conference, seeing it as an excellent value and good networking opportunity, and praising it for being well-organized and offering a diverse array of high quality and relevant programs.

2013-14 Steering Committee and Volunteers

The 2013-14 AIRUM Steering Committee is comprised of seven individuals representing a variety of institutions. Current members include:

Ron Huesman, Chair
University of Minnesota (2014)
- *AIR Liaison*
- *Conference Folders*
- *Pre-Conference Workshop*
- *Guest/Keynote Speaker*

Meredith Fergus
Minnesota Office of Higher Education (2014)
- *Date/Venue/Theme*
- *Local Arrangements*
- *Conference Technology*
- *Conference Folders*

Heather Goroski
North Dakota State College of Science (2014)
- *Newsletter Editor*
- *Conference Program*
- *Evaluations*

JR Brey
Carroll University (2015)
- *Duties to be determined*

Jennie Robinson Kloos
St. Catherine University (2015)
- *Proposal Review*
- *Evaluations*
- *Guest/Keynote Speaker*
- *Pre-Conference Workshop*

Nicole Holland
Walden University (2016)
- *Proposal Review & Conference Program*
- *Door Prizes*
- *Interest Groups/Social Networking*

Tracy Williams
Hamline University (2016)
- *Date/Venue/Theme*
- *Local Arrangements*
- *Conference Folders*
- *Tax Exempt Status*

Ex-Officio: **Leonard Goldfine**, *Treasurer*
University of Minnesota
- *Registration*
- *Guest/Keynote Speaker*
- *Tax Exempt Status*

Special Thanks to **Debbie Furlong** (Listserv) and **Carol Drechsel** (Webmaster).

Sub-Committee: **Call for Volunteers**

CONFERENCE APP:

AIRUM is looking to enhance its use of technology at the annual conference building on last year's mobile app and we could use your help. If you have ideas or have an interest in finding and developing new app options for AIRUM consider joining the Conference Technology subcommittee. Please contact Steering Committee member Meredith Fergus at meredith.fergus@state.mn.us for more information.