

2016 AIRUM Conference

Save the 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 5th. 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.

2016 AIRUM Conference Keynote Panel

This year’s keynote address will be a bit different – the 2016 AIRUM Steering Committee is excited to host a panel discussion on putting “Institutional Effectiveness in Action.” Four members of the AIRUM community will share their experiences bring IE to their campuses.

Our esteemed panelists include:

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

Dr. 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

Dr. 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.

2016 AIRUM Conference

Keynote Panel, con't.

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 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 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.

Pre-Conference Workshops

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.

Project Management Workshop

Arrangements are being made with the Minnesota Chapter of the Project Management Institute to offer a half-day workshop on basic project management techniques.

Conference Scholarships

A limited number of AIRUM Conference Scholarships are available. These scholarships are intended to cover the registration fee for attending the 2016 AIRUM Conference scheduled for November 3-4, 2016. The goal of the scholarships is to assist individuals whose work pertains to institutional research and who have not attended an AIRUM Conference. A short form must be completed to apply for the scholarship and will be available on the website in the fall.

2016 AIRUM Conference

Conference Proposals

Are you ready to share your successes, your new learning, and your contributions to our important work? Conference program proposals for AIRUM 2016 will be accepted beginning in mid-July. 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	<i>How are we contributing to assessment initiatives on our campuses, to improve institutional effectiveness, prepare for accreditation, and shape quality and best practices?</i>
Collaboration	<i>We work collaboratively both inside and outside the institution in analysis and reporting of data. What's working on your campus?</i>
Resources	<i>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?</i>
Students	<i>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?</i>
Technology	<i>Data management and analysis is rapidly evolving with new tools. What steps are you taking?</i>

AIRUM 2015 Evaluation and Changes for 2016

The AIRUM 2015 Annual Conference (November 12-13, 2015) was attended by 131 highly engaged participants from Iowa, Minnesota, North Dakota, South Dakota, and Wisconsin. 50% of the participants completed the Overall Conference Evaluation (cf., 26% in 2013; 34% in 2014), providing invaluable feedback to the Steering Committee (see below). In addition, 596 individual program evaluations were submitted, rendering the excellent average response rate of 80%.

Overall Conference Evaluation Summary (1 = Very Dissatisfied; 5 = Very Satisfied)

Topic	Mean
Pre-conference Workshop 1- Leadership (Donna Rae Sheffert)	4.36
Pre-conference Workshop 2- Excel Power View (Eri Fujieda & Ben Nagel)	4.82
Concurrent Sessions	4.11
Range of Topics Covered	4.05
Keynote (Dr. Carrie Brimhall)	4.06
Registration Costs	4.35
Hotel Costs	4.13
Quality of food	4.48
Hotel room accommodation	4.27
Hotel meeting space accommodation	4.44
Location: Bloomington, MN	4.49
Opportunity for networking	4.54
Business Meeting	4.29
What is your rating of the overall conference?	4.37

AIRUM 2015 Evaluation and Changes for 2016

Key Themes from the Feedback

- Schedule change, particularly moving the business meeting to the Friday brunch, was generally well received. Adjustments to Friday schedule may better accommodate long-distance travelers.
- Half-day pre-conference workshops and drink tickets received positive reviews.
- The topics covered by presentations are relatively narrow in range. More sessions that share best practices of data analysis and innovative research projects will be useful.
- The quality of presentations is uneven. Clarifying expectations to presenters may be helpful.

From Feedback to Improvement

Based on the feedback received from the 2015 participants, the AIRUM Steering Committee is considering the following improvements as it plans for the 2016 AIRUM Annual Conference.

- “IE in Action” as the theme of the conference and the keynote
- Encourage presentations that address best practices in IE/IR
- Half-day pre-conference workshops for professional development – possible topics include “skills in project management” and “Excel + Power BI tools (updated and hands-on)”.
- Presentation expectations – to be developed and shared with AIRUM members
AIRUM business meeting on Friday morning (with possible tweak of the Friday session schedule)

AIRUM 2015 Best Presentation

Congratulations to Lesley Lydell from the University of Minnesota for her presentation, " Maximizing IR's Data Impact: Tips, Tricks, and Lessons Learned Publishing with Tableau."

With increasing expectations for public reporting, a growing consideration for IR is how to maximize data visualization and analysis while promoting access to information across different technologies and for all users. This presentation discusses best practices in accessibility design for data visualizations and provides lessons learned in implementing those practices utilizing Tableau for web publishing. Lesley presented her workshop at the AIR Forum on June 1.

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 Treasurer’s Report

While I could not attend the 2015 conference in person this year, it was by all accounts a success. The Steering Team took a hard look at the budget and even though there were significant changes to the program and a moderate \$15 registration price increase, our expenses in the end outpaced revenue by about \$1,200. While this is the third year in a row for this to happen, the loss is well within our ability for it to be absorbed. (The past three years losses total approximately \$4,800, but the three years prior to that saw a net gain of approximately \$7,200.) So, this year’s steering committee will continue to explore ways to offer the same great program without sacrificing quality while keeping the price of attendance to a minimum.

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)

Adam Johnson
Macalester College (2018)

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

Emily Berg
North Dakota State University (2017)

Ellen Carmody Roster
Ridgewater College (2017)

Greg Carlson (2018)
Valley City State University

Tracy Williams
Hamline University (2016)

Eri Fujieda
Winona State University (2017)

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

New Steering Committee Members

In 2016, two IR/IE professionals joined the Steering Committee:

GREG CARLSON:

An AIRUM member since 2008, Dr. Carlson has served as Director of Institutional Research and Assessment at Valley City State University in Valley City, North Dakota since 2012. Roles include program assessment, survey administration, Institutional Review Board Chair, assistance with campus research initiatives, IPEDS Keyholder, and Assurance System and Data Update Coordinator in the campus Higher Learning Commission activities. He has previous experience as a Dual Credit Coordinator and as an adjunct instructor, offering History and Political Science courses. He earned a Doctor of Philosophy in Institutional Analysis with a concentration in Alternative Deliveries of Education from the School of Education at North Dakota State University in Fargo, North Dakota. He is a board member in the Valley City Rotary Club, incoming President of Second Crossing Toastmasters in Valley City, and serves as Secretary and board member with the Barnes County Historical Society. His reading and research interests include assessment, institutional research, curriculum design, dual credit, history, and politics.

ADAM JOHNSON:

Adam Johnson is a Research Associate in the Office of Institutional Research at Macalester College. Prior to joining Macalester, Adam served on the Psychology faculty at Carleton College and Florida State University where his research focused on political attitudes and STEM educational outcomes. Adam is especially interested in survey research, benchmarking studies, and leveraging existing data in ways that start new conversations among offices and departments.



Members of AIRUM met at the AIR Forum in New Orleans to discuss topics of interest, and learn about the upcoming 2016 AIRUM annual meeting. Following the meeting, attendees gathered for dinner at Tujague's Restaurant.

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 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](#).

Follow us:

- www.airum.org
- Facebook: <https://www.facebook.com/groups/220936781298132/>
- LinkedIn: <https://www.linkedin.com/groups/4107384>
- Twitter: @AIRUMonline
- Email: airumonline@gmail.com