



Association for Institutional Research in the Upper Midwest

# 2014 AIRUM Conference

## Pathways from IR to IE

Registration is now open for the 2014 AIRUM conference! Come join your colleagues from the Upper Midwest at our annual get together!

As Institutional Research has evolved to include more deliberate support of learning outcomes assessment, strategic initiatives, budgeting and program prioritization, many institutions are considering a broader model of Institutional Effectiveness. Institutional researchers are expected to not only provide data pertaining to enrollment and retention, but to also link those data to other sources of information and present it in useful ways to influence larger university decisions. Essentially, institutional research is helping universities show they are meeting their goals and following their missions. This year's conference theme is intended to help focus our conversation on these new demands we are facing.

Visit the [conference page](http://airum.org) (airum.org) on our website to register. Here's the details...

### 2014 AIRUM Conference

- \* Date: November 6-7, 2014  
(pre-conference workshops on November 5, 2014)
- \* Location: Bloomington, MN  
Hilton Minneapolis-St. Paul Airport/Mall of America
- \* Cost: \$185 / \$100 for Graduate Students (see Page 4 for scholarships)
  - \* First-time attendee (non-graduate students) will be assessed a one-time, life-time membership fee of \$25

We will hold our annual business meeting/Lunch on Friday at Noon. If you will be joining us, please consider bringing an item or two from your institution that can be used as door prizes.

## Hotel Information & Location

The 2014 AIRUM conference will be held 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. Conference room rates are \$132 per night. This is our second year in our new location, so if you missed last years meeting make a note. See you there in November!

### this issue

2014 AIRUM Conference	P.1
Hotel Information and Location	P.1
Pre-Conference and Plenary Speaker	P.2
Pre-Conference Workshop	P.3
AIRUM Experience Survey	P.3
AIRUM 2014 Presentations	P.4
Seeking Graduate Students	P.5
Conference Scholarships	P.5
Conference Presentations Online	P.6
Treasurer's Report	P.6
Call for Volunteers	P.6
2014 Steering Committee and Volunteers	P.7
Sub-Committees	P.7



# Pre-Conference Workshop and Plenary Speaker:

## Dr. William E. Knight



William E. Knight is 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 and past president, past forum chair and a past member of the Board of Directors of the Association for Institutional Research. He received the BG Best Award in 1998, the BGSU Timothy D. King Friend of Student Affairs Award in 2009, the NASPA Region IV-E Outstanding Contribution to Higher Education Award in 2010, and the AIR Outstanding Service Award in 2013.

He leads and teaches in Ball State's institutional research certificate program. His professional and scholarly interests include the impact of college on students and leadership and effectiveness within the field of institutional effectiveness. He has authored or co-authored 30 peer-reviewed and invited publications, including *Leadership and Management in Institutional Research: Enhancing Personal and Professional Effectiveness*, edited the *Primer for Institutional Research*, served as co-editor of *The Handbook for Institutional Research* and *Building Bridges for Student Success: A Sourcebook*, carried out 119 peer-reviewed and invited conference presentations and workshops, done several

keynote addresses at regional and state conferences, and served as a member of 58 dissertation and thesis committees.

He also serves as a Peer Evaluator, Team Chair, and member of the Accreditation Review Council for the North Central Association Higher Learning Commission. He has consulted on institutional research, assessment, and accreditation at several institutions. He was previously an institutional researcher and faculty member at Bowling Green State University and Georgia Southern University and an institutional researcher at Kent State University and has served as a visiting scholar at Shandong University (China) and the University of Michigan.

---

### AIRUM November 2014 Keynote Address by William Knight The Future of IR and IE: New Roles, New Skills, New Collaborations

As demands for accountability in higher education and interest in evidence-based decision making continue to increase, the role of IR is changing. Numerous drivers of change are affecting the work that IR does, the skills we need to have, and the people with whom we must work effectively. Despite this, there is evidence that institutions are not using information as effectively as they could, and IR job descriptions nearly always focus only on technical-analytical skills, not other critical aspects of organizational intelligence. One emerging, related trend is the development of multi-function offices, sometimes called institutional effectiveness. The keynote focuses on what is often the gap in IR/IE skills sets and resources for addressing it.

---

### AIRUM November 2014 Pre-Conference Workshop by William Knight Leadership in IR and IE: Enhancing Personal and Professional Effectiveness

Despite increasing demands for accountability and institutional improvement, there is evidence that institutional research/institutional effectiveness is not meeting its potential in leading and supporting evidence-based decision making. One reason is an emphasis on technical-analytical skills rather than other aspects of organizational intelligence. The need for "soft skills" or leadership development in IR/IE is even more critical as formerly-separate offices and staff dealing with IR, assessment, accreditation, planning, program review and the like are combined into offices of institutional effectiveness. The workshop <http://www.airum.org/conferences.html> provides real-world IR/IE examples, case studies, and other hands-on learning strategies to help participants enhance their skill sets in the areas of personal and social competency, successfully navigating campus politics and cultures, ensuring effective use of information, and career management, based upon the presenter's new book, *Leadership and Management in Institutional Research: Enhancing Personal and Professional Effectiveness*, and his leadership within the Association for Higher Education Effectiveness. AIR is in the final production stage of this new book and is currently working on an arrangement to provide a discount to AIRUM members; more information will be forthcoming shortly.

Workshop Handout

## Pre-Conference Workshop Leonard Goldfine



### Data and Decision-Making: The Human Factor

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.

This workshop will examine the role of the institutional researcher in relation to other key stakeholders in decision-making processes. Rather than focusing on specific statistical techniques or analytical processes, we will instead delve into the messy, non-rational, and often highly political aspects of IR we face when dealing with the intersection of data and humanity.

Gone are the days of the lonely institutional researcher working in isolation on crosstab tables. Today we must work with technology professionals, senior administrators, faculty, students, and the public at large, helping inform what data to analyze, how to collect it, how to interpret it, and how they fit into larger macro- and smaller micro-contexts. All these depend on human-to-human interactions in-, around-, and about "data." And, as IR professionals we are expected to have a working knowledge of what our data can tell us and what it cannot and be then able to communicate effectively with all the aforementioned stakeholder groups while maintaining the appearance of neutrality.

Using a combination of discussion, role-play, and humor, we will re-examine the current ever-broadening role of institutional research. We will explore the pitfalls and opportunities for data-informed decision-making using common IR task-areas such as dashboards, data definition, equity analysis, and rankings. Underlying it all, we will attempt to demystify data so that we can talk more honestly about it.

Be prepared to share your opinions and IR-related stories, laugh at the day-to-day absurdities we must face, and come to a whole new understanding of the very human nature of our field.

## NEW This Year: AIRUM Experience Survey!

The 2014 AIRUM Steering Committee would like to invite you to complete a short survey which asks about your experience with various IR functions and your willingness to be a part of user groups or contacted by others for advice / assistance. Feedback during the AIRUM meeting at the 2014 AIR Forum revealed that AIRUM members would like to have an accessible directory that includes information about our memberships' experience / expertise. NOTE: This directory would be made available to AIRUM members only.

Click on the link below (or copy into your internet browser) to access the survey...

[http://waldenir.co1.qualtrics.com/SE/?SID=SV\\_bypvOv9KqglyUxT](http://waldenir.co1.qualtrics.com/SE/?SID=SV_bypvOv9KqglyUxT)

*Thank you in advance for your participation!*  
*2014 AIRUM Steering Committee*

# AIRUM 2014 Presentations

## Panel Discussion

- ◆ Conversation on Assessment: Desire to Collaborate and Ways to Showcase Assessment Practices at AIRUM | Steven Hawks

## Posters

- ◆ Aggregation and Presentation of University-Level Learning Outcomes | Tracy Williams
- ◆ Diminishing Returns: Examining Repeated Course Attempts and Grade Outcomes | Mark Hanson
- ◆ Developing and Maintaining a Longitudinal Data System for Studying Student Retention | Kathleen Schwan Minik
- ◆ Utilizing Freely Available Technologies for Institutional Dashboards | Gregory Carlson, Amanda Fickes, John Boucha, David DeMuth, Jr.

## Presentation

- ◆ Implementing a Co-Curricular Review Process as a Means of Continuous Improvement for Service Units | Crissie Jameson
- ◆ College Readiness Math MOOC: What We Have Learned | Natalie Solverson
- ◆ Who Participates in High - Impact Practices? Profiles of Student Engagement and Access Across Campuses | Lesley Lydell, Laura Gorny
- ◆ Time saving Excel Formulas | Katie Malone, Laura Ribich

## Research in Action

- ◆ Beyond the Plan: Authentic and Collaborative Assessment of General Education Outcomes | Naomi Stennes-Spidahl, Nicole Vidden
- ◆ Institutional-Level Commitment: Assessment at a Large University | Steven Hawks
- ◆ Better data on high school-to-college transitions using SLEDS | Meredith Fergus, Kara Arzamendia, Tom LaBounty
- ◆ Using Inquiry-guided Active Learning to Engage the Institution in Examining Itself | Matt Anson, Wayne Jacobson, Sam Van Horne
- ◆ How we Conducted a Co-curricular Review on our Office of Institutional Research and Assessment | Jim Lenio, Shari Jorissen, Crissie Jameson, Katie, Malone, Laura Ribich, Aaron Bach, Sun No, Dan Reigner, Caro Smith, Jesse Vail, Nicole Holland
- ◆ Making the Most of your Data: The institutional Research Newsletter | Molly Isaacson, Tracy Williams
- ◆ Factors Associated with Retention of International Undergraduate Students at Public Four-Year Universities | Teruo Yokoyama
- ◆ Investigating Grade Disparities in Introductory Physics Courses | Sarah Hurley
- ◆ Minnesota's Postsecondary Achievement Gap | Meredith Fergus, Maren Henderson
- ◆ Supplemental Tutoring: Non-Experimental Evaluation of Impact | Caroline Kirchner
- ◆ Automating Post-Instruction Student Feedback with eXplorance Blue | Daniel Glover
- ◆ Exploring Course Assessment with an Excel Dashboard | Emily Berg, Paul Fisk
- ◆ Frankendata: Stitching Together Results from Disparate Sources | Leonard Goldfine, Krista Soria, Sung Tae Jang
- ◆ How to Use Excel Power View for Institutional Effectiveness | Eri Fjuieda, Benjamin Nagel
- ◆ How to use the Graduate Employment Outcomes tool to assess labor market outcomes of Minnesota graduates | Alessia Leibert
- ◆ I'm Finally Going to Try It This Year: Automating IPEDS Data Submission using the File Upload Feature | Mike Wallinga
- ◆ Macros for Beginners | Caro Smith
- ◆ Office Efficiency: Disparate Documents to Databases at Walden University | Caro Smith
- ◆ Process and Results from an Alumni Follow-Up Study | Sally Bosshart
- ◆ Propensity Score Matching in R: Improving Comparison Group Equivalence to Reduce Selection Bias in Comparative Analyses | Leigh Cressman
- ◆ Student Satisfaction Storytelling Using Microsoft PowerPivot for Excel | Kathryn Tanner

## Scholarly Research

- ◆ Factors Associated with First-Year Students Use of Libraries | Krista Soria, Jan Fransen, Shane Nackerud
- ◆ The Benefits of Internationalization at Home Efforts in Promoting Undergraduates in Pluralistic Outcomes | Krista Soria
- ◆ Understanding the Political Attitudes and Voting Behavior of college Students: Exploring the Role of Civic Education in Preparing Good Citizens | Daniel Jones-White, Peter Radcliffe

# Seeking Graduate Students!!!

Currently, graduate students comprise less than 1% of the AIRUM membership. They are the future of the association and will eventually serve as its leaders. In recognition of that future, AIRUM is actively seeking to recruit more graduate student involvement in the association and annual conference. Continuing with our change two years ago, the price of registration for graduate students will be \$100, a \$85 discount on conference registration! In addition, graduate students are eligible to apply for the AIRUM scholarship for \$100 to cover the registration fee for attending the annual conference in November. Visit <http://airum.org> for additional conference and scholarship information. The pre-conference price for graduate students will be \$50, a 50% discount.

## 2014 AIRUM Conference Scholarships

The AIRUM Steering Committee is again pleased to announce that three AIRUM Conference Scholarships are available for awards of \$185 each. These scholarships are intended to cover the registration fee (but not membership) for attending the AIRUM Conference in Bloomington, Minnesota on November 6<sup>th</sup> and 7<sup>th</sup>, 2014. The goal of the scholarships is to assist individuals whose work pertains to institutional research but who have been unable to attend an AIRUM Conference due to lack of institutional support for conference expenses.

Eligibility — to be considered you must meet all three of the following requirements:

- \* Be involved in work related to institutional research
- \* Never have attended an AIRUM conference
- \* Demonstrate that it is unlikely that your institution could provide you with the economic resources necessary to attend.

Application — a short (one page maximum) essay with the following items sent to the address below (either via U.S. Mail or by email), postmarked no later than October 10, 2014.

- \* A brief description of your current duties
- \* An explanation of why you want to attend the conference
- \* A short description of financial need

Award — each of the three scholarships covers the base conference registration fee of \$185. (\$100 for Graduate Students)

Selection Process — all applications postmarked no later than October 10<sup>th</sup> will be reviewed by the AIRUM Steering Committee. Applicants will be notified of the Steering Committee's decision shortly afterwards. If you have already registered and paid for the conference, your registration fee will be refunded if you are selected.

Send Applications to:

JR Brey  
Director—Institutional Research  
Carroll University  
100 N East Ave  
Waukesha, WI 53186  
(262) 650-4909  
[jbrey@carrollu.edu](mailto:jbrey@carrollu.edu)

## 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](mailto: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

Once again, I have the pleasure to comment on our strong financial position. Due to scheduling conflicts, we were forced to explore new venues for our conference, which can be harrowing as one never fully knows what to expect financially from such a move. But the Steering Team was up to the task and budget-wise the conference was a success. While revenues were slightly below expenses, the difference was minor and easily absorbed by our savings. That is why I recommended (and the Steering Team confirmed) that we do not change our registration prices. Plus, with our ever-growing membership and attendance base coupled with a growing social-media presence, I anticipate this being another record-breaking year. With a notable keynote speaker, two choices for pre-conference workshops, and a full schedule of quality breakout sessions, I know our quality continues to improve even as we strive to keep costs down.



## Call for Volunteers

We have several sub-committees active within AIRUM (i.e. Tax Exempt Status, Social Networking, Technology, Conference App...) If you have ideas or an interest in helping with AIRUM initiatives PLEASE contact an AIRUM steering member!!



## Did you know?

The AIRUM Steering Committee is comprised of seven members and an ex-officio Treasurer. Each member serves a three year term on

# 2014 Steering Committee and Volunteers

The 2014 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)

- Scholarships Coordinator
- Interest Groups/Social Media
- Conference Program

**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

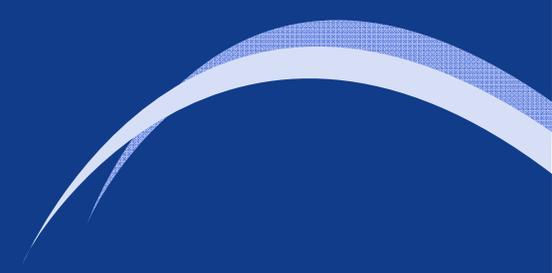
**Tracy Williams**  
Hamline University (2016)

- 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-Committees:

### Social Networking Sub-committee membership

JR Brey (Chair)  
Carroll University

Nicole Holland  
Walden University

Meredith Fergus  
Minnesota Office of Higher Education

### Technology Sub-committee membership

Meredith Fergus (Chair)  
Minnesota Office of Higher Education

Len Goldfine  
University of Minnesota

Ross Jungers  
St. Olaf College

Nicole Holland  
Walden University

Pat Estes  
Edgewood College