

# Florida Association for Institutional Research 2016 Annual Conference



January 28 & January 29, 2016

Holiday Inn Harbourside  
Indian Rocks Beach, Florida

# A Special Thank You to Our 2016 Sponsors



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*Special thanks to SPC for hosting this year's conference and for their generous contributions.*

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### Conference Volunteers

**Conference Committee:**  
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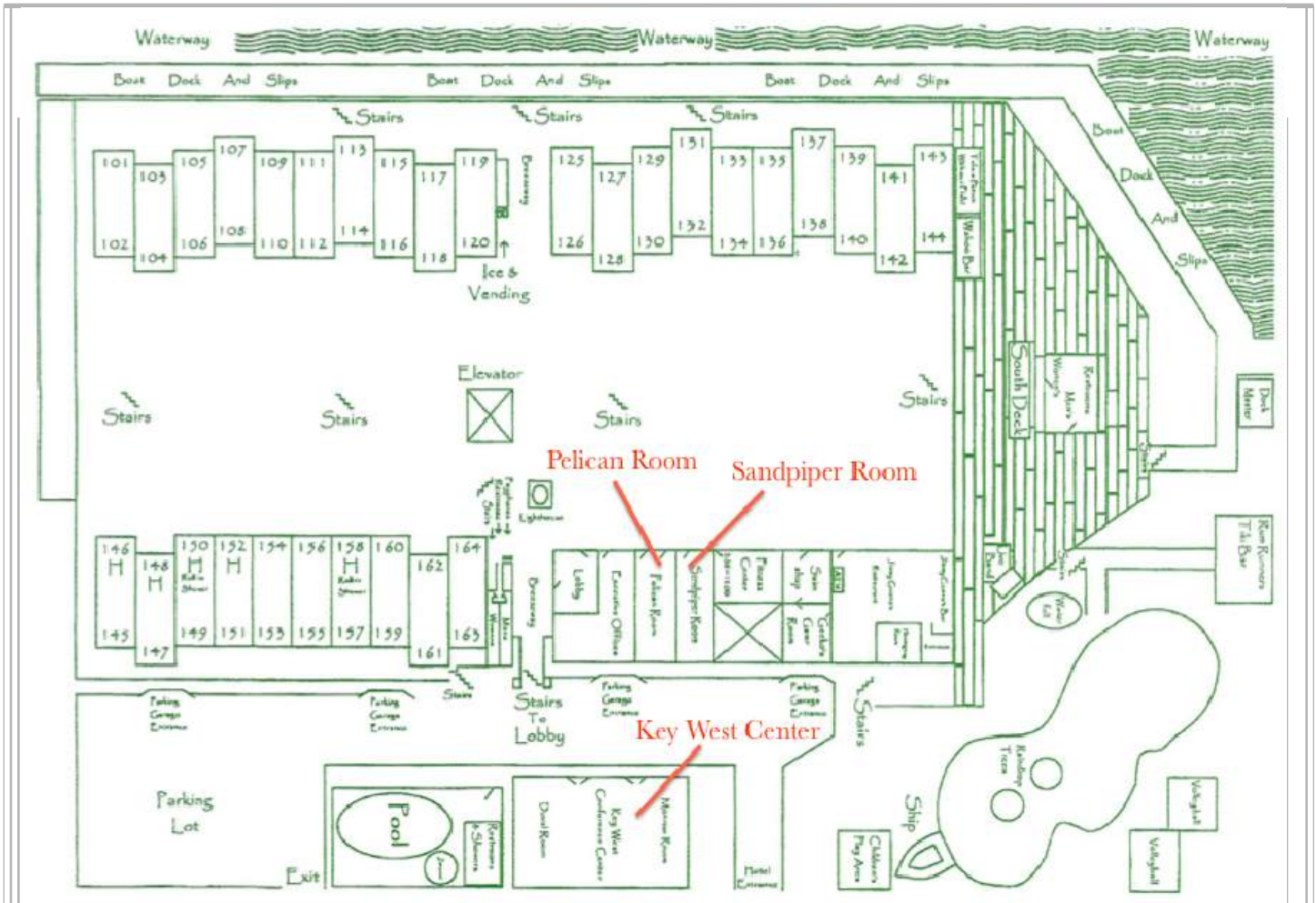
**Sponsor Committee:**  
Maggie Tymms



# Agenda At A Glance

Date	Activity	Time
<b>Thursday</b>	Registration and Sponsor Displays	8:00AM - 5:00PM
	Breakfast	8:30AM - 9:30AM
	Opening Remarks: Day 1	9:30AM - 10:00AM
	Keynote Presentation	10:10AM - 11:10AM
	Mid-Morning Break	11:10AM - 11:30AM
	Concurrent Session 1	11:30AM - 12:20PM
	Lunch/Business Meeting	12:20PM - 1:50PM
	Concurrent Session 2	1:50PM - 2:40PM
	Concurrent Session 3	2:50PM - 3:40PM
	Mid-Afternoon Break	3:40PM - 4:10PM
	Concurrent Session 4	4:10PM - 5:00PM
	President's Reception	5:30PM - 6:30PM
	Dinner (On Your Own)	
<b>Friday</b>	Sponsor Displays	8:00AM - 12:00PM
	Breakfast	8:15AM - 9:15AM
	Opening Remarks: Day 2	9:15AM - 9:30AM
	Concurrent Session 5	9:40AM - 10:30AM
	Mid-Morning Break	10:30AM - 11:00AM
	Concurrent Session 6	11:00AM - 11:50PM
	Closing Session and Door Prizes	12:00PM - 12:30PM

# Holiday Inn Harbourside



## Local Restaurants

- **Jimmy Guana's**  
Enjoy a sunset and seafood in this waterfront bar and grill that makes its home at the Holiday Inn Harbourside.
- **Crabby Bill's**  
The original shrimp, crab and grouper favorite since 1983!
- **Slyce Pizza Bar**  
Savvy appetizers and a full bar make for a different kind of pizzeria serving up plenty of unique pies.
- **PJ.'s Oyster Bar**  
Laid back, kitschy seafood cafe and bar.
- **Villa Gallace**  
An Italian mainstay on the beach for more than 15 years!

## Recreational Options

- Brand New Water Park On-Site
- 18 Hole Mini Golf Course
- Two Heated Pools
- Rum Runner's Poolside Tiki Bar
- Key West Outpost Gift Shop
- Children's Play Area
- Fitness Center
- Beach Volleyball Courts
- Gecko's Game Room
- Live Entertainment
- Award-Winning Marina
- Boat Rentals
- Fishing Charters
- Sunset Cruises



# Schedule of Events

## THURSDAY, JANUARY 28, 2016

### BREAKFAST: 8:30AM - 9:30AM

Enjoy a continental breakfast including fresh Florida orange juice and other assorted juices, seasonal fresh fruit, danish pastries, freshly brewed regular and decaffeinated coffee and assorted hot teas.

Key West Center

### DAY I OPENING REMARKS: 9:30AM - 10:00AM

#### Welcome to FAIR 2016

Consuelo Boronat, FAIR President

Conference welcome and opening remarks for Day I.

Key West Center

### KEYNOTE PRESENTATION: 10:10AM - 11:10AM

#### The Changing Nature of Institutional Research - Panel Discussion

Panelists: Robert Lucio - Saint Leo University, Marie Zeglen - University of Florida, Christina Hart - Indian River State College Moderator: Jesse Coraggio - St. Petersburg College

As increased data use by a larger user base, business intelligence systems, and data-informed decision-making is becoming the norm for higher education, offices of Institutional Research are working to redefine their role within their institutions. The panelists, representing the public university, public college, and private institution sectors in Florida, will share their insights on how this process can be both transformational and frightening.

Key West Center

### MID-MORNING BREAK: 11:10AM - 11:30AM

Enjoy a mid-morning break including assorted sodas, bottled water, freshly brewed regular and decaffeinated coffee, and assorted hot teas.

Key West Center

### CONCURRENT SESSION I: 11:30AM - 12:20PM

#### Developing a Peer Comparison Database to Support Strategic Planning

Michael Bolen, Jennifer McCarthy, and Karina Pineda - University of South Florida

This presentation will discuss why and how an IR office developed a database of data about peer institutions for quickly reporting actionable data to university leaders. Consideration will be given to navigating the unforeseen problems surrounding this proactive initiative as well as the technological requirements necessary for implementation.

Key West Center

#### Do Macroeconomic and Financial Aid Indicators Impact Graduate Enrollments?

Diana Barbu - State University System of Florida BOG and Adrian Barbu - Florida State University

This study focuses on institutional level data and examines how institutions (public, private for- and not-for-profit) are impacted by the variations in macroeconomic and financial aid indicators in terms of graduate student enrollments. Preliminary results show that graduate enrollments in public and private institutions are impacted by these factors. These findings can assist administrators and IR professionals with revenue prediction, planning, and strategic decision making.

Pelican Room

## CONCURRENT SESSION 1: 11:30AM - 12:20PM

### Principles for Projecting Enrollment of Undergraduate Students

Consuelo Boronat - Florida International University

This presentation provides a step-by-step demonstration of how to use historical data, and retention and persistence rates, to construct a multiyear undergraduate enrollment projection model that can be used for scenario-testing. The talk reveals three important principles for constructing enrollment models.

Sandpiper Room

## LUNCH/BUSINESS MEETING: 12:20PM - 1:50PM

Enjoy a buffet including Caesar salad, grilled chicken strips and Italian meatballs, Fettuccine and Penne pastas with Marinara and Alfredo Sauce, fresh rolls and butter. With iced tea, water and choice of dessert (Key Lime pie, carrot cake, cheesecake, chocolate cake or fresh fruit cup).

Key West Center

## CONCURRENT SESSION 2: 1:50PM - 2:40PM

### The Evolution of the PULSE BI Consortium

Jesse Coraggio - St. Petersburg College and Dave Weber - Lake Sumter State College

This session will describe the rationale and initial development work for the creation of the Pulse BI Consortium as well as the work that has occurred during the first six months. The session will also demonstrate the initial consortium version of Pulse BI which includes data from five of the participating schools.

Key West Center

### Academic Program Review: Balancing Philosophy & Reality

Andrew Permeter and Cody Lloyd - Southeastern University

Southeastern University (SEU) evaluate a number of key performance indicators, including learning objectives, curriculum, teaching and learning methods, student learning assessments, and administrative processes and procedures. This presentation will outline the SEU Academic Program Review process as well as some of our successes and challenges of developing/navigating the process.

Pelican Room

### Automating a Common Data Set Template to Reduce Errors and Save Time

Amanda Miller - University of Central Florida

Most institutions spend considerable time and effort developing the Common Data Set (CDS) each academic year. This presentation will discuss how we adapted the MS Word CDS template using field codes and VBA macros. We developed a template that allows the date fields to be updated for the new academic year with the touch of a button, include additional detail that is required by national surveys, and allow the CDS to serve as a resource for the institution and community.

Sandpiper Room

## CONCURRENT SESSION 3: 2:50PM - 3:40PM

### Quantum Leaps in College Completion

Paul Nagy - Hillsborough Community College

Hillsborough Community College is increasing completion rates with 3 innovative techniques: Auto-graduation, Reverse Transfer, and Near Graduation. Using a complete view of student data, they can determine what paths students need to take to graduate. They have added 1000 additional completions per year and increased completion by 51% since 2009-10.

Key West Center

<p><i>Sponsor Presentation:</i> <b>Aligning Student Achievement of Essential Learning Outcomes with Teaching Methods in General Education</b></p> <p><b>Steve Benton - The IDEA Center</b></p> <p>The presenter will report on teaching methods most effective in helping general education students make progress on Essential Learning Outcomes, and distinguish teaching methods for first-year/ sophomores and upper-level general education students.</p>	<p>Pelican Room</p>
<p><b>A Content Analysis of the Journal of College Student Retention: An Analysis of Institutional Initiatives, 2004 to 2015</b></p> <p><b>Daniel Duerr, William Hamilton, Cheryl Hemphill and Amelia Evans - Saint Leo University</b></p> <p>To gain a better understanding of the student success initiatives that colleges and universities have implemented we conducted a content analysis of a representative sample of articles from the Journal of College Student Retention. Our presentation provides a discussion of the emergent salient themes and implications for practice.</p>	<p>Sandpiper Room</p>
<p><b>MID-AFTERNOON BREAK: 3:40PM - 4:10PM</b></p>	
<p>Enjoy a mid-afternoon break including fresh baked cookies and brownies, assorted sodas, bottled water, freshly brewed regular and decaffeinated coffee and assorted hot teas.</p>	<p>Key West Center</p>
<p><b>CONCURRENT SESSION 4: 4:10PM - 5:00PM</b></p>	
<p><b>Surveying Student Perceptions and Behaviors in Gateway Courses: Lessons for Improving Passing Rates</b></p> <p><b>Tekla Nicholas - Florida International University</b></p> <p>Why do students fail gateway courses? Surveys can provide rich data to guide efforts to improve passing rates in key courses. I will discuss survey development, index creation, and what was learned about differing perceptions and behaviors of students who passed or did not pass gateway math courses.</p>	<p>Key West Center</p>
<p><b>A Decade of Community College Data from the NCCBP</b></p> <p><b>Michelle Taylor - Johnson County Community College</b></p> <p>The National Community College Benchmark Project (NCCBP) is an annual data collection effort that was started in 2004 by the National Higher Education Benchmarking Institute (NHEBI). With a decade of data to mine and annual participation of over 250 community colleges, this session will present some of the most interesting trend data from the study, as well as some recent results.</p>	<p>Pelican Room</p>
<p><b>Optional Developmental Education Course Enrollment: Exploring the Relationship Between Taking Counselor Recommendations and Student Success</b></p> <p><b>Melinda Hess, University of South Florida</b></p> <p>Recent legislation in Florida has removed requirements for many students to take DE classes, allowing immediate enrollment into Gateway courses. At St. Petersburg College, an analytical strategy was developed to help determine if a student is Likely College Ready, Recommended, or Strongly Recommended to take a DE course in Math, Writing and/or Reading. This study explores the impact this legislation has had on SPC student success over numerous semesters relative to student decisions to take counselor recommendations for DE coursework.</p>	<p>Sandpiper Room</p>
<p><b>PRESIDENT'S RECEPTION: 5:30PM - 6:30PM</b></p>	
<p>Enjoy cocktails and hors d'oeuvres with an event that will provide attendees an opportunity to meet and connect with other FAIR members and share ideas and solutions to some key Institutional Research challenges. <i>Sponsored by Xitracs.</i></p>	<p>Deck of Hotel Restaurant</p>



## FRIDAY, JANUARY 29, 2016

### BREAKFAST: 8:15AM - 9:15AM

Enjoy a hot breakfast buffet with fresh Florida orange juice and other assorted juices, seasonal fresh fruit and yogurt, biscuits with jams, scrambled eggs with breakfast potatoes, bacon, sausage, and freshly brewed coffee and assorted teas.



Key West Center

### DAY 2 OPENING REMARKS: 9:15AM - 9:30AM

#### FAIR 2016, Day 2

Consuelo Boronat, FAIR President  
Opening remarks for Day 2.

Key West Center

### CONCURRENT SESSION 5: 9:40AM - 10:30AM

#### Performance Funding Dilemma: Developmental Education

Michelle Taylor - Johnson County Community College

Colleges across the US are developing & implementing innovations in developmental education. While these innovations ultimately improve student performance & completion, they can also have a negative impact on college performance funding metrics. Missouri's CCs responded to this dilemma by forming a taskforce to identify new metrics to replace the two developmental success measures in Missouri's Performance Funding Criteria. This session will discuss the opportunities & challenges related to implementing developmental education instructional reforms & their impact on state performance funding models. The specific metrics selected by the taskforce and their process of evaluating these metrics will be shared.

Key West Center

#### How Colleges and Universities have started using the SAS Information Evolution Model to Move the Needle on Student Success.

Jesse Coraggio - St. Petersburg College and Aimen Zeid - SAS Institute

This session will describe how schools have used the SAS Information Evolution Model (SEM) to evaluate their current processes and begin to build systematic plans to improve their information capabilities. Aiman Zeid, author of "Business Transformation: A Roadmap for Maximizing Organizational Insights", will present concepts from his book and provide insight into using the model to increase the use of data. Participants will also walk through the SAS IEM and understand how it can be implemented at their institutions.

Pelican Room

### MID-MORNING BREAK: 10:30AM - 11:00AM

Enjoy a mid-morning break including assorted sodas, bottled water, freshly brewed regular and decaffeinated coffee, and assorted hot teas.

Key West Center

### CONCURRENT SESSION 6: 11:00AM - 11:50AM

SAS - SIG Meeting



Key West Center



**CONCURRENT SESSION 6: 11:00AM - 11:50AM**

**Early Warning System for Identifying and Monitoring Potential Dropouts**

Ching-Wen (Tiffany) Wang - Chang Jung Christian University

An alternative approach for evaluating the performance of student learning is presented in this paper. We took into account the differences between warning groups, to construct an influences framework for student's learning. Specially, we employed a pattern in order to form an early warning matrix based on number of absence and earned credits via two stage analysis.

Pelican Room

**Automating the Collection of Survey Data: Welcome to the 21st Century**

Michael Bolen and Jennifer McCarthy - University of South Florida

This presentation will discuss how an IR office implemented a survey within the application to graduate process as well as an automated reporting tool to quickly put actionable data in the hands of senior leaders. Consideration will be given to the institutional politics and technological requirements surrounding this proactive initiative.

Sandpiper Room

**CLOSING SESSION: 12:00PM - 12:30PM**

**FAIR 2016 Wrap-Up**

Conference closing remarks and door prizes.

Key West Center

**Conference Evaluations**

**Please complete your session and overall conference evaluations.**

Attendee feedback is critical to the success of future events.

**Seeking FAIR Officer Nominations**

**Unofficial President-Elect-Elect:**

Participate as a non-voting member in the planning process of the annual conference; and receives automatic nomination to the office of President-Elect. This position is by no means a contractual obligation to serve as President-Elect or guarantee of election to President-Elect.

**Other Volunteers:**

Best Paper Chair, Nominating Committee, Financial Auditors, and Sponsor Liaison

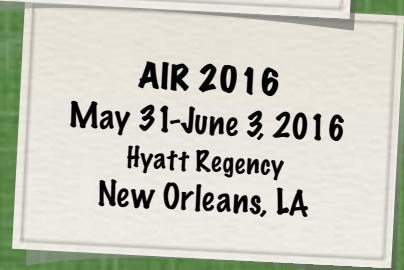
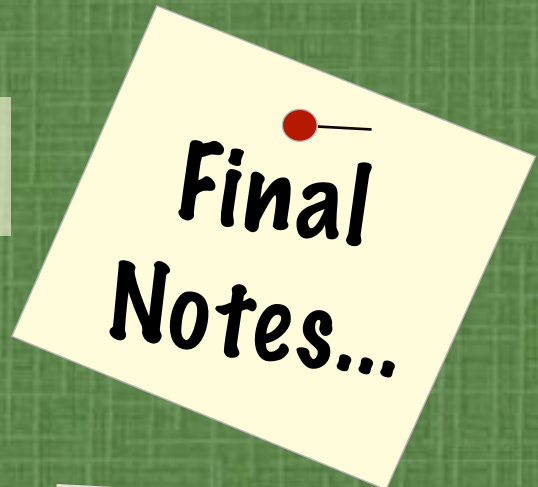
Contact *Sabrina Crawford* or *Ed Siegel* for FAIR Officer nominations.

**HOTEL WIFI**

Network: HolidayInn or HolidayInnConference  
Password: hotel727

**SHARE the FAIR Conversation**

#fl-air2016



# Conference Agenda

<b>THURSDAY, JANUARY 28, 2016</b>			
<b>TIME</b>	<b>KEY WEST CENTER</b>	<b>PELICAN ROOM</b>	<b>SANDPIPER ROOM</b>
8:00AM - 5:00PM	Registration and Sponsor Displays		
8:30AM - 9:30AM	Breakfast		
9:30AM - 10:00AM	Opening Remarks: Day 1		
10:10AM - 11:10AM	Keynote Presentation: <i>The Changing Nature of Institutional Research</i> Presenters: Dr. Lucio St. Leo University, Dr. Hart Indian River State College, & Dr. Zeglen University of Florida		
11:10AM - 11:30AM	Mid-Morning Break		
11:30AM - 12:20PM	Developing a Peer Comparison Database to Support Strategic Planning	Do Macroeconomic and Financial Aid Indicators Impact Graduate Enrollments?	Principles for Projecting Enrollment of Undergraduate Students
12:20PM - 1:50PM	Lunch/Business Meeting		
1:50PM - 2:40PM	The Evolution of the Pulse BI Consortium	Academic Program Review: Balancing Philosophy and Reality	Automating a Common Data Set Template to Reduce Errors and Save Time
2:50PM - 3:40PM	Quantum Leaps in College Completion	Sponsor Presentation: Aligning Student Achievement of Essential Learning Outcomes with Teaching Methods in General Education	A Content Analysis of the Journal of College Student Retention: An Analysis of Institutional Initiatives, 2004 to 2015
3:40PM - 4:10PM	Mid-Afternoon Break		
4:10PM - 5:00PM	Surveying Student Perceptions and Behaviors in Gateway Courses: Lessons for Improving Passing Rates	A Decade of Community College Data from the NCCBP	Optional Developmental Education Course Enrollment: Exploring the Relationship Between Taking Counselor Recommendations and Student Success
5:00PM - 5:30PM	Break - Room Check-in/ Relax	Mid-Afternoon Break	
5:30PM - 6:30PM	President's Reception out on the Deck of the Hotel Restaurant		
<b>FRIDAY, JANUARY 29, 2016</b>			
<b>TIME</b>	<b>KEY WEST CENTER</b>	<b>PELICAN ROOM</b>	<b>SANDPIPER ROOM</b>
8:00AM - 12:00PM	Sponsor Displays		
8:15AM - 9:15AM	Breakfast		
9:15AM - 9:30AM	Opening Remarks: Day 2		
9:40AM - 10:30AM	Performance Funding Dilemma: Developmental Education	How Colleges and Universities have started using the SAS Information Evolution Model to Move the Needle on Student Success.	
10:30AM - 11:00AM	Mid-Morning Break		
11:00AM - 11:50AM	SAS SIG Meeting	Early Warning System for Identifying and Monitoring Potential Dropouts	Automating the Collection of Survey Data: Welcome to the 21st Century
12:00PM - 12:30PM	Closing Session and Door Prizes		