

2023 Florida Association for Institutional Research Conference

Event Schedule

Thu, Mar 30, 2023

9:00 AM

Opening Session and Conference Keynote Address: How to Help Fix Something That Others Think Isn't Broken - Why IR Needs to Play a Different Role in Data Literacy and Analytic Maturity

🕒 9:00 AM - 10:15 AM, Mar 30

General Meeting

Keynote Session

Join us as we welcome our keynote speaker Dr. Jason Simon, Associate Vice President - Data, Analytics, and Institutional Research University of North Texas (UNT), to the 2023 FAIR Conference. We encourage you to think about data in innovative ways and challenge you to rethink the ways we approach our profession!

Our higher education institutions are facing numerous internal and external challenges. Internally, we see new data systems proliferating, campus confusion over data integrity and veracity, and calls for quick fixes to complex data challenges (all at a time when IR is being asked to do more with less). Externally, shifts in demographics, traditional student enrollment declines in most of the country, public scrutiny on the value of a degree, and financial and operational pressures all point towards the need for our campuses to evolve and behave in new ways with regard to our data.

What is your role as a practitioner to lead in this new ecosystem? How do you help evolve your campus in ways that promote better uses of data, increase broad understanding around what our data means, and encourage the adoption of new analytic approaches to assist with complex challenges? Leading through this doesn't have to be a challenge if you are equipped with skills, language, and a roadmap. Join me as we dig into the key building blocks around demystifying data literacy and analytic maturity. Our students and institutions are counting on us – let's not let them down.

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🔊 Speakers



Jason Simon

Associate Vice President - Data, Analytics, and Institutional Research
University of North Texas (UNT)



Michael Bolen

Director, University Performance and Survey Analytics
University of South Florida



Ivana Fredotovic

Chief Data Officer
Weber State University



Sarah Phillips

Research Analyst
Indian River State College

10:30 AM

Developing an Assessment Course for Promoting and Enhancing the Culture of Assessment

🕒 10:30 AM - 11:20 AM, Mar 30

Assessme...

The purpose of this session is to provide a comprehensive examination of the development, implementation, and effectiveness of a certificate program specifically designed to educate faculty members and administrative staff on best practices related to assessment. A thorough overview of the learning modules and experiential learning activities will be presented, which include the development of student learning and program outcomes, curriculum mapping, the creation of assessment methods and instruments, data collection, analysis, and reporting, as well as the utilization of results for improvement. Furthermore, the research methods employed to measure the impact of this certificate program on faculty perceptions, knowledge, and self-efficacy pertaining to assessment will be discussed.

It is expected that institutional effectiveness professionals and other administrators who are responsible for conducting professional development activities will gain insight into effective strategies for increasing faculty and staff knowledge and self-efficacy regarding assessment, thereby creating a more positive culture of data-informed continuous improvement.

🔊 Speakers



Eilyn Sanabria

Associate Director, Institutional Effectiveness
Florida International University



Suzi Lebin

Manager of Institutional Effectiveness and Assessment Analytics
Florida Internatioal University



Katherine Perez

Senior Director of Institutional Effectivness
Florida International University



Jennifer Restrepo

Assistant Vice President for Academic Planning and Accountability
Florida International University

Business Intelligence Implementation: The SPC Experience, a Culture Change

🕒 10:30 AM - 11:20 AM, Mar 30

Decision-Supp...

This presentation provides an overview of the experience of the IR team at St. Petersburg College (SPC) in implementing Business Intelligence solutions for both degree seeing and non-credit programs via Power BI based dashboards to look into various aspects of students' college experience and steer the organization into at least data informed if not data driven decision making. The presentation will also cover an overview of the approach used to elevate staff desire at various levels of the organization to learn the tools, interpret results and reach conclusions. Various dashboards will be covered including Recruitment, Stop-Outs, Withdrawals, and Labor Market Insights.

🔊 Speakers



Fawzi Al Nassir

Executive Director, Data Strategy & Analytics
St. Petersburg College



Joshua Hoke

Business Intelligence Research Analyst
St. Petersburg College



Raynier Mohammed

Analyst/Programmer
Institutional Research, St. Petersburg College



Edin Jakupovic

Research Analyst
St. Petersburg College

11:30 AM

International Student Report: Customization in SAS VA

🕒 11:30 AM - 12:20 PM, Mar 30

Reporting and Transp...

In the past, the international department tracked their students by hand. Anyone who has tracked data by hand knows how tedious this process is, not to mention the room for human error. After seeing the capabilities of SAS Visual Analytics with other reports, the international department inquired about a report for tracking their students. There now exists a report that is updated nightly with real-time student data. The international department can select their desired term(s) and answer any number of questions such as the demographics of their student population, their enrollment data, as well as completion data.

Those interested in SAS Visual Analytics & its capabilities, will benefit from this presentation. Attendees will see how departments can come together to find a solution that benefits their students & the college as a whole. With ease, a customized report can answer many everyday questions.

🔊 Speaker



Stephanie Perryman

Information Management & Reporting Officer
Hillsborough Community College

Non-Degree, Non-Credit and Third-Party Credentials: Informing a National Discussion

🕒 11:30 AM - 12:20 PM, Mar 30

Sponsor Ses...

Change is afoot, as enrollments decline and technology ushers in a cadre of new providers in the education and training ecosystem. Are we seeing an enrollment shift? If so, what alternatives are they pursuing?

I would appreciate you joining me in this session where I share what has been learned, and what we hope to still learn about non-degree, non-credit and third-party credentials. Supporting documents include Lumina provided comments on the US Department of Education's Low Value Program list and the recent IPEDS Technical Review Panel 67 on Nondegree Credentials.

🗣️ Speaker



Christopher Mullin
Strategy Director, Data and Measurement
Lumina Foundation

Outcome Measures for Tracking Doctoral Student Success

🕒 11:30 AM - 12:20 PM, Mar 30

Decision-Supp...

At the University of South Florida (USF) and other higher education institutions, there have been established metrics for assessing the undergraduate student retention and graduation outcomes. However, measuring doctoral student success or degree completion progress using institution-wide data have received less attention in both scholarly research and institutional practice. In response to the request from the Office of Graduate Studies (OGS), analysts at the Office of Decision Support (ODS) created a Power BI dashboard to track and visualize doctoral student success at different milestones for both research doctoral students (PhD) and professional doctoral students (e.g., Medical Doctor, Doctor of Pharmacy). The dashboard will help OGS understand doctoral degree completion rates and average time to degree, assist the institution in defining doctoral student success and establishing measures of doctoral program effectiveness, and so the university can target strategies on providing resources to reduce doctoral student attrition rates.

The presentation includes an introduction of the institution and its doctoral programs, demographics of doctoral student population by academic programs and colleges, methods to categorize and calculate time to different milestones, as well as outcome measures for doctoral students, including continuing enrollment, stopping out before or after reaching candidacy (for research PhDs), and completing a master's or doctoral degree. The importance of engaging with stakeholders to define and track doctoral student success given the changing admission policies, degree requirements and classifications will also be addressed. The presentation concludes with a discussion on potential factors impacting doctoral student success as well as future research directions to make sense of doctoral student outcomes with regards to their self-reported academic experience and challenges in the annual Graduate School Exit Survey.

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🗣️ Speakers



Zhong Zheng
Graduate Assistant/PhD Student
University of South Florida



Xiaoying Liu
Associate Director of Student Success Research & Analytics
University of South Florida

🕒 12:30 PM - 1:00 PM, Mar 30

Networki...

Take a minute to say hello to your colleagues and don't miss this opportunity for networking and catching-up!

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🔊 Speaker



Glendalis Gonzalez

Associate Director, Statistical Research and Analytics
University of South Florida

Networking Room - FCS

🕒 12:30 PM - 1:00 PM, Mar 30

Networki...

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Networking Room - ICUF

🕒 12:30 PM - 1:00 PM, Mar 30

Networki...

Take a minute to say hello to your colleagues and don't miss this opportunity for networking and catching-up!

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1:00 PM

Opportunities to Inform Higher Education Value Discussions

🕒 1:00 PM - 1:50 PM, Mar 30

Decision-Supp...

The value of a college education is being questioned by some. Affordability (New America, 2022,) benefits vs. costs, and agility (Public Agenda, 2022) are among the concerns being voiced. Researchers are asked to provide data to help inform these discussions. During the session, public concerns will be highlighted, and multiple established and emerging data sources shared that contain institutional-level economic outcomes data associated with college completion. Results will be shared based on Economic Impact Studies (2021 sample); FETPIP (2023); economic mobility ratings (Itzkowitz, 2021, 2022); and Georgetown University (2022) latest work on return on investment, net present value, and earnings based on major.

🗣️ Speakers



Scott Parke

Strategy & Institutional Effectiveness - Planning & Policy Analysis
Miami Dade College



David Venus

Financial Reporting Analyst
Miami Dade College

The Node for IR/IE: Lessons Learned About the Current and Future State of Our Field

🕒 1:00 PM - 1:50 PM, Mar 30

Decision-Supp...

The Node for IR is a free weekly e-newsletter highlighting analysis, ideas, government updates, funding opportunities, research articles, and professional development opportunities for the field of institutional research/effectiveness. Started in March 2020 by two IR/IE professionals, The Node is emailed every Wednesday and shares around a dozen key pieces of information from the field of IR/IE. It also includes a weekly poll question with results shared the following week. We currently have over 1,500 subscribers, with an open rate of around 50% each week. We receive high response rates to our weekly poll question and also provide a quarterly update to the community that presents the top 10 articles from the previous quarter. Learn more at <http://bit.ly/nodeforir>. This is a great resource both for new professionals learning about the field and more experienced professionals looking for key pieces of information.

This presentation will focus on what we have learned about the current and future state of the field of IR/IE since we started this project, including what types of information is most commonly viewed, insights from our weekly polls, and how The Node for IR can be used to support professional development. Quarterly updates identify the top 10 articles, giving insight into what types of articles are most commonly read by the field. Our weekly polls provide real-time answers to a variety of questions related to office size/functions, job satisfaction, professional opportunities, etc. Finally, we will share how individuals and offices can utilize The Node for professional development.

Learning Outcomes:

Participants in this session will learn about valuable resources for the field of IR/IE that provides them with current news and resources. Participants in this session will learn what insights the Node for IR can provide about the current state of IR/IE and the profession.

👤 Speakers



Eric Godin

Assistant Vice President of Institutional Research and Effectiveness
Hodges University



Eric Atchison

Vice President for Strategic Research
Arkansas State University System

College Accountability Framework for University's Performance and Planning

🕒 1:00 PM - 1:50 PM, Mar 30

Reporting and Transp...

State funded institutions are required to report the various measures of student success and institute effectiveness to respective governing bodies annually. The State of Florida's Board of Governor's (BOG) Accountability Plan is a state-wide compliance reporting for the public State University System (SUS) of Florida, and is closely aligned with the BOG's System Strategic Plan. It comprises of numerous metrics to assess the performance and effectiveness of the institution as a whole on a wide range of factors.

To support the Accountability Plan and the University of South Florida's (USF) 5-Year Strategic plan, the provost and college deans engage annually to review the accomplishments, challenges, opportunities, and goal setting for each college including but not limited to areas such as:

- Student access, retention, progression & success.
- Research, innovation, & creative activity
- Economic drivers
- Faculty Excellence

The USF Office of Decision Support (ODS) provides the driving support for this college accountability framework. We have developed a set of reports and metrics to assist leadership with tracking performance. Colleges receive college specific data updates periodically, allowing colleges to have regular updates and visibility to their progress against the goals. The colleges also receive a curated annual evaluation report showing a five-year trend for the predetermined metrics which in turn facilitates the annual review of the colleges. All these resources and tools underpin the university's college accountable framework for achieving the USF goals that are reported to the BOG in the annual Accountability Plan.

This presentation will provide an overview of the college accountability metrics, and its alignment with the SUS accountability reporting. Annual process, methodology, reporting and challenges will also be addressed in the presentation.

Speaker



Sangita Singh
Statistical Data Analysis Manager
USF

2:00 PM

Using AirTable as a Tool to Enhance Assessment Management

🕒 2:00 PM - 2:50 PM, Mar 30

Operations

The purpose of this demonstration is to provide attendees with an introduction to Airtable, a cloud-based project management tool utilized by the Institutional Effectiveness Office at Florida International University to manage its functions. Airtable allows users to create custom data structures by organizing information into tables, views, and fields. This makes it easy to organize and structure data in a way that makes sense for the specific project or organizational framework.

The Institutional Effectiveness team utilizes Airtable to manage over 1,200 assessment reports for academic and administrative units, create workflows for the review of these reports, display dashboards for users across the University related to report completion status, automate deadline reminders, store and manage faculty/staff contacts, facilitate event registrations, submit reports, track reports for state requirements (e.g., Academic Learning Compacts and Program Review), oversee accreditation compliance report completion progress, and share assessment documentation across stakeholders. In addition to demonstrating the prior-referenced functionalities to streamline processes and increase efficiencies, the demonstration will also include a discussion of how Airtable integrates with other tools, such as Outlook and OneDrive, to improve collaboration and communication across the institution. Attendees will leave this demonstration with concrete examples of how Airtable can be used by their institution/department to manage functions, reports, projects, and/or any other relevant processes.

Speakers



Suzi Lebin
Manager of Institutional Effectiveness and Assessment Analytics
Florida Internatinoal University



Eilyn Sanabria
Associate Director, Institutional Effectiveness
Florida International University



Katherine Perez
Senior Director of Institutional Effectivness
Florida International University



Jennifer Restrepo
Assistant Vice President for Academic Planning and Accountability
Florida International University

An Introduction to Xitracs for Institutional Research

🕒 2:00 PM - 2:50 PM, Mar 30

Sponsor Ses...

Xitracs™ is a user-friendly, online platform that allows your IR/E Department, other campus leaders, faculty, and staff to perform assessment, planning, and accreditation activities in a more streamlined and cost-effective manner. This presentation will give an introductory overview of what Xitracs™ is and how it can help institutions to manage processes that promote continuous improvement, faculty engagement, and—ultimately—student success.

Speaker



Stephanie Allen, Ph.D.
Senior Director, Customer Engagement & Success
Xitracs™ by Concord USA

College Rankings and the IR Function

🕒 2:00 PM - 2:50 PM, Mar 30

Operations

Participants will gain a deeper understanding of the current state of the rankings industry: This presentation will review the current state of the rankings industry and its primary players, while also providing a synopsis of the issues facing both the publishers and institutions alike. Specific focus will be placed upon recent events in the industry, with a short discussion on how those events may shape the future of rankings and their methodologies.

Participants will be able to recognize and critique common ranking methodologies and understand where those methodologies may source data: Next, the common methodologies employed by many rankings publishers will be outlined and described. Shared elements will be highlighted, as will data sources and strategies for identifying quality methodologies. A brief discussion on the review and vetting of rankings will also be provided.

Participants will understand the role of Institutional Research in the collection and submission of rankings statistical surveys: Third, the role of Institutional Research in the collection and submission of rankings data will be discussed, focusing primarily on the techniques and methods that may be required for these purposes. Emphasis will be placed on the needs and requirements of the department as it attempts to satisfactorily complete rankings statistical surveys.

Participants will be able to recognize and articulate the role of Institutional Research in the management of rankings results: Finally, the problem of ownership will be discussed. The troubles associated with determining who is responsible for rankings results and how they may affect an institution will be reviewed, as will the issues of moving the needle and the achievement of meaningful changes that result in both a better institution as well as better results. The questionable role that Institutional Research may play in this will be a focus of this section of the presentation.

🗣️ Speaker



Adam Raab

Senior Financial Analyst
Embry-Riddle Aeronautical University

3:00 PM

Obtaining Assessment Evidence with Key Assignments: One Model

🕒 3:00 PM - 3:50 PM, Mar 30

Assessme...

A broad and deep deposit of Key Assignments across a curriculum can elevate the quality and reliability of assessment evidence produced for your academic programs. By ensuring that each learning outcome has at least one, preferably two, course level assignments directly linked to it will result in a rich program narrative excellently well suited to high level institutional reporting and accreditation oversight, as well. This session describes one approach to designing the placement, content, and array of Key Assignments within program curricula that binds both goal and course-level learning outcomes together in a unified whole.

🗣️ Speaker



Ellen Boylan

Director of Academic Assessment
Saint Leo University

Best Practices of Effective Dashboard Design: Visualizing Course Grades to Promote Equity in a Diverse Student Body

🕒 3:00 PM - 3:50 PM, Mar 30

Decision-Supp...

The topic of this presentation is the overview of the specialized dashboard design techniques. The primary goal of any dashboard is to equip stakeholders and key decision makers with comprehensive, accessible, actionable, and timely data regarding various institutional metrics. Creating a dashboard that clearly communicate key performance indicators requires the ability to combine a smooth user experience with appealing user interface to make boring analytical data easy to read and comprehend. The presenter will use recently created institution-wide course grade dashboard as an example to demonstrate several advanced dashboard design techniques, such as creating Sankey chart flow, waterfall charts, and machine learning visualizations. The presenter will share some challenges that are frequently encountered during the dashboard design process, some tips on how to overcome those challenges, and the significance of leveraging business intelligence and data visualization tools to communicate important messages to campus stakeholders and leadership. Skills and practices employed in the design of the course grades distribution dashboard are transferable to other types of data and metrics within the Higher Education landscape.

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 **Speaker**




Hennadii Balashov

Statistical Data Analyst
University of South Florida

4:00 PM

Annual Business Meeting and Closing Remarks: What's next for FAIR?

 4:00 PM - 5:00 PM, Mar 30

[General Meet...](#)

Meet the FAIR Board of Directors and officers! Learn about the various roles on the FAIR Board, what goes into planning the annual conference, and how to get more involved in FAIR. We need your help to secure the future of this organization and our profession!

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📣 Speakers



Michael Bolen

Director, University Performance and Survey Analytics
University of South Florida



Ivana Fredotovic

Chief Data Officer
Weber State University



Sarah Phillips

Research Analyst
Indian River State College