



Association for Institutional Research in the Upper Midwest

## Are You Attending the 2015 AIR Forum?



Please join AIRUM at the upcoming AIR Forum in Denver, Colorado.

Members of AIRUM and other interested AIR members are invited to an informal gathering to visit, discuss topics of interest, and learn about the upcoming fall 2015 AIRUM annual meeting. Plan on joining your colleagues for dinner after the meeting.

Details: The meeting will be held from 5:00 - 6:00 pm on Wednesday May 27 in Room 201. If you would like to participate in the dinner to follow at Appaloosa Grill, 535 16th St #110 (4 blocks from Renaissance Denver Downtown Hotel), 6:30 pm please send an RSVP by Qualtrics survey or [airumonline@gmail.com](mailto:airumonline@gmail.com) by May 22.

## SAVE THE DATE: 2015 AIRUM Conference

Date: November 11-13, 2015 | Pre-Conference workshops on November 11, 2015

The 2015 AIRUM conference will be held at the Hilton Minneapolis-St. Paul Airport/Mall of America. As we continue to focus on pathways from institutional research (IR) to institutional effectiveness (IE), the conference will feature learning experiences on building teams and leadership skills as well as a myriad of skills-building sessions.



**Carrie Brimhall**, Chief Academic Officer/Vice President of Academic Affairs at Minnesota State Community and Technical College, will be the keynote speaker. Dr. Brimhall earned her doctoral degree in organization and management with a focus on leadership from Capella University. Her keynote address will focus on leadership strategies that lead to high performance outcomes and impact college performance and reputation. With a past life in IR, Dr. Brimhall will share leadership and team building strategies to help build a culture of high performance in any department.

**Eri Fujieda and Ben Nagel** of Winona State University will conduct a half-day pre-conference workshop on Microsoft Excel 2013 “power” tools, including Power View and Power Pivot. This will be a hands-on experience demonstrating how to author interactive reports and create engaging data visualizations. The relationship between these “power” tools to Power BI (i.e., Microsoft’s online suite of business intelligence tools) will also be addressed. Participants will need to bring their own computers with Office 2013 installed. A sample data set for download will be provided prior to the workshop.



**Donna Rae Scheffert**, a national leadership expert, will facilitate a half-day pre-conference session that your entire staff will love! Based on ***Strengths Based Leadership: Great Leaders, Teams, and Why People Follow***, this pre-conference will explore individual team members’ strengths and how each member contributes to the strength of the team. Participants should purchase the book and complete the online assessment prior to attending this workshop.

## Conference Scholarships

A limited number of AIRUM Conference Scholarships are available. These scholarships are intended to cover the registration fee for attending the 2015 AIRUM Conference scheduled for November 11-13, 2015. The goal of the scholarships is to assist individuals whose work pertains to institutional research and who have not attended an AIRUM Conference due to lack of institutional funding. A short form must be completed to apply for the scholarship and will be available on the website at the time of registration.

## Conference Proposals

Are you ready to share your successes, your new learning, and your contributions to our important work? Conference program proposals for AIRUM 2015 will be accepted beginning in mid-July. Our work in IR/IE has high stakes impact. Our work must be professional, thorough, accurate and responsive to the needs of the institution.

We welcome program proposals in all areas of our work, and we encourage submissions that reflect our call to responsible action. Possible program submission ideas include but are not limited to:

- ASSESSMENT** *How are we contributing to assessment initiatives on our campuses, to improve institutional effectiveness, prepare for accreditation, and shape quality and best practices?*
- COLLABORATION** *We work collaboratively both inside and outside the institution in analysis and reporting of data. What's working on your campus?*
- RESOURCES** *Via the use of institutional data, we can provide guidance in the development of resources, such as: faculty, staff, facilities and programs on campus. How are you shaping that process?*
- STUDENTS** *What effective actions have you taken in your work to further engage in evolving campus decisions about student matriculation, retention, student profile, and students' experiences?*
- TECHNOLOGY MANAGEMENT** *Data management and analysis is rapidly evolving with new tools. What steps are you taking? Effective leadership of IR on campus means internal operations and staffing are in order. What can we learn about how it's evolving for your department?*

Watch for the 2015 Conference Call for Programs starting in mid-July.

## Conference Presentations Online

The AIRUM Steering Committee tries to make all conference presentations available by posting them to the AIRUM website. 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!

# New Steering Committee Members

The AIRUM Steering Committee is comprised of seven members and an ex-officio Treasurer. Each member serves a three year term. In 2015, three IR/IE professionals joined the Steering Committee.

In 2016 two positions will be opening on the Committee and we encourage AIRUM members to volunteer or nominate a colleague. Nominations may be submitted during the AIRUM Conference. For those unable to attend the conference, please contact AIRUMonline@gmail.com by the end of the 2015 conference with your comments.

The Steering Committee is happy to welcome new members, please read on to learn more about them:

**Emily Berg** currently serves as the Interim Director of Institutional Research and Analysis at North Dakota State University. She has worked at NDSU OIRA for 6 years, first as a Research Analyst and subsequently as the Assistant Director, and joined AIRUM shortly after beginning her career in institutional research. Emily's interests include predictive modeling, strategic enrollment management, dynamic data presentation, database interfacing, and faculty workload balance. Emily lives just outside of Fargo, North Dakota, with her husband, two children, and two dogs.

**Eri Fujieda** is the Director of Institutional Planning, Assessment, and Research at Winona State University. Previously Eri was the Assessment Coordinator at the University of Wisconsin, Superior, and served as a sociology faculty member for eleven years, first at Sarah Lawrence

College and then at the University of Wisconsin, Superior. Her current research interests include organizational leadership for integrated institutional effectiveness and IR-IT collaboration for effective data governance.

**Ellen Roster** is the Director of Institutional Effectiveness at Ridgewater College. Her prior positions include consultancy work in marketing, strategic planning and organizational culture, and stints as CIO and COO in the non-profit world. Her interests include exploring, defining, and measuring institutional effectiveness, strategic planning, and the changing role of IR.

## AIRUM 2014 Best Presentation

Congratulations to Meredith Fergus and Maren Henderson for their Presentation, "Minnesota's Postsecondary Achievement Gap".

Research has identified gaps by race/ethnicity and income throughout Minnesota's education system, including high school graduation, ACT scores, FAFSA filing, college enrollment, remedial or developmental coursework, retention, and degree completion. Maren and Meredith's presentation addresses the different statistical methods for determining if gaps exist and how to talk about the findings. At AIR, the presenters will seek feedback from the broader institutional research community about best practices they use to analyze available data and inform state and local policymakers.

Their presentation will take place on Wednesday, May 27 at 2:00 pm in Meeting Room 103.

Meredith and Maren work in the Minnesota Office of Higher Education.

# 2014 AIRUM 2014 Evaluation and Changes for 2015

## AIRUM 2014 Evaluation

A record 145 participants attended the conference last fall.

Overall Conference Evaluation = 34% (compared with 26% last year)

Program Evaluations = 576 submitted (compared with 380 last year)

## Overall Conference Evaluation: Summary Results

1 = very dissatisfied, 5 = very satisfied



Pre-Conference Workshop (Bill Knight)	4.36
Pre-Conference Workshop (Len Goldfine)	3.95
Session Quality	4.18
Session Usefulness	4.08
Keynote presenter (Bill Knight)	4.32
Registration Costs	4.53
Hotel Costs	4.58
Food Quality	4.28
Hotel sleeping rooms	4.48
Hotel meeting rooms	4.27
Location	4.68
Opportunities for networking	4.54
Business Meeting	4.26
Overall	4.39

### Key themes from the comments:

Members want more opportunities for networking built into the schedule

Some people wanted assessment as a theme, others wanted technical presentations

There is interest in alternate modes of presentations

Food was improved from the year before

½ day workshops are preferred over full day

There were mixed reactions about the small rooms vs. the ballrooms

### Changes for 2015 based on last year's evaluations:

We are offering 2 Half Day workshops

We are offering a technical workshop on Excel Power Tools

We will continue to work with the hotel to provide desirable menu options that fit in our budget

Since there was no preference on room size, we reduced the number of rooms used for budget reasons.

We will prioritize networking as we put together the final schedule.

We were glad to see that people are very satisfied with the conference registration costs, because in 2014 the conference expenses exceeded the revenue collected from registrants, so we are facing the need to increase fees in 2015. We want to insure that the conference continues to be a good value, even while fees may have to increase to cover rising expenses.

There was a significant increase in both program and conference evaluations in 2014. We attribute this change to the return of paper-based evaluations, although we will need to weigh the paper cost against the lower rate of return we have gotten with online evaluations.

# 2015 Treasurer's Report

Contrary to what I reported at our last meeting, we did in fact take a financial hit with our last conference (see what happens when you don't include ALL the expense cells in Excel!). Coming in roughly \$2,500 over budget, it was a financial loss, but not one that is in anyway crippling. We have established a substantial account balance over the years and as I've noted each year, we have plenty of cushion to absorb such losses (for now, at least).

In light of this, the steering committee has continued its commitment to exploring ways to up the quality of our annual meeting while keeping the price tag low. But speaker fees, growing food costs, and ever-increasing tech fees force us to consider a moderate registration price increase. Since last year's registration price was only \$35 more than it was in 2004, this consideration is not unreasonable.

So, we move into 2015 financially sound, ready to put together another amazing conference.

## 2014-15 Steering Committee and Volunteers

*The 2014-15 AIRUM Steering Committee is comprised of seven individuals representing a variety of institutions.*

*Current members include:*

### **Jennie Robinson Kloos**, Chair

St. Catherine University (2015)

- Theme
- Workshops and Keynote
- AIR and AIRUM Business meetings
- Planning agendas

### **JR Brey**

Carroll University (2015)

- Tax Exempt Status
- Scholarships
- At a glance schedule
- Social Media

### **Nicole Holland**

Walden University (2016)

- Proposal Review
- Convener Assignments
- Door Prizes
- Experience Survey
- Workshops and Keynote

### **Tracy Williams**

Hamline University (2016)

- Hotel and food arrangements
- Tax Exempt Status
- Conference Folders and materials

### **Emily Berg**

North Dakota State University (2017)

- Hotel and food arrangements
- Conference Technology
- Proposal Review
- Convener assignments
- Conference Folders and materials

### **Eri Fujieda**

Winona State University (2017)

- Evaluations
- Program Book
- Pre-Conference Workshop Presenter
- Workshops and Keynote

### **Ellen Carmody Roster**

Ridgewater College (2017)

- Workshops and Keynote
- Newsletters

Ex-Officio: **Leonard Goldfine**, Treasurer

- Membership
- Conference Registration
- AIRUM Budget

Special Thanks to

**Debbie Furlong** (Listserv)

**Carol Drechsel** (Webmaster)

**Ron Huesman** (AIR Liaison)

## AIRUM Experience Survey

The 2015 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 last year's AIRUM meeting at the 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 here for the [survey](#).