

## SAIR Workshops

### **Workshop 1: Focus Groups: A Strategic Tool for Discovery and Assessment**

Location: Sheraton Hotel

Saturday, October 18, 8:30am – 11:30am

Presenters: Mary Harrington & Margie Hobbs, *University of Mississippi*

A well-planned and well-moderated focus group may lead to rich insights and discoveries which can be extremely useful for assessment purposes. This workshop will outline the benefits of focus groups and identify when they are and are not appropriate to use. Participants will learn about the major components of focus groups through presentations and hands-on exercises: key considerations in planning a focus group, guidelines for developing effective questions, strategies for successfully moderating the group, and guiding principles for analyzing and reporting focus group results.

### **Workshop 2: How to Build a Cost of Instruction Model for your Institution**

Location: Sheraton Hotel

Saturday, October 18, 8:30am – 11:30am

Presenter: John Milam, *HigherEd.org, Inc.*

This workshop will provide participants with a basic introduction to the theory, methods, and practical applications for building a cost of instruction model for an institution. The types of data that are available for costing will be discussed, including enrollment, course, room inventory, space, HR, faculty workload and activity, expenses, revenues, financial aid, and administrative overhead.

### **Workshop 3: Improving General Education Outcomes Assessment at the Academic Program Level**

Location: Sheraton Hotel

Saturday, October 18, 8:30am – 11:30am

Presenter: Steve Whitten, *American InterContinental University*

How do you develop a process for assessing general education outcomes in upper division program courses? How can you determine the extent to which your graduates (including transfer students) have attained your general education outcomes? This session explores the approach taken by a large, multi-campus university in answering these questions. We will look at a multi-phase, multi-track process that addresses issues such as authentic assessment, faculty panel assessment using a common rubric, standardized testing, indirect measures, and the organization of documentary evidence.

### **Workshop 4: Just Enough to be Dangerous: Basic Statistics for the Non-Statistician**

Location: Belmont University, Computer Labs, Room 314

Saturday, October 18, 8:30am – 11:30am

Presenter: Nancy Floyd, *University of South Carolina*

This workshop will cover basic principles of research design and statistics for Institutional Research practitioners who do not have a statistics or other research-related educational background. At the end of the workshop, participants will be better consumers and producers of data. Software will be limited to Excel. Topics to be covered will include the difference between descriptive and inferential statistics, the use and misuse of scales of measurement, effect sizes, assumptions about your data and what happens when we assume, how regression analysis can be like an abusive relationship, and what dashboards will not do for you. Note: This workshop utilizes Excel 2007. However, the software is used for illustrative purposes, and the statistical concepts are transferable to whatever package you use.

### **Workshop 5: Student Retention Analysis Using SAS - Part I: Data Preparation and Exploration**

Location: Belmont University, Computer Labs, Room 300B

Saturday, October 18, 8:30am – 11:30am

Presenters: Sue Walsh & Kathy Kiraly, *SAS*

This workshop will begin the process for the two part workshop by concentrating on merging data sources and conducting initial data exploration and analysis. Topics discussed include reading Microsoft Excel workbooks, using the SQL procedure to join data tables and create new data variables, using the DATA step to manipulate data, and conducting data analysis with the MEANS and FREQ procedures. It will show you practical SAS code that merges NSSE findings with institutional data as we investigate possible indices for predicting retention.

### **Workshop 6: Advanced Microsoft Access – Applications for IR**

Location: Belmont University, Computer Labs, Room 305

Saturday, October 18, 8:30am – 11:30am

Presenter: Joachim Knop, *George Washington University*

This workshop is designed for those with prior experience using Microsoft Access. Participants should be familiar with tables and queries. This workshop will focus on using a variety of functions in queries, like calculating age as of a certain date, and how to write union queries to get separate rows for each observation from a file so that the information can be summarized. As an exercise for applying the new techniques, participants will also learn how to prepare a data file for an IPEDS completions upload. Forms and reports will be discussed based on workshop participants needs. Institutional researchers who are familiar with the basics of Access and want to use Access more efficiently would benefit the most from this workshop. This workshop utilizes ACCESS 2003. Note: Part of this workshop will be tailored to workshop participants needs, please feel free to submit questions or topics of interest to: [knop@gwu.edu](mailto:knop@gwu.edu).

### **Workshop 7: How to Use StudentTracker for Institutional Research**

Location: Sheraton Hotel

Saturday, October 18, 1:00pm – 4:00pm

Presenters: Ajeenah Haynes & Richard Reeves, *National Student Clearinghouse*

Over 1,600 colleges and universities participate in StudentTracker, an analytical service that enables colleges, high schools, higher education organizations, and other authorized parties to perform educational persistence and outcomes research. There is a considerable demand for training on its usage and capacity; therefore, a workshop has been developed to better inform those who have StudentTracker available to them on how the data submission and retrieval process works as well as the types of research questions that can be answered. As part of the workshop, case study examples have also been conducted to demonstrate real world usage of the StudentTracker system.

**Workshop 8: Documenting Compliance with Selected Principles of Accreditation: Hints on Providing Adequate and Appropriate Information to Establish Compliance**

Location: Sheraton Hotel

Saturday, October 18, 1:00pm – 4:00pm

Presenter: Ann Chard, *Southern Association of Colleges and Schools (SACS)*

Institutions completing such documents as applications, compliance certifications, responses to committee recommendations, and responses to requests for monitoring reports frequently encounter difficulties when the documentation (data, other evidence, and/or narrative) is not adequate, appropriate, or complete. The result is that time and energy are lost, and people become frustrated with the process. This workshop includes hints concerning the types of information and data necessary to establish compliance with some of the most troublesome requirements and standards such as CR 2.5, CR 2.8, CR 2.9, CS 3.3.1, CS 3.5.1, and CS 3.7.1 as well as others that committees frequently cite in reports as containing insufficient evidence of compliance. There will be ample time for discussion and questions during the workshop.

**Workshop 9: Communicating CIRP Results at Your Institution**

Location: Sheraton Hotel

Saturday, October 18, 1:00pm – 4:00pm

Presenter: John Pryor, *Higher Education Research Institute at UCLA*

While many institutions use one or more of the Cooperative Institutional Research Program (CIRP) surveys, everyone can learn a little bit about effective uses of the extensive data from those surveys. The workshop describes the intent of CIRP as a longitudinal project, and the benefits of longitudinal research. Specific topics such as retention, engagement, diversity, civic engagement, satisfaction and learning outcomes will be addressed. For each topic we will map questions in the survey instruments, lay the theoretical framework behind the research, and give specific examples of how to use campus-specific data to communicate local results more effectively.

**Workshop 10: Student Retention Analysis Using SAS - Part II: Data Analysis**

Location: Belmont University, Computer Labs, Room 300B

Saturday, October 18, 1:00pm – 4:00pm

Presenters: Sue Walsh & Kathy Kiraly, *SAS*

The intention of this workshop is to review statistical techniques and demonstrate how those techniques can be accomplished in the SAS programming environment and continues where the Data Preparation and Exploration workshop ended. With the data ready to analyze, the workshop will begin with a review of statistical hypothesis testing. Two sample t-tests and chi-square tests for association will be used to explore possible relationships between the various pieces of information and student retention. The workshop will finish with a review of logistic regression and building a multiple regression model to predict student retention.

### **Workshop 11: IPEDS for Beginners**

Location: Belmont University, Computer Labs, Room 305

Saturday, October 18, 1:00pm – 4:00pm

Presenters: Darline Morris, *Texas State Technical College*

This workshop will provide the new professional with a context for understanding the IPEDS data collection and retrieval tools. It includes a brief history of IPEDS and an overview of the IPEDS web-based tools, including a basic demonstration of College Navigator and the Executive Peer Tool. This workshop will also provide a basic overview of analytical techniques for comparing an institution to a comparison group using various performance measures. It will describe the rationale for performing such analyses, as well as specific techniques used to develop comparison groups. Additionally, the workshop will have participants explore data elements that are germane to developing comparison groups, as well as a discussion of the variety of data elements that can be used for performance measures. The module will conclude with a discussion of the strengths and weaknesses of this form of research. There will be an opportunity to do hands-on practice on the materials covered.

### **Workshop 12: SPSS: The First Steps**

Location: Belmont University, Computer Labs, Room 314

Saturday, October 18, 1:00pm – 4:00pm

Presenter: Dana Dalton, *Winston-Salem State University*

This workshop is designed for institutional researchers who are beginners in the use of SPSS. Topics covered will include new data file generation, reading in flat and delimited files, creating and saving format templates, creating variable labels and values, selecting specific cases or variables to analyze, recoding and computing variables, saving syntax, merging variables and cases, exporting and saving files, identifying duplicate cases, and modifying output tables. The generation of elementary descriptive statistics and graphs will also be covered.

### **Workshop 13: A Newcomers Workshop**

Location: Sheraton Hotel

Sunday, October 19, 8:30am – 4:00pm

**Note: This is a full-day workshop.**

Presenters: Gerry Dizinno, *University of Texas San Antonio*; & Denise Gardner, *University of Georgia*

This FREE workshop is designed for practitioners who are new to the field of institutional research. With a combination of facilitated lecture/discussion and hands-on exercises, the workshop will address the issues such as the definition of IR and how IR offices work, identifying data sources and collecting data, developing factbooks and peer comparisons, completing effective reports or presentations in a timely manner, and the role of IR in accountability/accreditation and strategic planning.

### **Workshop 14: Conducting an Economic Impact Study**

Location: Sheraton Hotel

Sunday, October 19, 8:30am – 11:30am

Presenters: Tatyana Karaman, *Samford University*; & R. Jayne Perkins Brown, *Georgia Southern University*

Colleges and universities are commonly viewed as central contributors to the intellectual and societal good of their communities. However, these institutions also have a vital economic impact on cities, counties, and states. This workshop describes how to conduct an economic impact study and how the findings can be incorporated into branding efforts, key performance indicators, and governmental relationships. The first portion of the workshop focuses on determining an appropriate area for the study and the essential components of a study; such as payroll expenditures, purchases expenditures, student expenditures, and visitors' expenditures. The methodology section will show how to derive the overall economic impact using income multipliers for the selected area. The presenters will explain the exact meaning of the multipliers and where they can be obtained. The final section demonstrates how to calculate a return per dollar of state investment.

### **Workshop 15: Getting the Most Out of Class Climate**

Location: Sheraton Hotel

Sunday, October 19, 8:30am – 11:30am

Presenters: Micheal Oliver, Glen Evans, & Monica Ewing-Grimes, *Scantron Corp.*; Julie Fulgham, *Mississippi State University*

This three-hour workshop will help Class Climate users develop a deeper understanding of advanced features, as well as how Class Climate can enhance the performance of the IR Office. The first portion of the workshop provides an overview of the Class Climate faculty evaluation process while covering advanced features such as: Report Creator, Norms, Quality Measures, Online Survey Branching, and Customized Reports. The second part of the workshop will include presentations by institutions that have successfully implemented Class Climate on their campus, including surveys outside of course and faculty evaluations. By utilizing the advanced features of Class Climate, institutions have conducted hundreds of surveys using mixed on-line and paper/pencil approaches through a web server. In addition, the workshop will discuss how to leverage Class Climate to enhance the SACS accreditation process through Scantron Consulting Services. Questions submitted by current users will also be covered extensively – submit your questions to [gevans@scantron.com](mailto:gevans@scantron.com).

### **Workshop 16: Avoid Surprises: Conduct a Readiness Audit to Prepare for SACS-COC Compliance Certification**

Location: Sheraton Hotel

Sunday, October 19, 8:30am – 11:30am

Presenters: Robert L. Armacost, *Higher Education Assessment and Planning Technologies*, & Julia Pet-Armacost, *University of Central Florida College of Medicine*

The Compliance Certification Document is the evidence that your institution is in compliance with the SACS-COC Principles of Accreditation. When issues arise, you need time to fix them—don't be surprised. This workshop describes how to conduct a compliance readiness audit in preparation for compliance certification. Conducting this audit enables an institution to uncover potential problem areas, implement changes to fix the problems, and have sufficient technology and resources in place prior to preparing the compliance certification document. The workshop addresses how to organize the audit, the process of conducting the audit, the timeline, and needed resources.

**Workshop 17: Advanced IPEDS**

Location: Belmont University, Computer Labs, Room 312

Sunday, October 19, 8:30am – 11:30am

Presenters: Soon Merz, *Austin Community College*

This workshop will provide the participants with the knowledge and skills needed to produce customized datasets and to download entire IPEDS survey data files using the Dataset Cutting Tool (DCT). After identifying the desired variables, users will select, generate, and download the appropriate datasets and documentation files. Users will then be able to import and analyze these data in the statistical software package of their choice. In addition, the workshop will provide advanced training on the Peer Analysis System (PAS). It is designed to provide the target audience with knowledge of the complexity of IPEDS data and the skills needed to design analyses and produce customized reports using the advanced capabilities of PAS. Participants will have the opportunity to practice hands-on exercises, including the use of downloaded IPEDS data with the VLOOKUP function in Excel.

**Workshop 18: SQL for IR Staff: A Crash Course for Novices in Appropriately Selecting and Transforming Data from Relational Databases**

Location: Belmont University, Computer Labs, Room 300B

Sunday, October 19, 8:30am – 11:30am

Presenters: Evan Davies, *College of William and Mary*; & Dennis Catley, *Virginia Tech*

Institutional researchers are increasingly using SQL applications within software packages to access data from relational databases. Training in SQL techniques is generally non-existent, less than compelling, or both. Many training opportunities use grocery store examples, do not focus productively on selection procedures, or are too simplistic for the type of data needed by institutional researchers. Drag-and-drop SQL generators often do not offer the flexibility necessary to select desired data without modifying the generated query. This demonstration will give the novice SQL user the 'concept-bridging' information necessary to begin understanding and writing SQL queries to select appropriate data from university-related databases. Pre-requisite: a basic understanding of SAS, including how to create a SAS dataset, allocate a SAS library, and experience with some basic SAS Procs such as Proc Print, Proc Freq, and Proc Means.

**Workshop 19: Advanced Excel for Institutional Researchers**

Location: Belmont University, Computer Labs, Room 305

Sunday, October 19, 8:30am – 11:30am

Presenters: Sandra Archer & Helen Fu, *University of Central Florida*

This workshop provides a hands-on instructional lesson on advanced techniques within Excel 2003 for data exploration, reporting, and analysis. The workshop will introduce the following capabilities within Excel 2003: PivotTables, the Analysis ToolPak, Solver Add-in, and advanced formula writing. These topics will focus on introducing these tools to users who are familiar with Excel and are interested in learning what Excel has to offer in addition to basic spreadsheet utility. Hands-on examples will focus on common reporting and analytical needs of institutional researchers including summarizing data, conducting univariate analysis, running basic statistical tests, and building complex models for planning purposes.

**Workshop 20: Addressing the Realities of Higher Ed Planning**

Location: Sheraton Hotel

Sunday, October 19, 1:00pm – 4:00pm

Presenter: Richard Roach, *Embry-Riddle Aeronautical University*

University planning is a creative opportunity for an institution to communicate a collective dream and to map a route to realize the dream's potential. However, university planning is fraught with the realities of institutional politics, communication breakdowns, budget shortfalls, and diminished credibility among stakeholders. This workshop will assist planners to identify these influences in their own institutions, to explore possibilities for addressing these impediments, and to positively influence the culture of planning. Participants will receive a set of planning examples, a summation of ideas from the workshop, and practical thoughts that could apply at their own institutions.

**Workshop 21: Forum for Participants in the Voluntary System of Accountability**

Location: Sheraton Hotel

Sunday, October 19, 1:00pm – 4:00pm

Presenter: Christine Keller, *Natl Assoc of State Univ & Land-Grant Colleges (NASULGC)*

This workshop will provide a forum for individuals from VSA participating institution to learn about current developments and research related to the VSA project as well as to ask questions and share best practices. A primary objective will be to demonstrate the new method for generating the College Portrait and provide tips and suggestions for a smooth implementation.

**Workshop 22: Time Series Analysis**

Location: Sheraton Hotel

Sunday, October 19, 1:00pm – 4:00pm

Presenter: Chau-Kuang Chen, *Meharry Medical College*

Live data are used to construct an enrollment forecast model with the transfer function of ARIMA being the central focus. Linear regression and various exponential smoothing models such as Brown's and Holt's exponential smoothing are employed as benchmark comparisons for simplicity and accuracy. Literature reviews cover demographic, political, and economic factors affecting student enrollment, and some of the sophisticated techniques--grey model and multilayer perception. This workshop not only concentrates on the model construction and interpretation, but also the software demonstration. The intended audiences are researchers who have some experience in linear regression and want to learn time series analysis.