

2016 AIRUM Conference: Institutional Effectiveness in Action

Date: November 3-4, 2016 | Pre-Conference workshops on November 2, 2016

The 2016 AIRUM conference will be held at the Hilton Minneapolis-St. Paul Airport/Mall of America on November 3-4. Guest rooms are \$132/night and should be reserved by October 14th. The Conference will focus on “Institutional Effectiveness in Action” and a myriad of skills-building sessions are planned. The keynote event will feature a panel of area Institutional Effectiveness experts. Two half-day pre-conference opportunities are scheduled.

Registration: www.regonline.com/2016airumconference

Hotel: (952) 854-2100 or via their [website](#)

Registration is now open for the 2016 AIRUM Conference: www.regonline.com/2016airumconference

Join your colleagues from the Upper Midwest region at our annual get-together **November 3-4, 2016** at the Hilton Minneapolis/St. Paul Airport-Mall of America.

Keynote: We are delighted to have four Institutional Effectiveness leaders as part of a keynote panel discussion: Michael Cogan, Vice President, Institutional Planning & Decision Support, University of St. Thomas; Meredith Drzakowski, Assistant Chancellor for Planning, Assessment, Research and Quality, UW-Stout; Debra Hagen-Foley, Dean of Institutional Effectiveness & Academic Excellence, Mid-State Technical College; and Stacie Iken, Chief Institutional Effectiveness & Strategic Planning Officer, Bismarck State College. The panel will be sharing their experiences moving from Institutional Research to Institutional Effectiveness.

Pre-conferences: We are also pleased to announce that we will be offering two half-day pre-conference workshops:

Forecasting New Student Enrollment, presented by Brent Donnay and David Robinson of St. Cloud State University

Project Management Basics, Dee Anne Bonebright, Director of Systemwide Training, Minnesota State

Visit www.regonline.com/2016airumconference to register.

Cost: \$200 Conference registration / \$100 for Graduate Students

\$ 65 for each Pre-conference; \$115 for both

First-time attendee (non-graduate students) will be assessed a one-time, life-time AIRUM membership fee of \$25

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

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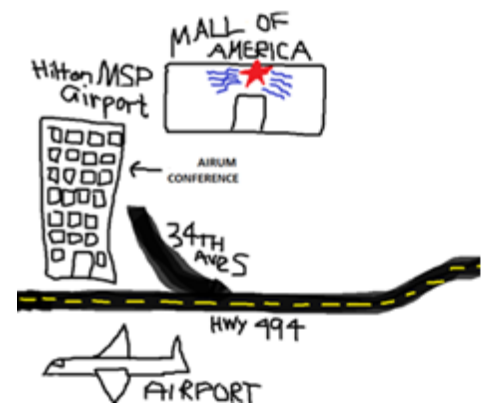
Cost: \$200 Conference registration / \$100 for Graduate Students

\$ 65 for each Pre-conference; \$115 for both / \$50 for both for Graduate Students

First-time attendee (non-graduate students) will be assessed a one-time, life-time AIRUM membership fee of \$25

Hotel Information and Location

The 2016 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 Hilton is one mile from the Mall of America and three miles from the Minneapolis St. Paul International airport; both of which are accessible via light rail just blocks from the hotel. The conference rate is \$132/night for reservations made by **October 14**. Contact the hotel at (952) 854-2100 or via their [website](#)



Ask the Experts!

Submit your questions regarding “Institutional Effectiveness in Action” to our esteemed panel. The members of our Keynote Panel have years of institutional effectiveness experience in a multitude of institutional settings. Now is your opportunity to hear their views on the future of institutional effectiveness, proven practices, leadership challenges, assessment, and strategy. Send your questions to airum@gmail.com to get their advice on the opportunities and challenges your institution is facing. Questions will be asked during the Keynote Panel session at the Conference

AIRUM Experience Survey

The 2016 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 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 members’ experience/expertise. NOTE: This directory would be made available to AIRUM members only. Click here for the [survey](#).

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2016 AIRUM Conference Keynote Panel

The AIRUM Steering Committee will host a panel discussion, "Institutional Effectiveness in Action." Our esteemed panelists include:

Michael Cogan, Vice President, Institutional Planning & Decision Support, University of St. Thomas

Michael Cogan currently serves as the Vice President for Institutional Planning and Decision Support at the University of St. Thomas. Previously, Dr. Cogan has held a variety of positions in public and private higher education to include assessment, teaching, academic counseling, records, grant-funded research, institutional research, and institutional effectiveness. More recently, he has worked as part of a team tasked with establishing a knowledge management culture at St. Thomas. Additionally, Cogan currently leads several projects designed to link learning outcomes, integrated planning, and program prioritization as St. Thomas strives to meet the needs of an ever expanding global community.

Meredith Drzakowski, Assistant Chancellor for Planning, Assessment, Research and Quality, UW-Stout

Meredith Drzakowski is an Assistant Chancellor for Planning, Assessment, Research and Quality (PARQ) at UW-Stout, which includes leadership responsibilities for the office of institutional effectiveness. Dr. Drzakowski has a doctorate in evaluation studies and over 15 years of experience in institutional research, strategic planning, assessment and accreditation. She serves as the Accreditation Liaison Officer for UW-Stout, a peer reviewer for the Higher Learning Commission, and a Senior Examiner for the Malcolm Baldrige National Quality Award. She presents regularly on UW-Stout's award-winning planning and data management practices. UW-Stout is also one of the founding institutions for the Statement of Aspirational Practice for IR, developed by the Association for Institutional Research.

Debra Hagen-Foley, Dean of Institutional Effectiveness & Academic Excellence, Mid-State Technical College

Debra Hagen-Foley serves as Dean, Institutional Effectiveness & Academic Excellence for Mid-State Technical College, Wisconsin Rapids. Educationally, Debra earned a PhD in social psychology and is currently pursuing an EdD in Higher Education Leadership (expected completion, May 2018). Debra was an NIH Postdoctoral Fellow at Memorial-Sloan Kettering Cancer Center (NY,NY) and a Postdoctoral Research Associate in the Department of Psychiatry at Yale University.

Dr. Hagen-Foley conducted research as a project director, principal investigator and research director on topics such as: Stress, coping and workplace absenteeism; non-injecting heroin use, hepatitis, HIV and sexual behaviors; adaptation to chronic illness; and improving employment outcomes for persons with disabilities. For the past decade, Debra's work has focused on institutional effectiveness in higher education in public and private colleges and universities in Arkansas, Michigan, Illinois and Wisconsin.

Stacie Iken, Chief Institutional Effectiveness & Strategic Planning Officer, Bismarck State College

Stacie Iken, Dr. Stacie Iken is the Chief Institutional Effectiveness & Strategic Planning Officer at Bismarck State College. In her current capacity her team is responsible for assessment, retention, institutional research, accreditation and strategic planning. She has over 20 years of experience in higher education; holding previous positions as an academic dean, institutional researcher, program director, professor and student internship coordinator. Stacie began her career in occupational therapy and practiced within a variety of healthcare settings including rehabilitation, mental health, industrial rehabilitation, and long term care. These early experiences working with clients, developing measurable intervention plans and completing reporting requirements for third-party reimbursement set the stage for the current phase of her career. Stacie completed her bachelor degree in Occupational Therapy at the University of North Dakota, a master's of science in Occupational Therapy Education at Colorado State University, a doctorate in Teaching & Learning at the University of North Dakota, and a post-doc certificate from Florida State University. She serves on the North Dakota Governor's Workforce Education Advisory Council and is a Peer Reviewer for the Higher Learning Commission. Outside of her professional endeavors, Stacie is involved in a variety of civic entities and enjoys several leisure activities leading to a balanced life.

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Morning Pre-Conference Workshop

Forecasting New Student Enrollment – A Hands-On Workshop

Brent Donnay, St. Cloud State University

David Robinson, St. Cloud State University

This workshop will provide hands-on experience with a method of forecasting enrollment for the purpose of enrollment management. We focus on methods for predicting new student enrollment – first-time students and transfer students – as the recruiting season progresses throughout the year. Our model is an ensemble of several tree-based

models. Each node of the tree provides a predicted probability of enrollment for a specific group of admitted students. These probabilities are used to forecast enrollment for the current cohort of new students. A data set will be provided for working through an example during the session. Computing devices with Excel software are recommended for the workshop. At St. Cloud State University, **Brent Donnay** (M.B.A.) is the Director of Analytics and Business Intelligence, while **David Robinson** (Ph.D.) is a statistics professor and Faculty Director of Data Analytics Projects, partnering with Brent on enrollment forecasting.

Afternoon Pre-Conference Workshop

Project Management Basics

Dee Anne Bonebright, Ph. D.

Leading a project can be challenging. Often, project work needs to be incorporated into team members' existing workloads. Priorities and objectives need to be defined and measured. Stakeholders may have differing goals. Project managers need to motivate group members and equip them to do their best work, frequently without formal supervisory authority.

Come to this session with a current or future project in mind. It should have a clear start and end, specific outcomes, and a set of resources (time, money, staff) that need to be managed. You will be able to:

- Organize the project by creating a charter
- Learn about basic tools to keep the project on track
- Identify and communicate with key stakeholders

Dee Anne Bonebright, Ph.D., is the director of systemwide training for Minnesota State. Her responsibilities frequently include leading and participating in project teams with members from across the system. Current focuses include new employee orientation, e-learning course design, and leadership development. Prior to joining Minnesota State, she worked at the University of Minnesota where she was an organization development consultant and founding member of the Project and Change Leaders Collaborative professional organization.



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AIRUM 2016 Presentations

“Applying Item Response Theory (IRT) Modeling to the gradSERU Survey Development and Evaluation” Olena Horner (University of Minnesota-Twin Cities); Daniel Jones-White (University of Minnesota-Twin Cities)

“Budget Cuts: Surviving in a Small IR Office” Jennifer Drews (University of Wisconsin, River Falls)

* **“Collaboration in Assessment: The process”** Rebecca Matinda (Minnesota State Community and Technical College)

“Comparing Remediation and Success across Age Groups in Minnesota” Greg Lewin (Minnesota Office of Higher Education)

“Cost and Revenue by Academic Department: Developing Data and a Process for Increasing Institutional Effectiveness in Budget and Program Decisions” Jennie Robinson Kloos (St. Catherine University); Scott Pakudaitis (St. Catherine University)

“Effective Presentations” Caro Smith (Walden University)

“Estimating Certificate Attainment in Minnesota” Shaun Williams-Wyche (MN Office of Higher Education); Meredith Fergus (MN Office of Higher Education), Andi Egbert (State Demographic Center), Susan Brower (State Demographic Center)

“Excel VBA Userforms: How Minnesota State Manages its Technical Skill Assessment Database” Leonard Goldfine (Minnesota State Colleges and Universities System Office)

“From Perkins Law to TSA Database: How Statewide Technical Skill Assessments are Determined, Vetted, and Reported in Minnesota” Leonard Goldfine (Minnesota State Colleges and Universities System Office); Ginny Karbowski (Minnesota State Colleges and Universities System Office)

“Implementation of Electronic Rubrics & Reporting Tool for Learning Outcomes Assessment: Steps and Lessons Learned” Shari Jorissen (Walden University)

“Insights from First-time Users of Tableau” Daniel Regnier (Walden University); Nicole Holland (Walden University), Sun No (Walden University)

* **“Making the Most of Your Data : The Institutional Effectiveness Newsletter”** Molly Isaacson (Hamline University)

“Non-Cognitive Traits & Academic Outcomes: Direct Effects and Mediators of a Short-Term Intervention Study” Arturo Sesma, Jr. (St. Catherine University); Brian Dusbiber (St. Catherine University)

“Open Education Resource (OER) Implementation at Valley City State University: Using Multiple Measures to Evaluate the Success of a Mission-Driven Initiative” Gregory Carlson (Valley City State University); Julee Russell (Valley City State University), Jodi Shorma (Valley City State University)

“Optimizing Institutional Research During Staff Shortage: Strategies and Lessons Learned” Emily Berg (North Dakota State University)

* *indicates a poster session*

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AIRUM 2016 Presentations (con't)

“Pitfalls on the Path to Graduation: Using Competing Risks Event History Analysis to Explore the Effects of Student and Institutional Characteristics on Dropout Risk” Murali Kuchibhotla (Capella University)

“Student retention initiatives: successes and lessons learned” Susan Greene (University of Wisconsin-Stout); Jen Mans (University of Wisconsin-Stout)

“The Role of Technology: A Path Analysis of Factors Contributing to Undergraduates' Satisfaction with their Overall University Experience” Peg Sherven (University of Minnesota)

“Using National Comparison Data When Making Higher Ed Decisions: Sources & Examples” Nicole Holland (Walden University); Daniel Regnier (Walden University)

“Utilizing SLEDS data for your Institution” Meredith Fergus (MN Office of Higher Education); Scott Godfrey (MN Dept of Employment & Economic Development)

“What They Really Think: Incorporating User Feedback in Data Reporting and Visualization” Lesley Lydell (University of Minnesota)

“Yet Another Dashboard Demonstration: New Options Using R, Plotly, and PowerBI” Mike Wallinga (Northwestern College)

* indicates a poster session

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. These 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 today!

2016-17 Steering Committee Members and Volunteers

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

Two positions will be opening on the Committee in 2016-17 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 2016 conference with your comments. Current members:

Nicole Holland, Chair
Walden University (2016)

Eri Fujieda
Winona State University (2017)

Tracy Williams
Hamline University (2016)

Emily Berg
North Dakota State University (2017)

Adam Johnson
Macalester College (2018)

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

Greg Carlson (2018)
Valley City State University

Ellen Carmody Roster
Ridgewater College (2017)

Special Thanks to

Debbie Furlong (Listserv)
Carol Drechsel (Webmaster)
Ron Huesman (AIR Liaison)