Tennessee Association for Institutional Research

31st Annual Conference August 1-3, 2018

Doubletree by Hilton Jackson, TN

Research Leading to Action: Being Called to Provide Actionable Data

Conference Registration

12:00 – 4:00 p.m.

Pre-Conference Workshops

1:00-4:30

Session I: IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness

Meg Andraza, Project Analyst, Association for Institutional Research

This workshop introduces the fundamentals of benchmarking as a measure of institutional effectiveness. It is designed for individuals with little to no experience in benchmarking studies. Participants use data from the IPEDS Surveys, Data Feedback Reports, and the "Use of Data" section of the NCES website to learn about the types of comparison groups that can be constructed. Exercises demonstrate establishment of key performance indicators (KPIs) and identification of variables to refine comparison groups.

1:00 – 3:30 p.m.

Session II: Data Visualization with Power BI
Melissa Hunter, TBR

Institutional researchers are often looking for an efficient and attractive way to present information. The latest trend is to replace spreadsheets and pivot tables with visual reporting and interactive dashboards. In this hands-on workshop, participants will learn how to transform spreadsheets into visually attractive and interactive dashboards. Note: Participants are required to bring a laptop and to have access to Microsoft available as a free down load through your institution's Microsoft Office 365 account or the internet.

3:45 – 4:45 p.m.

Session III: Newcomers Workshop
Kimberly Gant, Northeast State Community College

This session is intended for those who are new to the field of institutional research/effectiveness. This session will focus on the main functions and responsibilities of IR/IE such as program review, accreditation, reporting, and quality assurance. We will discuss the various stakeholders we serve and how IR/IE can support the work of each institution by providing data for decision making. Attendees will be able to ask questions and share experiences.

Conference Registration

8:00 – 4:00 p.m.

Segmental Meetings

9:00 – 11:30 a.m.

THEC Updates Madison Dell and Brian Douglas

University of Tennessee, Adams Salon

TBR The College System of Tennessee Calhoun Salon and LGI's will meet for a short discussion after which time they will split for separate meetings

Tennessee Independent Colleges and Universities Association (TICUA) Institutions, Van Buren Salon

Lunch (On Your Own)

11:30 – 1:15 p.m.

Past President's Luncheon (Location TBD)

Opening Remarks

1:15 – 1:30 p.m.

Keynote Address

1:30 – 2:45 p.m.

Eric Atchison

Director of System Analysis, Research & Enrollment Management

Mississippi Institutions of Higher Learning

Eric has worked in higher education management for 10 years at both the institutional and system level. He began as an analyst at Delta State University, a rural public university, and then moved to the Mississippi Institutions of Higher Learning (IHL) system office. There his responsibilities include overseeing statistical analysis, admissions policies, and remedial programs for the eight public universities within the IHL system.
His work involves continuous discussions about system-wide initiatives and data collection efforts to inform policies and programs. He leads the Complete College America efforts for Mississippi's public colleges and universities and works with 36 institutions across all sectors as the IPEDS State Coordinator. He has served on university system and statewide committees focused on strategic planning, performance allocation funding, data management, and the implementation of college completion initiatives.
He is the President of the Mississippi Association for Institutional Research, Past President of the Mississippi Banner Users Group, a member of the Southern Regional Education Board's Education Technology Cooperative Executive Committee, a member of the Association for Institutional Research (AIR) Nominations and Elections Committee, and a member of the National Postsecondary Education Cooperative.

Concurrent Sessions

2:45 – 3:30 p.m.

Adams Salon

Session 1: Bridging the Gap Between Data Producers and Data Consumers

Jeffrey Tinley, Roane State Community College

As part of a broader effort to create a culture of data-informed decision making at Roane State, the Director of Institutional Research is currently in the process of conducting an evaluation of the alignment of services provided by the Institutional Research Office (IR) with the data and analysis needs of different divisions within Roane State. The evaluation includes a secondary focus on the capacity of departments to fully utilize data and services provided by the IR office. This is an ongoing evaluation that will be completed by the end of July.   The end goal of the evaluation is to help the IR office better understand the data and capacity building needs of the different divisions within the college. This improved understanding will ideally lead to improved IR services, increased utilization of IR services, and greater use of data in decisions. This presentation will also provide an opportunity for a broader discussion about the range of services offered by IR offices at different institutions and the perceptions about the value and utility of those services. Additionally, participants will help the presenter shape use of evaluation results and provide invaluable feedback on an exciting, on-going initiative within Roane State's Office of Institutional Research. The presenter will provide the participants with a summary of the evaluation design and copies of the survey instruments and interview protocols with attendees should they wish to conduct their own evaluation.

Calhoun Salon

Session 2: Measuring Faculty Teaching Workload

Dr. Dennis Hengstler and Dr. Brian Hester, University of Tennessee, System

The UT Board of Trustees requested a faculty teaching report for each campus and department. This session will discuss the various methodologies and issues related to producing a faculty teaching workload report. The focus will be on various criteria for measuring faculty teaching workload, data issues related to producing the report, and political issues.

Break

3:30 – 4:00 p.m.

Van Buren Salon

Concurrent Sessions

4:00 – 4:45 p.m.

Session 3: Segmenting Assessment Scores into Meaningful Groups

Brian Joy, Belmont University

Important nuances are often overlooked when reporting only an institutional

average. Are traditionally underserved populations making smaller gains than their peers? Do students who participate in co-curricular activities better navigate the complexities of our world? Connecting assessment scores to a variety of student characteristics provides a powerful lens through which these difficult, but critically important, questions can be answered. Segmenting scores into different groups is a flexible approach with multiple applications. In one assessment, scores were segmented into one of two groups based on the student's participation in particular co-curricular activities. These mutually exclusive groups were then compared using an independent samples t-test to determine if the means differed with statistical significance ($p<.05$). In a different assessment, scores of first-year and third-year students were compared but segmented into groups by standardized test scores. Segmenting scores in this way provided an opportunity to move beyond the overall average, by comparing somewhat similar groups of first and third-year students. Independent samples t-tests

Adams Salon
Session 4: "Dirty Jobs with Dirty Data – Get Clean with Better Data Quality"

John Berry, SAS Institute

Up to 40% of all strategic processes fail because of poor data quality. Do you want to be in the 60%? Do you have data in multiple places with different standards for input? Do you struggle to bring it together

to maintain reliable reporting, so stakeholders are on the same page? This presentation will help you increase your data quality to tackle these problems. Not sure where to start? We will begin there, sharing with you how to best profile and explore your data to better understand its makeup. Tips will be shared on how to standardize your data so that addresses, phone numbers, abbreviations, etc. are formatted consistently. Tame the disparate data by learning to identify and resolve records representing individuals across multiple data sources.   Learn how to make better decisions using data you can trust and build a data-driven organization.

Calhoun Salon
Session 5: A New Frontier for Data Visualization and Analytics at a Private Not-for-Profit Institution

Matt Rehbein, Lipscomb University

In today's world of IR, data visualization and analytics platforms have become indispensable. Microsoft Power BI, Tableau, and SAS are some of the biggest names in the "big data" marketplace. However, there are alternatives to these marketplace leaders that may be more viable solutions for certain types of institutions. This presentation will demonstrate how Veera Bridge, Rapid Insight's new BI platform, is being used at a TICUA institution to empower program managers to become hands-on with data and analytics.

Participants will receive a brief overview of how Veera Bridge works in tandem with Veera Construct, Rapid Insight's data prep and blending platform. Participants will experience a real-time demonstration of how to explore a Veera Bridge dataset and use it to build dashboards and reports. The presenter will demonstrate how the platform was used to solve a complex and long-standing business problem at the institution of creating accurate and timely academic financial indicators. The presentation will conclude with a discussion of how to move forward with implementing larger-scale analytics capabilities among key offices and units at our institutions.

Evening Reception
5:30 – 6:30 p.m.

Friday, August 3

Conference Registration
9:00 – Noon

Concurrent Sessions
9:00 – 9:45 a.m.

Adams Salon
Session 6: Creating a Data-Informed Culture in Community Colleges: A New Model for Educators

Melissa Hunter, TBR

Do administrators and faculty leaders struggle on your campus with how to better engage colleagues in discussions using data

to improve student success such as course retention, pass rates, persistence, credit accumulation, and completion rates? Your campus may be awash in data yet unable to understand and act on available student data. In this session, a review of the book written by Brad C. Phillips and Jordan E. Horowitz, the title is the name of this session, will be presented and discussion to follow. How can IR staff contribute to creating a data informed culture on their campus?

General Sessions
10:00 – 11:00 a.m.

General Session 1: Two-year schools, discussion of annual Perkins reporting and items of interest. *Moderator Sara Vonderheide, Calhoun Salon*

General Session 2: Four-year schools, discussion of changes since the FOCUS Act was enacted and other items of interest. *Adams Salon*

Concurrent Sessions
11:15 – 12:00 p.m.

Adams Salon
Session 7: Institutional Dashboards using Power BI
Marisol Benitez Ramirez, Pellissippi State Community College

Higher education administration and staff are frequently in need of prompt, accurate data, and dashboards can efficiently retrieve this data. Business intelligence

dashboards provide an interactive, intuitive, suitable visual representation of key performance metrics for people managing academic programs. The implementation of a dashboard reduces ad hoc reporting requests. Dashboards can include data from different sectors such as demographics, academic performance, academic programs, enrollment, graduation and retention rates, which provide a broader picture of the student population. This information can help departments' better support student success.

The purpose of this presentation is to show, based on our own experience, the important aspects to consider when planning to build a dashboard at your institution. Our institution built a dashboard using a freeware software. We will show and discuss how it was built, what data was collected and some limitations we found in the process caused by the nature of the data.

Calhoun Salon
Session 8: Assessment of the 'Keeping Our Promise Peer Mentoring Program' using Propensity Score Matching
Jane Honeycutt. PhD and John Grubb, Ed.D. Respectively are, Associate Professor of English and Women's Studies, Honors Program Coordinator, Lead Advisor of Phi Theta Kappa, and

Keeping Our Promise Project Director and Director of Planning and Assessment, Northeast State CC

The assessment of programs which offer students additional assistance is difficult because students participate voluntarily. This voluntary aspect presents the challenge of self-selection bias. In other words, do such programs appear effective only because the students with better academic preparation or higher ACT scores take advantage of them? Do participants' social and economic backgrounds, social factors which influence participation, skew the results during analysis? Propensity score matching is a statistical method that may be used to effectively eliminate the problem of observable bias in the data caused by differences between those who choose to participate and those who do not. This presentation will examine the benefit of a voluntary peer mentoring program by assessing learning outcomes success measures for program participants as compared to eligible non-participants utilizing a rich data set. The presenters will discuss the methodology briefly and provide additional resources for institutional research which will enable IE and IR staff to do their own assessment with this methodology.

Business Meeting and Luncheon
12:00 – 1:00 p.m.

Executive Committee Meeting
1:00 – 2:00 p.m.

Thank you for attending the 2018 TENNAIR Conference! Please don't forget to complete the conference survey, and we look forward to seeing you again at next year's conference.

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Eric Atchison

Director of System Analysis, Research & Enrollment Management