TENNAIR | Tennessee Association for Institutional Research

Partnerships for Problem Solving

37TH ANNUAL TENNAIR CONFERENCE

AUGUST 14 - AUGUST 16, 2024

Murfreesboro Doubletree Hotel

Murfreesboro, TN

TENNAIR | Tennessee Association for Institutional Research

Schedule at a Glance

Wednesday, August 14th

- 10:00 AM - 05:00 PM Conference Registration
- 01:00 PM - 03:00 PM Pre-Conference Workshops
  (Education to Employment Data and Dashboards)
- 03:15 PM - 05:15 PM Pre-Conference Workshop
  (Harnessing Tools for population Analysis in The Volunteer state)
- 01:00 PM - 05:00 PM Pre-Conference Workshop
  (Making the Most of Your CCCSE/SENSE Student Engagement Data)

Thursday, August 15th

- 08:00 AM - 04:30 PM Conference Registration
- 08:30 AM - 09:30 AM Opening Session and Keynote
- 09:40 AM - 10:30 AM Concurrent Session 1
- 10:40 AM - 11:30 AM Concurrent Session 2
- 11:30 AM - 01:00 PM Lunch On your own) / Past President's Lunch
- 01:00 PM - 01:50 PM Concurrent Session 3
- 02:00 PM - 02:50 PM Sector Meetings
- 02:50 PM - 03:20 PM Break
- 03:30 PM - 04:20 PM Concurrent Session 4
- 05:00 PM - 06:00 PM Evening Reception (Sponsored by SAS)

Friday, August 16th

- 08:00 AM - 10:00 AM Conference Registration
- 08:00 AM - 08:50 AM Concurrent Session 5
- 09:00 AM - 10:00 AM General Session
- 10:10 AM - 11:00 AM Concurrent Session 6
- 11:10 AM - 12:00 PM Closing Session and Keynote
- 12:30 PM - 02:00 PM Business Meeting and Awards Luncheon
- 02:15 PM - 03:15 PM Executive Committee Meeting

TENNAIR | Tennessee Association for Institutional Research

A Brief History of TENNAIR

The Tennessee Association for Institutional Research (TENNAIR) was founded in 1988 and was organized to serve professionals in post-secondary education institutions and agencies whose interests include management research, policy analysis, and planning.

The major purposes of TENNAIR are to:

- Foster cooperation among professionals in institutional research in Tennessee
- Disseminate information and ideas about methods, processes, and problems of common interest, and
- Support the professional development of individuals engaged in institutional research.

Each year, TENNAIR hosts a statewide conference to give an opportunity for current and aspiring institutional research professionals, scholars, and students to meet and collaborate on topics related to their work, and showcase innovative research and ideas pertaining to the field of institutional research or to Tennessee's current postsecondary context and landscape. Over the past several years, conference attendance has ranged from approximately 80 to 100 attendees representing various institutions and agencies from all regions of the state. Keynote speakers are often leaders in the field of research and bring their expertise to share with the membership.

TENNAIR is affiliated with the Association for Institutional Research (AIR) on the national level.

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Welcome from the President of TENNAIR

Greetings colleagues!

As President of TENNAIR and on behalf of the Program Committee, it is my privilege and pleasure to welcome you to the 37th annual Tennessee Association for Institutional Research conference in Murfreesboro, Tennessee.

This year's conference is themed "Partnerships for Problem Solving." Our dedicated Conference Chair and current TENNAIR Vice President, Bridgette Decent, and her team of passionate volunteers have assembled an outstanding program filled with presentations, panel discussions, and hands-on workshops designed to challenge, inspire, and elevate our work.

We are thrilled to host an array of distinguished speakers, including Dr. Darlena Jones, AIR Senior Director of Analytics, and Dr. Taylor Odle, Assistant Professor of Educational Policy Studies at the University of Wisconsin-Madison. These thought leaders, along with many others, will guide us through exploring the evolving role of data in decision-making, promoting student success, and enhancing institutional performance.

One of the most rewarding aspects of TENNAIR is the opportunity to connect with higher education professionals across Tennessee. Our conference is more than just a platform for professional development; it is a community where lasting relationships are forged, and collaboration thrives. As you engage with your peers, I encourage you to share your insights, challenges, and achievements, contributing to a vibrant exchange of ideas that will strengthen our community.

Take advantage of your time in Murfreesboro by exploring the local attractions, from the historic Cannonsburgh Village to the scenic Stones River Greenway. Embrace the chance to blend work and leisure, enriching both your professional journey and personal experiences.

Thank you for being a part of TENNAIR. Your participation and enthusiasm are what make our conference a success. I am confident that this gathering will provide you with fresh perspectives, innovative strategies, and lasting connections that will benefit your work and institutions in the years to come.

Again, welcome to TENNAIR! I appreciate your participation and look forward to a conference filled with inspiration and growth.

Warm regards,

Joseph Chappell
President, TENNAIR

TENNAIR | Tennessee Association for Institutional Research

Wednesday, August 14th Pre-Conference Workshops

1:00 p.m.—3:00 p.m. ..... LOCATION: BALLROOM A

EDUCATION TO EMPLOYMENT : DIGGING INTO INSTITUTIONAL-LEVEL EMPLOYMENT OUTCOMES

Jonathon Attridge, Chief Evaluation Officer, Office of Evidence and Impact, State of Tennessee

Allison Sierocki, Data Analyst, Office of Evidence and Impact, State of Tennessee

Deependra Bhatta, Data Scientist, Office of Evidence and Impact, State of Tennessee

Sutapa Mukhopadhyay, Data Scientist, Office of Evidence and Impact, State of Tennessee

Tennessee's Integrated Data System, TN DATA (formerly P20 Connect TN), recently released its statewide dashboard for employment outcomes for all high school and postsecondary graduates at the state level. This workshop will seek feedback for how to display information at the institution level in a way that promotes transparency and utility. This applied workshop will also provide guidance on requesting and accessing institution-specific record-level data for further research and reporting.

3:15 p.m.—5:15 p.m. ..... LOCATION: BALLROOM A

HARNESSING TOOLS FOR POPULATION ANALYSIS IN THE VOLUNTEER STATE

Tim Kuhn , Director, Tennessee State Data Center
Boyd Center for Business and Economic Research, Haslam College of Business
The University of Tennessee, Knoxville

This workshop will offer an exploration of population data about Tennessee including current estimates and future projections. It will also delve into the rich characteristic data captured through the U.S. Census Bureau's American Community Survey including accessing compiled tables and building custom microdata tabulations. Important background, best practices and technical information about each product will be included to help ensure you are providing high-quality statistics for your institution. Those data sources will serve as the backdrop for the workshop's second focus: tools that can be used to access, extract, and transform data from these publicly available sources. This includes locating files, using web-based interfaces to query them and using the Census Bureau Application Programming Interface (API) to create and maintain precision data extracts. It will also feature a demonstration of the Bureau's online Microdata Access Tool. Throughout the workshop we'll demonstrate how Microsoft's Power Query platform. This is intended to be a low/no code workshop that is suitable for analysts and researchers of all skill levels. Users of other statistical packages can also learn a different way to access and transform data for use in your research.

TENNAIR | Tennessee Association for Institutional Research

Wednesday, August 14th Pre-Conference Workshops

1:00 p.m.—5:00 p.m. ..... LOCATION: BALLROOM B

MAKING THE MOST OF YOUR CCCSE/SENSE STUDENT ENGAGEMENT DATA

Linda L. García, Executive Director, CCCSE

Marisol Garza, Program Manager of Institutional Engagement & Capacity Building, CCCSE

For many years, Tennessee community colleges have been collecting student engagement data from CCCSE and SENSE. If you're thinking it's time to Review data results as a college team, Discuss and identify potential strategies to enhance the student experience, Learn how to present student engagement data to colleagues, Engage with peers from other colleges about student engagement and Ask questions to CCCSE staff members, Then bring a team of at least two members from your college to this interactive pre-conference session, where the focus will be on your student engagement data.

TENNAIR 2024 Program Committee

Chair - Bridgette Decent

Finance and Registration - Judith Nyabando

Newcomers - Jakob Kamer

Sector Meeting Leaders - Amy Heckman, Melissa Hunter, Brian Hester, and Joseph Chappell

Advisors - Rion McDonald, Joseph Barton, Sherry Marlow-Ormsby, Brian Joy

Workshops—John Grubb

Concurrent Sessions and Evaluations – Melinda Turner, Matt Trengrove

Sponsors and Vendors – Denise Gardner

Local Arrangements – JeriAnn Clark

Program Brochure - Shima Azizzadeh-Roodpish

Thursday, August 15th

8:30 a.m.—9:30 a.m. ..... **OPENING SESSION AND KEYNOTE**

UTILIZING CAMPUS PARTNERSHIPS TO IMPROVE DATA LITERACY, CAPACITY, AND ACCESS

LOCATION: BALLROOM

DARLENA JONES- Senior Director of Analytics, Research, & Education

Association for Institutional Research

9:40 a.m.—10:30 a.m. ..... **CONCURRENT SESSIONS 1**

SHARING IS CARING - SHAREPOINT AS A COMPREHENSIVE INSTITUTIONAL PLANNING SOLUTION

LOCATION: BALLROOM A

Amber Nelms, Allison Todd-Rundlett -Jackson State Community College

Due to decreases in enrollment and subsequent decreases in funding, the Office of Institutional Research and Accountability at Jackson State Community College began to look for ways to work smarter not harder while saving budget dollars. Using the Office 365 platform, specifically SharePoint, they have created a comprehensive portal for all things related to Institutional Planning. It is a one-stop shop for college administrators and committee members to find everything they need that relates to accreditation (including academic audits, programmatic accreditation, SACSCOC compliance certification portal for collaborative working), strategic planning, institutional effectiveness (including IE portal for entering annual plans and receiving feedback), and institutional research (results from all surveys, external reporting, etc.). This approach has proven very successful and the response has been overwhelmingly positive.

USING LEAD/LAG TO CREATE STUDENT RETENTION CLASSIFICATIONS

Location: BALLROOM B

Matthew Trengove, John Ellis and Shelby Smith -Tennessee Technological University

I'll introduce a method that simplifies the classification of student enrollment patterns over time from their first-term to graduation which includes any stop-out/drop-out periods along the way. Basically lead/lag aggregates student records for distinct classifications to facilitate further analysis.

Thursday, August 15th

9:40 a.m.—10:30 a.m. ..... CONCURRENT SESSIONS 1 (CONTINUED)

LOCATION: BALLROOM C

OUR DATA GOVERNANCE JOURNEY: IR AS A LEADING PARTNER

Denise C. Gardner, Jim Lenio, M. Caroline Mann

University of Tennessee - Knoxville

Like many institutions, our large public university has launched many versions of data governance initiatives with varying levels of success. This session will explore different structures and definitions of data governance, and factors that lead to success (and failure). We will discuss our most recent initiative, IR's leading role, and why we think it is succeeding. We will encourage audience members to share their journeys so that we all can learn from each other.

10:40 a.m.—11:30 a.m..... CONCURRENT SESSIONS 2

FAST TRACK TO SUCCESS? A MIXED METHODS STUDY OF CONDENSED COURSE FORMATS

LOCATION: BALLROOM A

Madison Dell, Hidahis Mesa, Amy Moreland—TBR

Offering courses in shorter (i.e., accelerated) terms is an increasingly popular strategy to improve equitable access to and success in college, but few rigorous, comprehensive studies have been conducted to understand the impacts of this approach. This session will present findings from an ongoing mixed methods study of the recent transition to increased 7-week course offerings at Tennessee's 13 community colleges. Quantitative analyses estimate the impact of 7-week courses on student outcomes, while the project's qualitative components incorporate perspectives from faculty, staff, and students that provide a more nuanced understanding of 7-week courses.

LINKING POWERBI DASHBOARDS TO PROD WITH SCHEDULED UPDATES

LOCATION: BALLROOM B

Matthew Trengove, John Ellis - Tennessee Technological University

We'll outline the process/procedures that were used to create new Banner tables, schedule automatic updates and connected to PowerBI dashboards. They're currently used to produce daily enrollment and graduate applications dashboards.

Thursday, August 15th

10:40 a.m.—11:30 a.m..... CONCURRENT SESSIONS 2 (CONTINUED)

"CHATGPT": YOUR RESEARCH SIDEKICK FOR INSTITUTIONAL ANALYSIS

Shima Azizzadeh-Roodpish - University of Memphis

LOCATION: BALLROOM C

Institutional analysis demands rigorous exploration and comprehensive understanding. Enter ChatGPT, your indispensable research ally. This presentation unveils how ChatGPT, powered by advanced AI, can be applied in institutional analysis. From dissecting policies to discerning organizational structures, ChatGPT offers unparalleled insights and efficiency. Delve into its capabilities to streamline data interpretation, identify trends, and facilitate decision-making. We explore its adaptability across diverse sectors, emphasizing its role as a dynamic tool for scholars and analysts. Join us to discover how ChatGPT helps institutional analysis, enhancing precision and productivity.

11:30 a.m.—1:00 p.m. .....LUNCH (ON YOUR OWN) / PAST PRESIDENT'S LUNCH

Breakfast

Donut Country – Local place with amazing doughnuts. Open 24/7.
1311 Memorial Blvd

Goodness Gracious – Local place. Fantastic Breakfast & Brunch. Only Open from 8:00 – 2:00
1430 Medical Center Pkwy #1a

First Watch – Not Local, but great breakfast. Open 7 – 2:30
1970 Medical Center Pkwy A

Boro Bagel
1520 Memorial Blvd STE 101

Maple Street Biscuit Company
1911 Medical Center Pkwy A

Lunch & Dinner

Toot's – Local restaurant. Daily specials, budget friendly. 860 NW Broad St

Demos' – Local restaurant. Mostly Italian food.
1115 NW Broad St

The Bangkok Thai Cuisine – family owned, quaint setting
315 Robert Rose Dr C

The Clay Pit: Great Indian food
1312 NW Broad St

Hokkaido Ramen House
521 NW Broad St

Carmen's Taqueria – amazing tacos
206 W Northfield Blvd

Mike's Pizzeria – Great woodfire pizzas
1612 Memorial Blvd

Slim & Husky's Pizza: Great Pizza
2222 Medical Center Pkwy

Parthenon Grill– Family-owned, Greek
1962 S Church St

Champy's –Southern food.
1290 NW Broad St.

Murfreesboro Square

Puckett's Restaurant – Great food. Has Hattie Jane's Creamery beside it. Live music in the evening on Wednesdays, Fridays, & Saturdays.

Marina's on the Square – Local place with great Italian food
125 N Maple St

Jack Browns' Beer and Burger Joint
113 N Maple St

Domenico's Italian Deli – Great Sandwiches
106 S Maple St

Joanie's
13 S Public Square

Murfreesboro Kabob:
306 W Vine St

The Alley on Main – Great Food
223 W Main St

Thursday, August 15th

1:00 p.m.—1:50 p.m. ..... CONCURRENT SESSIONS 3

LOCATION: BALLROOM A

BACKWARDS AND FORWARDS:

A TWO-WAY ANALYSIS OF FACTORS IMPACTING GRADUATION AT PELLISSIPPI

Austin Lawson, Marisol Benitez Ramirez

Pellissippi State Community College

We examine graduation data by comparing the 2022-23 graduating class's demographics and success metrics to the last four-year averages. Key impactful variables include gender, college readiness, and passing gateway English and Math courses in the first year. We then analyze Fall cohorts from 2012-2021, using logistic regression to identify variables affecting time-to-degree, notably reaffirming the importance of first-year success in gateway English and Math courses.

10 THINGS I HATE ABOUT POWER BI

LOCATION: BALLROOM B

Alice Cheatham, Austin Peay State University

Power Bi is a powerful data visualization tool available today. It allows Institutional Research departments to go from PDF reports to creating interactive dashboards that makes data more accessible and allows for more insights into our institutions. But, it comes with its drawbacks from chart customization to data security. In this presentation, we will share some of the challenges Austin Peay State University encountered when transferring their census data from PDF to Power BI.

Thursday, August 15th

1:00 p.m.—1:50 p.m. ..... CONCURRENT SESSIONS 3 (CONTINUED)

LOCATION: BALLROOM C

THE NEW LANDSCAPE OF DUAL ENROLLMENT IN TENNESSEE COMMUNITY COLLEGES

Cara DeLoach, Johnathon Jerman—TBR

Despite facing enrollment challenges, Tennessee community colleges have found a promising avenue for growth in dual enrollment programs. While other enrollment categories have experienced declines, dual enrollment has seen significant increases across most community colleges in the state. This has led to a notable shift in the composition of the student body, with dual enrollment students now representing a substantial portion of the overall community college population. To better understand and explore this trend, TBR's Data Team has developed a suite of innovative tools, including interactive dashboards and policy briefs. This presentation will showcase these tools, providing attendees with valuable insights into the factors contributing to the success of dual enrollment and its impact on student outcomes. The session will also discuss the implications of the growing dual enrollment population for the future of Tennessee's higher education landscape and the opportunities it presents for both students and institutions.

2:00 p.m.—2:50 p.m. .....SECTOR MEETINGS

UNIVERSITY OF TENNESSEE INSTITUTIONS

Brian Hester, University of Tennessee System

LOCATION: BALLROOM A

LOCALLY GOVERNED INSTITUTIONS

Joseph Chappell, East Tennessee State University

LOCATION: BALLROOM B

TENNESSEE BOARD OF REGENTS INSTITUTIONS

Melissa Hunter, Tennessee Board of Regents

LOCATION: BALLROOM C

TENNESSEE INDEPENDENT COLLEGES AND UNIVERSITIES

Amy Heckman, Tennessee Independent Colleges and Universities Association

LOCATION: VETERANS ROOM

Thursday, August 15th

2:50 p.m.—3:20 p.m. .....BREAK

3:30 p.m.—4:20 p.m. ..... CONCURRENT SESSIONS 4

UNITING RECRUITMENT AND RETENTION IN ENROLLMENT TRACKING

LOCATION: BALLROOM A

Bonnie Campbell, Nashville State Community College

Nashville State's Enrollment Tracking Dashboard unites two crucial pieces of enrollment management: recruitment and retention. Through this dashboard, enrollment goals link to enrollment activity by visualizing the concept of enrollment continuation. With improved technical capability and interactive visuals, understanding the impact between enrollment activity, student contact lists, and trending analytics empowers cross-functional teams to improve student services and overcome enrollment challenges.

SECURING THE DATA: USING ROW-LEVEL SECURITY IN POWER BI

LOCATION: BALLROOM B

Alex Smyth, Andrea Isenberg, Walters State Community College

Power Bi row-level security allows the creator to construct dashboards in a way that restricts access to users based on their role. This allows for presentation of data specifically relevant to the individual(s) while allowing the creator to maintain a singular dashboard.

This session will detail the configuration of row-level security and associated roles, permissions, and views. Walters State Community College uses this feature in its course infographic dashboard, allowing faculty and deans to view demographics and academic history for students in upcoming courses and to review past course performance trends.

A GRADE DISTRIBUTION TOOL FOR PLANNING & EVALUATION

LOCATION: BALLROOM C

Rion McDonald, Director of Institutional Research, UT-Martin

UT-Martin IR has developed a comprehensive grade distribution dashboard that displays data in a way that facilitates course/faculty evaluation & makes it easier for academic leaders to discover potential avenues for improved student learning & success. This session will demonstrate & discuss the development of this tool, which combines grade data with course evaluation responses.

5:00 p.m.—6:00 p.m. ..... EVENING RECEPTION (SPONSORED BY SAS)

Friday, August 16th

8:00 a.m.—8:50 a.m. ..... CONCURRENT SESSIONS 5

A MARKOV CHAIN BASED APPROACH TO ENROLLMENT PROJECTIONS

LOCATION: BALLROOM A

Brett Kocher,

University of Tennessee Health Science Center

Presented is a Markov-chain based approach for projecting student enrollments. Markov chain modeling (MCM) involves estimating transition matrices showing, for each of a discrete number of states (e.g., 1st year student, 2nd year, etc.) in which an individual might find themselves, the probabilities of their entering into each of the other states, including returning to the current one. A benefit of MCM is the models require no external data to predict enrollments other than enrollments' own history. Methods for computing transition matrices and standard errors are demonstrated using R.

WELCOME TO INSTITUTIONAL RESEARCH!
AN INTRODUCTION TO THE FIELD, ITS PAST, AND ITS FUTURE

LOCATION: BALLROOM B

Jacob Kamer, Tennessee Higher Education Commission

Denise Gardner, University of Tennessee, Knoxville

Matt Rehbein, Lipscomb University

Melissa Hunter, Tennessee Board of Regents

Matt Trengove, Tennessee Technological University

In this session, five experts will engage in a panel discussion on the evolution of institutional research (IR). Aimed primarily at newcomers to the TENNAIR Conference and to early-career professionals, this concurrent session will delve into IR's essential roles, responsibilities, effective practices, and future directions. The panelists, representing the four sectors of public and private, non-profit higher education institutions in Tennessee, will share insight into how IR has changed, what the field's future directions and needs are, and how IR professionals can prepare for an increasingly data-driven enterprise. Participants will receive a packet of resources highlighting opportunities for continued development.

Friday, August 16th

8:00 a.m.—8:50 a.m. ..... CONCURRENT SESSIONS 5 (CONTINUED)

ENROLLMENT EVOLUTION:

ANALYZING FALL 2023 DATA, FAFSA TRENDS, AND PROSPECTS FOR FALL 2024

LOCATION: BALLROOM C

Paige Elliott, Leigh Ann Bodie, Joseph Barton, Robert Dunnam

Tennessee Higher Education Commission

Join staff from the Tennessee Higher Education Commission to examine the high school graduating class of 2023 and where they ended up enrolling, featuring updates from THEC's recently published College-Going Rate Report and annual Fact Book. New this year, we'll share a tool for institutions to see where they draw the most students from. We will also look ahead to Fall 2024 with an update on THEC's FAFSA Frenzy campaign, a leading indicator of what institutions might expect for Fall 2024 enrollments. Finally, we will provide a preview of THEC's statewide 14th day census data collection.

9:00 a.m.—10:00 a.m. ..... GENERAL SESSION

PANEL DISCUSSION

LOCATION: BALLROOM

Steven Gentile, Executive Director of THEC

Russ Deaton, Executive Vice Chancellor for Policy & Strategy, TBR

Claude Pressnell, TICUA

Jamia Stokes, VP of secondary programs, TN Score

Moderator: Rion McDonald, Director of Institutional Research, UT-Martin

The field of institutional research has a long history of building and sustaining strong data-informed decision cultures within and beyond higher education institutions. In this panel discussion, distinguished higher education leaders from across Tennessee will discuss their perspectives about data partnerships, opportunities for collaboration, and the role of institutional researchers across the state.

Friday, August 16th

10:10 a.m.—11:00 a.m..... CONCURRENT SESSIONS 6

THE LEAKY PIPELINE:

EXPERIMENTING WITH HIDDEN MARKOV MODELS TO EXPLORE ATTRITION

LOCATION: BALLROOM A

Joseph Chappell, East Tennessee State University

Markov chains have, for many years, been leveraged to predict enrollment at institutions of higher education. In a simple Markov model, the state of the system might be represented by one or more observed variables. The states of a Hidden Markov model, however, are conceptualized in terms of an ensemble of several "hidden states" (i.e. not directly observed). This session will explore the differences between simple Markov models and Hidden Markov models and demonstrate how the Hidden Markov model approach can be used to examine student attrition patterns.

CHARTING THE COURSE:

REDEFINING TENNESSEE'S STRATEGIC FINANCIAL PLAN FOR HIGHER EDUCATION

LOCATION: BALLROOM B

Julia Ahrns Hoffman, Tennessee Higher Education Commission

Amidst shifting economic landscapes and evolving educational priorities, the Tennessee Higher Education Commission (THEC) invites participants to delve into the redevelopment of the state's strategic financial plan for higher education. This session will explore the intersection of data-centric decision-making and statewide strategy formulation, crucial for navigating today's education policy landscape. Drawing from insights garnered since the 2020 publication of "Investing in Tennessee: The Postsecondary Education Strategic Financial Plan," this presentation will discuss key themes and strategies to ensure Tennessee remains a leader for postsecondary affordability and maximizing return on investment.

Friday, August 16th

10:10 a.m.—11:00 a.m. ..... **CONCURRENT SESSIONS 6 (CONTINUED)**

TENNESSEE HIGHER EDUCATION FINANCIAL REPORTING

LOCATION: BALLROOM C

Stone Watson, Tennessee Higher Education Commission

This session will present a comprehensive financial report on Tennessee's higher education landscape, highlighting THEC's techniques in financial reporting, data analytics, and policy support. Utilizing both internal (operating budgets, state appropriations, tuition and fee levels, capital expenditures, etc.) and external data sources (College Scorecard, IPEDS, HOPE Center, NPSAS, etc.), this report offers a detailed analysis of financial performance, institutional effectiveness as it relates to fiscal health—including financial stability, budget management, and resource allocation—and student outcomes. Additionally, this session will go into detail about the data sourcing and analysis decisions throughout the report. This report showcases THEC's innovation by collating diverse data on higher education finances, student costs, and debt into one comprehensive resource, providing a crucial overview of key issues. Attendees will gain valuable knowledge on integrating diverse data sources and leveraging visual analytics to support strategic financial planning and policy development in higher education.

11:10 a.m.—12:00 p.m. ..... **CLOSING SESSION AND KEYNOTE**

WHAT WORKS AT IMPROVING COLLEGE ACCESS AND SUCCESS? LESSONS FROM RESEARCH PARTNERSHIPS ON COLLEGE ADVISING, ADMISSIONS, TRANSFER, AND MORE

LOCATION: BALLROOM

Taylor Odle

Assistant Professor of Educational Policy Studies,

Affiliate in Data Science, IRP, Diversity Science, and ITP, University of Wisconsin-Madison

12:30 p.m.—2:00 p.m. ..... **BUSINESS MEETING & AWARDS LUNCHEON (VETERANS ROOM)**

2:15 p.m.—3:15 p.m. ..... **EXECUTIVE COMMITTEE MEETING (VETERANS ROOM)**

Featured Speaker Biographies

Dr. Darlena Jones – Senior Director of Analytics, Research, & Education

Association for Institutional Research

Darlena Jones serves as Senior Director of Analytics, Research, and Education for the Association for Institutional Research**.** Dr. Jones directs the assessment and research initiatives for AIR such as Forum, membership, IPEDS training, and the National Data Institute. In addition, Dr. Jones leads the National Survey of IR Offices project that quantifies the operations of the IR Office. She also leads the development of educational opportunities hosted by AIR. Dr. Jones serves on multiple advisory boards for groups like the Common Data Set, the journal, New Directions in Institutional Research, and the NCES Common Education Data Standards (CEDS). She holds a Ph.D. in physics from Oklahoma State University and has 10+ years of collegiate teaching experience. She is well known in higher education circles due to her 200+ national and international conference/webinar presentations and workshops she has presented on assessment and student success.

Dr. Taylor Odle – Assistant Professor of Educational Policy Studies, Affiliate in Data Science, IRP, Diversity Science, and ITP, University of Wisconsin-Madison

Taylor Odle, Ph.D., is an Assistant Professor of Educational Policy Studies and affiliate in Data Science at the University of Wisconsin-Madison. Dr. Odle is an expert in the economics of education with a specific focus on college access and success. His research leverages field experiments with national organizations and quasi-experimental evaluations of existing policies to study "what works" in partnership with states, systems, and institutions for improving students' transitions to and through college. This award-winning work has been featured in TIME, The Hill, The Washington Post, Forbes, The Chronicle of Higher Education, and Inside Higher Ed. Immediately prior to his doctoral studies, Dr. Odle was Assistant Director of Fiscal Policy and Research at the Tennessee Higher Education Commission, and he later completed fellowships with The College Board, the National Student Clearinghouse, and the U.S. Senate Committee on Health, Education, Labor and Pensions. Dr. Odle holds a Ph.D. in Higher Education from the University of Pennsylvania Graduate School of Education, a master's in Statistics from The Wharton School, a M.Ed. from Vanderbilt University, and a B.A. from the University of Tennessee-Knoxville.

Dr. Jamia Stokes — Vice President of Postsecondary Programs, TN SCORE

Jamia leads SCORE's postsecondary strategy, relying on her deep experience in higher education to build relationships in the field to ensure all Tennessee students have access to postsecondary opportunities that prepare them for a career. Jamia joined SCORE in 2022 as senior director of postsecondary pathways. Prior to that, she served as dean of student success at Rhodes College, worked as an admissions counselor at UT Chattanooga, and held positions at UT Knoxville in career services, teacher education recruitment/retention, academic advising, and student services. Jamia serves on the advisory board for the University of Memphis K-12 Schools and The Schools of Perea, a Memphis public charter school. A Knoxville native, she is a proud graduate of Tennessee public schools. Jamia earned a bachelor's in communication and a master's in public administration from the University of Tennessee, Chattanooga, and holds a PhD in higher education administration from the University of Tennessee, Knoxville.

Featured Speaker Biographies

Dr. Claude Pressnell, Jr., President, TICUA

Dr. Claude Pressnell, Jr., a native of Kansas, has over 30 years in higher education administration. Starting as an admissions recruiter at Southwest Baptist University, he quickly advanced to Senior Director of Admissions and Student Development. Dr. Pressnell earned his doctorate in higher education administration/educational leadership from Vanderbilt University. He has held roles such as Director of Financial Assistance and Assistant Professor of Religion at Belmont University, Founding Executive Director of the Institute for Family Studies in Colorado, and Executive Director of the Tennessee Foundation for Independent Colleges. Since 2000, he has been the President of the Tennessee Independent Colleges and Universities Association.

Appointed by the United States Senate to the Advisory Committee on Student Financial Assistance in 2003, he served as Vice Chair until 2008. Dr. Pressnell has testified before Congress on higher education policy issues and was selected for a Fulbright Senior Specialist grant in 2011 to develop student financing policy for the Maldives. He has also served on the Education Commission of the States and a committee to reduce federal regulatory burdens on higher education. In 2016, he was appointed to the National Advisory Committee on Institutional Quality and Integrity, currently serving as chairperson. Dr. Presnell serves on various boards and advises foreign governments on higher education reform, including the government of Iraq.

Dr. Russ Deaton—Executive Vice Chancellor for Policy & Strategy, TBR

Dr. Russ Deaton is the Executive Vice Chancellor for Policy and Strategy at the Tennessee Board of Regents - The College System of Tennessee (TBR), where he provides leadership to the offices of Academic Affairs, Student Success, Strategic Partnerships, Strategic Enrollment Management, and Research & Data. Before joining The College System of Tennessee, he served 17 years at the Tennessee Higher Education Commission serving in a variety of roles including the Chief Financial Officer, the Chief Policy Officer, and the Deputy Executive Director. He received his PhD from Vanderbilt in 2006 where he has served as an adjunct faculty member since 2007.

Dr. Steven gentile—Executive Director of THEC

Dr. Steven Gentile serves as the Executive Director at the Tennessee Higher Education Commission (THEC), where he has had a transformative journey from his initial role as Assistant Director of Fiscal Policy to his prior role as Chief Policy and Strategy Officer. Before joining THEC, Dr. Gentile served as the Assistant Dean of Admission and Financial Aid at his alma mater, Davidson College, in North Carolina. In addition to his THEC responsibilities, Steven finds great joy in engaging with students in the classroom when he teaches education policy at Vanderbilt University. His hands-on work in designing courses, preparing lectures and seminars, and assessing and developing education policy students strengthens his ability to affect change through higher education policy. He also engages in higher education research with current and former colleagues, investigating the effects of initiatives like Tennessee Promise on student debt, changes in federal PLUS loan regulations on HBCU enrollment, and the role of lottery earmarks in appropriation volatility. Steven received his Doctor of Education in Higher Education Leadership and Policy from Vanderbilt University (2019), a Master of Education from Vanderbilt (2014), and a Bachelor of Arts in Economics from Davidson College (2006). He is also an alumnus of Leadership Tennessee NEXT, Nashville Emerging Leaders, and the Tennessee Higher Education Innovation and Leadership Fellows program.

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