Southern Association for Institutional Research

BRANCHING INTO THE FUTURE

2023

50TH SAIR CONFERENCE • OCTOBER 2023

SAIR 50: Branching into the Future

Featuring Opening Keynote Speaker

Jason Simon, Ph.D.

Associate Vice President of Data, Analytics and Institutional Research, University of North Texas (UNT)


With 30 years of higher education experience, Dr. Jason Simon serves as Associate Vice President of Data, Analytics and Institutional Research (DAIR). He leads a comprehensive enterprise-wide data warehouse team of 13 that brings together data sources from across campus to promote data informed decision making for UNT.

Dr. Simon also serves as an affiliate faculty member for UNT's Department of Counseling and Higher Education, and is a frequent speaker at local, regional, and national conferences on data, analytics, AI/NLP, and institutional culture. His writings focus on how campus culture can impact the success or failure of data and analytic projects. Dr. Simon was one of two institutional researchers to help draft the "Change with Analytics" statement which is promoting data informed decision making in new ways across higher education. Dr. Simon also serves on the EDUCAUSE Analytics and Research Advisory Group guiding strategy, research, and the analytic roadmap for 16K members across 2,300 institutions. Finally, he currently serves as a UNT representative on the Bill and Melinda Gates Foundation grant for AIR/EDUCAUSE/NACUBO to improve analytic maturity in higher education.

Join us for the Opening Session Sunday, October 15 to learn more!
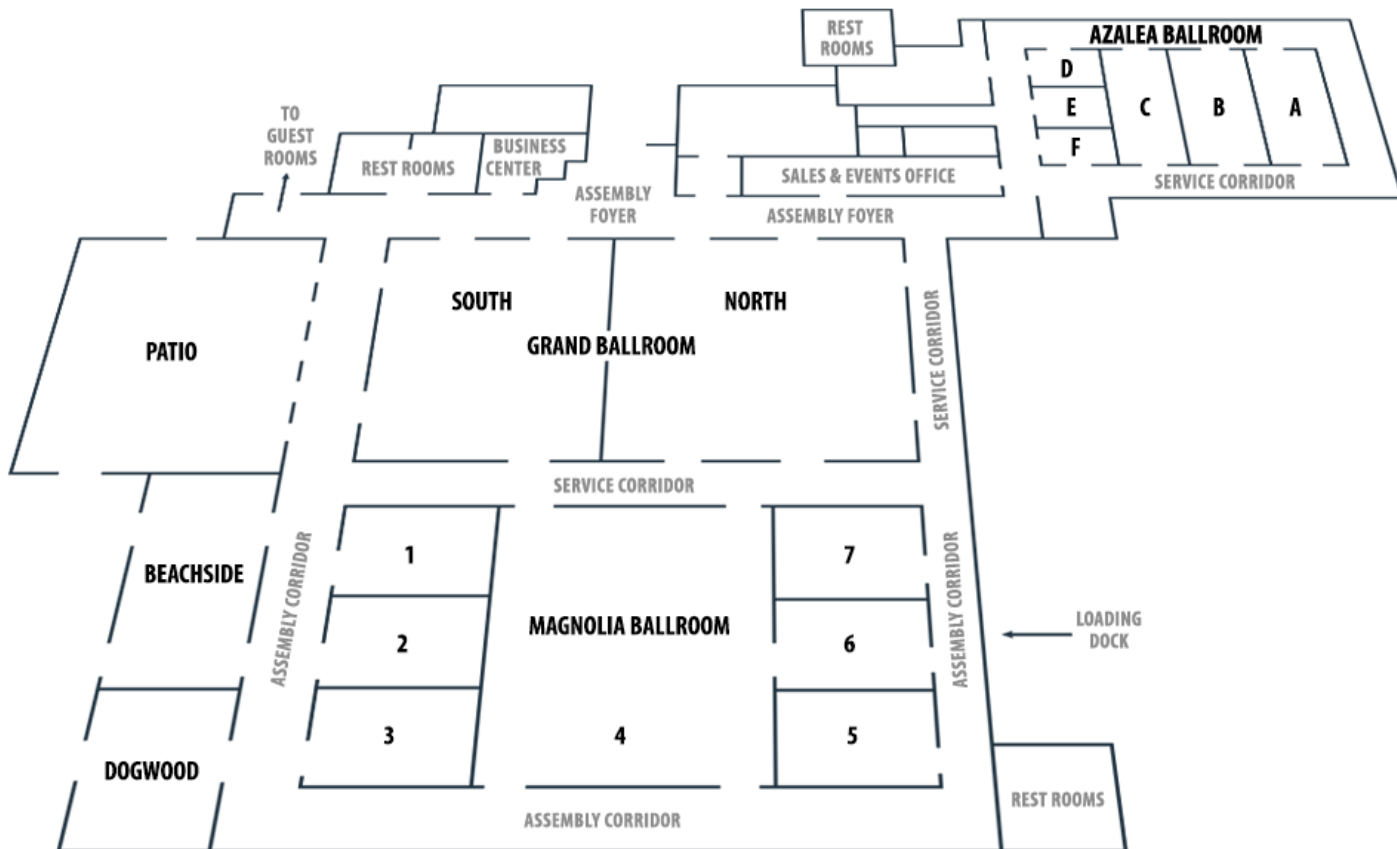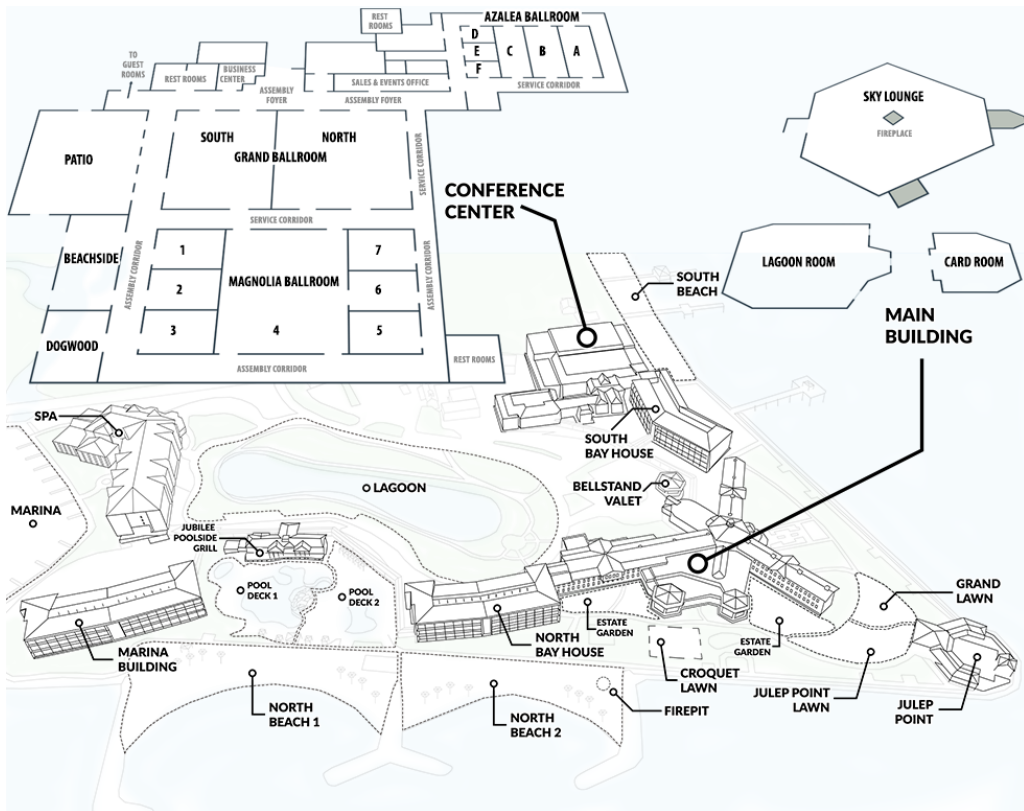
SAIR 50: Branching into the Future

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Welcome to SAIR 50:
Branching into the Future

Welcome to SAIR 50 in Point Clear, Alabama! This year's conference theme was inspired by the majestic Oak trees that line the grounds at the Grand Hotel. As we continue to weather the changing landscape of higher education, we are grounded in our deep roots while branching into new areas such as data visualizations and artificial intelligence.

Speaking of AI, you won't want to miss the opening keynote on Sunday. Dr. Jason Simon is an innovator in the field and will share with us his thoughtful approach to using artificial intelligence and natural language processing. There will be something for everyone to take home from this session!

I hope you'll join me in welcoming our newcomers who have a shell icon on their name tag. We're so glad you are here for SAIR 50!

While our day-to-day work is often fast paced and ever-changing, it's important to take a break and the conference location right on the coast of Mobile Bay is the perfect setting to unwind. I hope you will find opportunities to learn, network, and relax this week!

There are many branches to a conference and I want to thank everyone who helped with SAIR 2023– proposal reviewers, presenters, local arrangements, registration and facilitator volunteers, and the SAIR Board– the conference wouldn't happen without you! Thank you to conference attendees and our sponsors. I hope you enjoy your time in Point Clear!

Sincerely,
Meaghann Wheelis
2023 Vice President and Conference Program Chair

SAIR 50 Schedule

Friday, October 13
2:00pm – 4:00pm SAIR Board Pre-Conference Meeting (Beachside)

Saturday, October 14
8:00am – 6:00pm Registration (Ballroom Foyer)
8:30am – 11:30am Pre-conference workshops
10:00am Workshop Refreshment Break (South Patio Foyer)
1:00pm – 4:00pm Pre-conference workshops
2:30pm Workshop Refreshment Break (South Patio Foyer)
6:00pm – 7:00pm President's Reception (Sky Lounge)

Sunday, October 15
8:00am – 6:00pm Registration (Ballroom Foyer)
9:30am – 1:30pm Southern University Group (Lagoon Room)
8:30am – 11:30am Pre-conference workshops
10:00am Workshop Refreshment Break (South Patio Foyer)
8:30am – 4:00pm Newcomers workshop (Beachside)
11:30am Newcomers Lunch (Grand Ballroom Patio)
12:00pm – 2:45pm Sponsor/Exhibitor Setup (Grand Ballroom South)
1:00pm – 4:00pm Pre-conference workshops
2:30pm Workshop Refreshment Break (South Patio Foyer)
3:00pm – 8:30pm Exhibit Hall open (Grand Ballroom South)
5:30pm – 6:30pm Opening Session (Grand Ballroom North)
6:30pm – 8:30pm Opening Reception (Grand Ballroom South)

Monday, October 16
8:00am – 5:00pm Registration (Ballroom Foyer)
8:00am – 5:00pm Exhibit Hall open (Grand Ballroom South)
8:00am – 8:45am Continental Breakfast (Grand Ballroom North)
8:00am – 8:45am Dinosaur's Breakfast (Card Room)
9:00am – 9:45am Concurrent Sessions
9:45am – 10:15am Refreshment Break (Grand Ballroom South)
10:15am – 11:00am Concurrent Sessions
11:15am – 12:00pm Concurrent Sessions
12:00pm – 1:00pm Table-Topic Luncheon (Grand Ballroom North)
1:15pm – 2:00pm Concurrent Sessions
2:15pm – 3:00pm Concurrent Sessions
3:00pm – 3:30pm Refreshment Break (Grand Ballroom South)
3:30pm – 4:15pm Concurrent Sessions
4:30pm – 5:00pm State Special Interest Groups

Tuesday, October 17
8:00am – 9:30am Awards Breakfast (Grand Ballroom North)
9:45am – 10:30am Concurrent Sessions
10:45am – 11:30am Concurrent Sessions
12:00pm – 3:00pm SAIR Board Post-Conference Meeting (Dogwood)

Session Tracks

Accreditation, Assessment, and Evaluation: issues related to regional accreditors, such as the Southern Association of Colleges and Schools Commission on Colleges, the Higher Learning Commission, and other national and professional accreditors, including critical evaluation of student success and of administrative and academic support functions.
Best Practices in Reporting: examples of designs that improve efficiencies or practices for producing reports including internal reporting, mandated external reporting, and survey data.
Data Analytics and Visualization: effective uses of tools to represent data and communicate outcomes to stakeholders, including interactive dashboards and other dynamic reports.
Leadership and Management: navigating leadership roles in higher education, especially within the areas of Institutional Research, Effectiveness, Assessment, and Accreditation.
Policy and Decision Support: effective and efficient collection of data to inform college and university decisions, data analyses, and dissemination to various stakeholders.
Technology and Innovation: creative and innovative uses of technology, such as business analytics, to support and improve institutional research and effectiveness activities.

Saturday, October 14

Registration

Saturday, October 14, 8:00 am—6:00 pm in the Grand Ballroom Foyer

Workshop A1. Visualizing Data to Measure and Communicate Using Tableau Public
Saturday, October 14, 8:30 AM - 4:00 PM in Magnolia 2

Presented by: Eric Atchison, *Arkansas State University System*
Elizabeth Wakefield, *Arkansas State University-Newport*

As a market-leading choice for modern business intelligence (BI), the Tableau software platform is known for taking data from almost any system and turning it into actionable insights with speed and ease. This full-day workshop will provide attendees with a background in data visualization basics and how to:
•Create several of Tableau's primary chart types. •Aggregate tables/charts into usable dashboards. •Utilize filters to customize views. •Utilize navigation tools to switch between views. •Publish and share their work. To get the most out of this course students should have a working knowledge of spreadsheet applications such as Microsoft Excel.

Workshop A2. IPEDS Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success *(Pre-Registration with AIR required)*
Saturday, October 14, 8:30 AM - 4:30 PM in Magnolia 1

Presented by: Mary Ann Coughlin, *Springfield College*
Sandra Kinney, *Independent Higher Education Consultant*

This workshop is designed for individuals interested in utilizing IPEDS data to examine and measure student and institutional success. The first half of the workshop explores the five IPEDS surveys that contain academic performance metrics (Completions, Graduation Rates, 200% Graduation Rates, Fall Enrollment, and Outcome Measures). Through group discussion, activities, and lectures, participants will learn what the measurements can—and cannot—tell us about student and institutional performance. The second half of the workshop will involve hands-on activities to work through a series of case studies based on real-life scenarios. Participants will identify the question being asked in each case study; determine the best metric(s) to use to answer the question; extract data using the IPEDS tools; perform analyses; and present the data to answer the question. Participants will gain the knowledge needed to explore and answer questions at their institutions or organizations.

Workshop A3. Basic Statistics Using Excel
Saturday, October 14, 8:30 AM - 11:30 AM in Beachside

Presented by: Dr. Emily Erwin, *River Parishes Community College*

This workshop will cover basic statistical principles and procedures for Institutional Researchers who do not have a statistics or other research-related educational background. Software will be limited to Excel. Topics to be covered include descriptive statistics, effectively and accurately displaying and summarizing data, hypothesis testing with Chi-Square and other measures of association, simple linear regression, multiple regression analysis, and logistic regression. At the end of the workshop, participants will be better consumers and producers of data analysis.

Workshop Refreshment Break

Saturday, October 14, 10:00-10:30am in South Patio Foyer

This break is open to Saturday morning workshop registrants.

Workshop B1. Tools and Techniques for IE/IR Office Management
Saturday, October 14, 1:00 PM - 4:00 PM in Beachside

Presented by: Dr. Laura Boyles, *Davidson College*

In this workshop, the participants will consider the results of the 2021 AIR National Survey of IR Offices to frame the needs of their own office. The participants will examine three main areas: identifying the needs of their ideal office, providing resources and ways to use resources to improve the office functions, and sharing tools to improve consistency and continuity. Participants will work through a process for identifying office personnel needs, participate in discussions of resources and tools for IR offices, and evaluate techniques which can improve IE/IR staff engagement and retention.

Workshop B2. Highly Effective Teaming: Integrating Creative Microsoft Teams Tools in IR Office Processes
Saturday, October 14, 1:00 PM - 4:00 PM in Magnolia 3

Presented by: Dr. Samantha Nix, *Florida State University*
Ms. Katherine Gipalo, *Florida State University*
Heather Epstein-Diaz, *Florida State University*
Mr. Lee Howell, *Florida State University*

This workshop will provide a framework for effective utilization of Microsoft Teams within the IR/IE context. Topics include detailed use of the basic Teams infrastructure, with a special focus on Planner and Power BI integration. Specifically, we will discuss how Planner can be used for IR project management. We will also show how Power BI can ingest shared Excel files in Teams to dynamically update dashboards with user-submitted data. Teams presents an opportunity to increase collaboration and efficiency in IR/IE offices.

Workshop Refreshment Break

Saturday, October 14, 2:30-3:00pm in South Patio Foyer

This break is open to Saturday afternoon workshop registrants.

SAIR 50 President's Reception

Saturday, October 14, 6:00-7:00 pm in the Sky Lounge (Main Building)

All conference attendees are invited to join Kristy Neal, SAIR President, for a casual welcome to SAIR 50 with light refreshments and a cash bar.

Sunday, October 15

Workshop C1. Newcomers Workshop
Sunday, October 15, 8:30 AM - 4:00 PM in Beachside

Presented by: Dr. Molly Hall, *Virginia Tech*
Dr. Suzanne Simpson, *The University of Alabama in Huntsville*

The workshop will provide an introduction to institutional research, its principal components, and the practices of institutional researchers including the sourcing of data, communication and reporting of data, and the role of institutional research in supporting assessment and accreditation. The workshop will also address how institutional research offices function and how to be an effective practitioner of institutional research. Lunch is included with this session.

Workshop C2. Building Blocks and Baby Steps: Creating a Data Governance Program
Sunday, October 15, 8:30 AM - 11:30 AM in Magnolia 5

Presented by: Zachary Hayes, *Georgia Institute of Technology*

The workshop will provide attendees with an opportunity to learn about the building blocks of a data governance program, easy approaches to begin creating a program, and tips, tricks, and lessons learned. Learning will take place through a presentation, in-workshop exercises, and collaborative dialogue.

Workshop C3. Leveraging Power BI to Visualize Institutional Effectiveness Assessment Processes
Sunday, October 15, 8:30 AM - 11:30 AM in Magnolia 2

Presented by: Ms. Caitlyn Jessee, *Florida State University*
Dr. Galiya Tabulda, *Florida State University*
Dr. Samantha Nix, *Florida State University*

Tracking the timeliness, quality, and completeness of Institutional Effectiveness (IE) assessment reports can be a challenging task. However, making all this information available in an easy-to-use, robust, interactive dashboard is a great way to communicate the status of the IE assessment activities to university stakeholders. During the workshop, we will walk participants, step-by-step, through building these dashboards in Power BI. We will focus on creating visuals that show assessment completion status for various campus units and alignments between Program Outcomes and Strategic Plan Initiatives. Join us to learn more about facilitating and tracking IE assessment processes on your campus!

Workshop C4. It takes a (Loveliest) Village: A how-to guide on providing an elevated experience for your SACSCOC On-Site Review Visit
Sunday, October 15, 8:30 AM - 11:30 AM in Magnolia 3

Presented by: Mr. Stuart Miller, *Auburn University*
Dr. Mark DeGoti, *Auburn University*
Contributors: Mrs. Rachel Jordan, *Auburn University*
Mrs. Allison Stadler, *Auburn University*

Auburn University recently participated in SACSCOC's decennial review process. In this workshop, the team will explore tips, tricks, do's, don'ts, and provide a roadmap for you to take back to your campus to ensure a successful on-site accreditation visit. Attend this workshop for a how-to guide on what one on-site reviewer called, "the gold standard in on-site visit hospitality."

Workshop C5. IPEDS Data Tools *(Pre-Registration with AIR <u>required</u>)*
Sunday, October 15, 8:30 AM - 12:00 PM in Magnolia 1

Presented by: Carrie Mata, *North Carolina Independent Colleges and Universities*

This workshop provides a hands-on deep dive into the IPEDS Use the Data website to better determine which of the various tools to use in applied higher education research. Participants can expect to learn when to use Data Trends, Statistical Tables, Summary Tables, Compare Institutions, and Custom Data Downloads leading to increased efficiency in responding to data requests. We will explore each of these tools and the benefits and limitations of each.

Workshop Refreshment Break

Sunday, October 15, 10:00-10:30am in South Patio Foyer

This break is open to Sunday morning workshop registrants.

Sponsored by Academic Analytics

Workshop Refreshment Break

Sunday, October 15, 2:30-3:00pm in South Patio Foyer

This break is open to Sunday afternoon workshop registrants.

Sponsored by Steppingblocks

Sunday, October 15

Workshop D1. Exploring Tableau: Creating Visualizations and Insights
Sunday, October 15, 1:00 PM - 4:00 PM in Magnolia 5

Presented by: Mrs. Heather Lewis, *Augusta University*

Have you ever seen a Tableau dashboard and wondered, "Woah! I wonder how that was built" and/or "What does the raw data look like to populate that visualization?" – well then you are in luck! In this workshop, you will learn how to create basic applications, enrollment, and degrees conferred visualizations. You will also learn how to create effective data visualizations for surveys and how to get the data "just right" in Tableau Prep before bringing it over to Tableau Desktop.

Workshop D2. Branching into Automation: Putting Your Power into Power Automate
Sunday, October 15, 1:00 PM - 4:00 PM in Magnolia 1

Presented by: Mr. Lee Howell, *Florida State University*
Heather Epstein-Diaz, *Florida State University*
Ms. Katherine Gipalo, *Florida State University*
Dr. Samantha Nix, *Florida State University*

Immerse yourself in a dynamic automation workshop designed to unlock the collaborative power of Office 365 apps, such as Excel, SharePoint, and Power Automate. In this workshop, you'll elevate typical business processes into streamlined and automated workflows. Gain invaluable knowledge on automating repetitive tasks, crafting visually captivating reports, seamlessly integrating diverse data sources, and tailoring outputs to cater to the distinct needs of various stakeholders. Engage in immersive, hands-on exercises that not only emphasize the importance of documentation but also equip you with the expertise to revolutionize your department's operations, maximize productivity, and deliver outcomes tailored to your organizational requirements.

Workshop D3. Accelerating Institutional Analyses to Support Strategic Finance Efforts
Sunday, October 15, 1:00 PM - 4:00 PM in Magnolia 2

Presented by: Dr. Kelli Rainey, *NACUBO*
Dr. Resche Hines, *Trivium BI*

In 2021, NACUBO was awarded $3.8 million in grants to create tools and resources that will produce financially sustainable and equitable student outcomes. With the help of participating institutions, data visualization resources are being created and assessed to accelerate planning, budgeting, and financial allocation practices with an expanded lens on student need, support, and services. During this session, attendees will learn about these resources and the value they offer to business and finance efforts. In addition, attendees will gain exclusive access to resources to explore their functionality using scenarios and generic datasets. Laptops are encouraged for full participation.

Opening Session and Conference Keynote Address

Sunday, October 15, 5:30pm—6:30pm in Grand Ballroom North

Innovation Amplified: Harnessing AI/NLP to Help Push Institutional Research Forward

When Open AI's original Chat GPT emerged in the marketplace it represented the first time AI/NLP technologies went mainstream. Leaders and educators from all fields were confronted with new capabilities holding both promise and peril for how work was approached. Join me as we explore the fundamentals of AI/NLP, provide best practices for optimal engagement with the most common tools, and present practical AI/NLP use cases for IR to enhance the efficacy of institutional research in higher education institutions. Whether you are an ardent supporter, a hardened skeptic, or somewhere in between - our time together will help us all think more critically about these tools and what they can do for our students and institutions.

SAIR 50 Opening Reception

Sunday, October 15, 6:30pm—8:30pm in Grand Ballroom South

Immediately following the Opening Session, join your SAIR colleagues and conference sponsors in the Grand Ballroom South. Hors d'oeuvres will be served and a cash bar will be available.

Sponsored by: US News Academic Insights

Monday, October 16

Registration

Monday, October 16, 8:00 am—5:00 pm in the Grand Ballroom Foyer

Exhibit Hall Open

Monday, October 16, 8:00 am—5:00 pm in Grand Ballroom South

Dinosaurs Breakfast

Monday, October 16, 8:00-8:45 am in the Card Room (Main Building)

Convened by: Emily Erwin, River Parishes Community College

This meal is open to all past-presidents of SAIR.

SAIR 50 Continental Breakfast

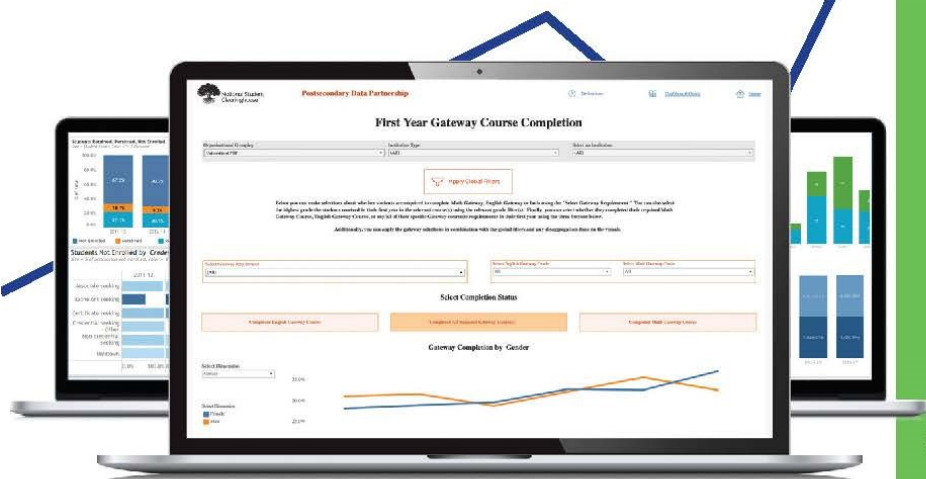Monday, October 16, 8:00-8:45 am in Grand Ballroom North

All SAIR conference attendees and exhibitors are welcome to join this continental breakfast.

Sponsored by: National Student Clearinghouse

Session A1. Accelerating Cross-Agency Data Sharing: The Role of Postsecondary Institutions
Monday, October 16, 9:00-9:45 AM in Magnolia 5

Track: Policy and Decision Support

Presented by: Dr. Susan Lounsbury, *Southern Regional Education Board (SREB)*

Linking data across state agencies has been a priority for years. It began with a focus on improving student outcomes but now involves meeting workforce needs and improving a state's economy. This presentation will highlight the work that SREB has done with funding from the Bill and Melinda Gates Foundation on encouraging the use of data to improve the alignment of education and workforce outcomes. The results of a survey on cross-agency data sharing will be discussed. The presenter will engage attendees in a discussion of an institution's role in data sharing and how it fits with state goals.

Session A2. Are your scales and reporting practices "always," "sometimes," or "never" appropriate?
Monday, October 16, 9:00-9:45 AM in Azalea D

Track: Data Analytics and Visualization

Presented by: Dr. Carley Dear, *University of Mississippi Medical Center*
Dr. Kenneth Thompson, *University of Mississippi Medical Center*

Responses from a traditional Likert scale with neutral representing a value of 3 on a scale of 1-5 from strongly disagree (1) to strongly agree (5) were confusing the analysis of our Student Satisfaction results – and the number of "neutral responses" were growing in frequency. Changing our scale gave greater insight into student responses but presented challenges in visualizing longitudinal data. This presentation will dive into how to choose a Likert rating scale, presenting results from a Likert scale using basic statistics and visualizations, and how to present the data when the scale changes.

Session A3. Evaluating the Test-Optional Paradigm in Undergraduate Admissions: Its Impact on Student Performance and Retention
Monday, October 16, 9:00-9:45 AM in Azalea A

Track: Policy and Decision Support

Presented by: Mr. Eric Wang, *University of Alabama*

In response to the COVID-19 pandemic, our university implemented a test-optional policy for undergraduate admissions. Currently, the Board is requiring a review of this policy, raising questions about its influence on both student retention and performance. This presentation presents a rigorous analysis, utilizing regression models, to investigate the relationship between test-optional policies and these vital academic indicators. By examining multiple factors affecting student outcomes, we challenge assumptions and provide evidence-based insights. Our findings aim to inform decision-making to establish effective practices that support student success while maintaining academic standards.

Monday, October 16

Session A4. How to meet the gold standard with your programmatic assessment!
Monday, October 16, 9:00-9:45 AM in Magnolia 1

Track: Accreditation, Assessment, and Evaluation

Presented by: Mrs. Carolyn Beamer, *University of West Florida*

Programmatic assessment is very important for many reasons. It serves as evidence for the SACSCOC standards and is an important tool that represents a healthy and continuous culture of seeking improvement. This presentation will dive into all the interventions we have implemented and show with data analysis that significant improvements have been made campus-wide.

Session A5. Integrated Institutional Effectiveness at the University of Tennessee System: One Team's Formation, Evolution, and Vision for the Future
Monday, October 16, 9:00-9:45 AM in Azalea B

Track: Leadership and Management

Presented by: Dr. Jorge Perez, *University of Tennessee System*
Dr. Brian Hester, *University of Tennessee System*

The UT System's Institutional Effectiveness (IE) team was formed via the merger of Institutional Research and Business Intelligence units. Within a year, the IE team expanded to also include the functions of planning, assessment, and accreditation. Participants in this session will learn more about the dynamics that shaped the IE team, the forces driving the team's evolution, and the team's vision for the future. Takeaways from this session will include a greater understanding of challenges faced by IE leaders, organizational structures to promote evidence-based decision-making, and best practices in integration of IE functions.

Session A6. One Row, One Student, One College: Calculating Student Success with a Comprehensive Dataset
Monday, October 16, 9:00-9:45 AM in Beachside

Track: Data Analytics and Visualization

Presented by: Ms. McKenna Griffin, *Dallas College*
Ms. Melissa Williamson, *Dallas College*

The Research Institute at Dallas College has approached the problem of having valuable data in non-user-friendly formats by creating a comprehensive dataset for all first-time-in-college students who have enrolled at Dallas College. The one-row-per-student structure of this dataset allows for quick and convenient analysis when communicating with stakeholders across a large community college with multiple campuses. The presenters will walk through how the Research Institute composed the dataset and will demonstrate some of its multiple applications, including communication, data visualization, and statistical analyses. The role of the dataset in creating a student-centric institutional culture of data will also be discussed.

Session A7. The Role of Artificial Intelligence in Assessment and Institutional Research
Monday, October 16, 9:00-9:45 AM in Magnolia 6

Track: Technology and Innovation

Presented by: Dr. Thulasi Kumar Raghuraman, *Virginia Polytechnic Institute and State University*

Artificial Intelligence (AI) tools like ChatGPT have emerged as a transformative technology that can revolutionize higher education. The AI's role in assessment and institutional research is still largely unknown. However, successfully integrating AI in these areas requires a nuanced understanding of its challenges and opportunities. This presentation seeks to provide insights into the role of AI in higher education, highlighting the potential benefits and strategies for implementation (tools and techniques) and addressing the key challenges (privacy and accountability). The presentation will be from a non-technical perspective, with opportunities for the audience to participate.

Session A8. Using Student Debt Survey Data to Inform Institutional and State Debt Policy
Monday, October 16, 9:00-9:45 AM in Magnolia 2

Track: Policy and Decision Support

Presented by: Dr. Jim Hood, *Alabama Commission on Higher Education*

As SAIR celebrates 50 years at The Grand Hotel, consider "the grands" students owe for a college education. Today, roughly 55% of students leave school owing debt. Many of these students leave with an outstanding balance that prevents the release of transcripts and future re-enrollment. This session examines the landscape for those students at Alabama's colleges and universities. It examines institutional policies related to student debt, highlights debt by sector, examines distributions of debt by amount and source, discusses changing the narrative from debt forgiveness to the stranded workforce, and provides recommendations for improving the debt landscape through policy reform.

Session A9. Using the Right Tools and Making the Case for Compliance with Student Outcome Accreditation Standards
Monday, October 16, 9:00-9:45 AM in Azalea C

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Carol Yin, *LaGrange College*

This presentation focuses on institutional practices related to student outcome assessment so that the process not only serves internal priorities, but also satisfies the external demands of an accrediting body. Insights and tools, easily adapted at little or no cost, that can be used to satisfy both needs will be shared. Through discussion and presentation, participants will learn about developing a functional student outcome template and then using that information to help make the case for compliance with an outside accrediting body.

Session A10. Leveraging Labor Market Information for Academic Program Review
Monday, October 16, 9:00-9:45 AM in Magnolia 3

Track: Data Analytics and Visualization

Presented by: Ms. Kimberly Jones, *Lightcast*
Dr. Danielle Kerr, *Lightcast*

This session offers an overview of the origins, key components, and common challenges institutions face in the development and execution of academic program review. While providing an overview of major elements and examples, this workshop primarily focuses on the development and delivery of an external demand analysis. External demand seeks to address: How does this academic program align to labor market opportunities? Embedded within external demand are four key components: (1) labor market size, (2) in-demand skills, (3) occupational salary, and (4) staffing patterns. Following a survey of labor market information, the session highlights the sources of labor market information.

Morning Refreshment Break with Exhibitors

Monday, October 16, 9:45-10:15 am in Grand Ballroom South

Visit with conference exhibitors for a refreshment break.

Sponsored by: Lightcast

Session B1. Coordinating an Institutional Data Request Process Utilizing Service Now
Monday, October 16, 10:15-11:00 AM in Dogwood

Track: Best Practices in Reporting

Presented by: Christopher Weldon, *Augusta University*

In the past, Augusta University's Office of Institutional Research utilized various tools (Asana, Excel, Teamwork) to track data requests. Over a few years ago, the idea of utilizing a central data request process was discussed and it was decided to utilize ServiceNow. It was discussed that the request process would not be limited to IR. IT and data stewards participated in these discussions and we are on our beta version of our central data request process.

Session B2. Data Show and Tell: Tell the Story
Monday, October 16, 10:15-11:00 AM in Azalea D

Track: Data Analytics and Visualization

Presented by: Dr. Carley Dear, *University of Mississippi Medical Center*
Dr. Jeanna Wilkes, *University of Mississippi Medical Center*

Data storytelling is a skill that is vital to crafting a narrative by leveraging data. In this session, participants will learn how to use, analyze, identify, and communicate key quantitative and qualitative data to tell the story. (All are encouraged to attend the part 2 session, "Data Show and Tell: Show Your Data" - it is offered to explain how to "show the story.")

Session B3. Demo of U.S. News & World Report Academic Insights!
Monday, October 16, 10:15-11:00 AM in Magnolia 3

Track: Policy and Decision Support

Presented by: Mrs. Chloe Farmer, *U.S. News & World Report - Academic Insights*

U.S. News & World Report's Academic Insights is the top peer benchmarking and performance assessment tool in Higher Education. Containing unpublished rankings and data, Academic Insights allows college, university, and graduate school administrators the ability to create custom peer groups and metric groups and compare their relative performance to that of others. Data can be viewed using Academic Insights' unique data visualizations or exported as reports. Institutional Research professionals can access the Download Center to export large data sets. This session will show Higher Education and IR professionals how to use Academic Insights for benchmarking and institutional data reporting.

Monday, October 16

Session B4. Did They Get What They Came For?: Internships and Post-Graduate Outcomes
Monday, October 16, 10:15-11:00 AM in Azalea C

Track: Policy and Decision Support

Presented by: Dr. Cassandra Kepple, *Florida State University, Metrics Business Analyst*
Dr. Samantha Nix, *Florida State University, Assistant Director, Student Success Analytics*
Mr. Andrew Brady, *Florida State University, Associate Director, Institutional Research*

This presentation examines the relationship between internships and securing job offers using 6 years of over 40,000 graduation survey responses. Specifically, we investigated how this relationship may have changed post-COVID. In the 2017-18 to 2020-21 surveys, we observed a negative relationship between internship and securing a job offer; however, this relationship became positive in 2021-22. This study examines potential inputs of this change, such as student identity and institutional policy. These findings will be used to make suggestions for decisions regarding various programs on our campus as well as policies which are meant to support the success of our students.

Session B5. How Forecasting and Analytics Informed Future Enrollment Planning
Monday, October 16, 10:15-11:00 AM in Magnolia 6

Track: Data Analytics and Visualization

Presented by: Ms. Melanie Boynton, *Reynolds Community College*

Enrollment planning is paramount to managing a colleges' constrained resources, and setting unrealistic goals can have negative implications. College leaders embraced the art and science of enrollment planning with a robust data and analytics strategy that accurately forecast future enrollment. Reynolds employed a comprehensive data and analytics strategy that informed decisions to stabilize declining enrollment while providing greater access to underrepresented students. Learn how the journey to building data capacity provided the foundation for the college to set and achieved realistic enrollment goals.

Session B6. Rethinking Educational Licensure
Monday, October 16, 10:15-11:00 AM in Magnolia 5

Track: Policy and Decision Support

Presented by: Shelby Morris, *Alabama Commission on Higher Education*
Dr. Jim Purcell, *Alabama Commission on Higher Education*

The Alabama Commission on Higher Education (ACHE) joined educational stakeholders in reviewing potential barriers impeding the teacher preparation pipeline. ACHE found significant challenges with standardized exams in identifying quality teachers, potentially becoming a primary barrier to teacher licensure. Through this paper, ACHE provides an overview of the research related to the use of standardized exams for teacher preparation and recommends focusing on broader assessments to identify and define a quality teacher. This recommendation entrusts the state's higher educational institutions to adequately prepare teacher candidates for content knowledge and accepts the edTPA (Teacher Performance Assessment) as a standard for educator licensure.

Session B7. SAIR Newcomers Workshop Class of 2009: Career Branches
Monday, October 16, 10:15-11:00 AM in Magnolia 2

Track: Leadership and Management

Presented by: Dr. Emily Erwin, *River Parishes Community College*
Dr. Abby Willcox, *University of North Florida*
Eric Atchison, *Arkansas State University System*

This session is considered an extension of the Newcomers Workshop (although attendance at the workshop is not required to join us) and will provide perspectives from three seasoned institutional researchers across a wide array of experiences. Speakers will provide a thematic summary of some of the key decisions points in their careers and offer advice to attendees for moving forward. Attendees will have the chance to ask the panel questions and engage in a constructive dialog to better understand their role.

Session B8. Seeing not just "Seeking" Improvement: Four Disciplines of Execution
Monday, October 16, 10:15-11:00 AM in Azalea A

Track: Accreditation, Assessment, and Evaluation

Presented by: Ms. Ginny Cockerill, *Greenville Technical College*

While the institutional effectiveness standards mandate "seeking" improvement, is it possible to move beyond that to ensure that higher ed faculty/staff are "seeing" improvement across all areas? Published by Franklin-Covey, The Four Disciplines of Execution provides a framework for executing change in business. These principles are readily applicable in a higher ed setting and align well with standard IE processes. Implementing these disciplines can help transform institutional culture into a self-fulfilling cycle of continuous improvement. This session explains the four disciplines, describes their relevance in higher ed, and concludes with examples of cultural change at this institution across all areas.

Session B9. Striving for Continuous Improvement: Integrating Strategic Planning and Assessment
Monday, October 16, 10:15-11:00 AM in Magnolia 1

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Jacob Carver, *Lincoln Memorial University*

SACSCOC Standard 7.1 of The Principles of Accreditation states, "The institution engages in ongoing, comprehensive, and integrated research-based planning and evaluation processes that (a) focus on institutional quality and effectiveness and (b) incorporate a systematic review of institutional goals and outcomes consistent with its mission" (SACSCOC, 2020, p. 57). The presenter will share how Lincoln Memorial University (LMU) has successfully implemented an integrated planning process consistent with the University's mission. The presenter will also discuss the effectiveness of the assessment process for the University's Strategic Plan; it is intentionally similar to the assessment process for academic programs and administrative units.

Session B10. Move Your Data the Easy Way: A Friendly Introduction to Azure Data Factory
Monday, October 16, 10:15-11:00 AM in Beachside

Track: Technology and Innovation

Presented by: Ms. Claire Heacox, *Auburn University*
Ms. Julia Thompson, *Auburn University*

Azure Data Factory can move and transform data between various types of databases with a low-code interface that is usable by techy analysts and software developers alike. Learn the basics of Azure Data Factory to see if your team could benefit from this relatively simple yet powerful tool. Azure Data Factory is a suite of tools inside the Microsoft Azure cloud platform that can act as a central data hub, with cost determined by usage. We will walk through some simple examples of and use cases for data integration that can be scheduled for automated refresh and monitored for failures.

Session B11. Using Power BI Visualizations for General Education Curriculum Assessment
Monday, October 16, 10:15-11:00 AM in Azalea B

Track: Data Analytics and Visualization

Presented by: Ms. Caitlyn Jessee, *Florida State University*
Dr. Galiya Tabulda, *Florida State University*
Dr. Rick Burnette, *Florida State University*

This presentation will cover Florida State University's process to establish a centralized and automated data collection and analytics reporting process for General Education curriculum learning outcomes. The presenters will showcase how Power BI visualizations were used to create the original learning outcomes reports and how these reports evolved over time in response to stakeholders' needs. The presentation will also include a description of how we made adjustments to the assessment cycle and sampling to streamline the process for different campus locations and modalities.

Photo courtesy of Eric Atchison, Arkansas State University System

Session C1. Analysis of Faculty Salary Compression
Monday, October 16, 11:15 AM-12:00 PM in Azalea A

Track: Policy and Decision Support

Presented by: Dr. Andrew Luna, *Austin Peay State University*

This paper outlines the methodology, results, and conclusions as a result of running a model to determine if salary compression exists. This paper offers various scenarios of mitigation. While the model utilized has been tested through the peer-review process, it is not the only model currently being used. Therefore, the remedies recommended to address salary compression are optional and other models could be utilized to address the issue. Faculty salary compression is a complex issue that is caused by a variety of internal and external factors. While the causes mentioned below are not exhaustive, they are fairly comprehensive.

Session C2. Conversations with Customers: Reinventing an IR Website as a Communications Platform
Monday, October 16, 11:15 AM-12:00 PM in Magnolia 1

Track: Technology and Innovation

Presented by: Ms. Valerie L. Roberts, *Georgia Institute of Technology / Institutional Research & Planning*

The essence of institutional research is telling stories with data. We tell stories about institutions—their past, current state, and potential future—but we don't tell our own story. We are anonymous narrators. One IR analyst is leading a quest to change that!

Session C3. Data Show and Tell: Show the Story
Monday, October 16, 11:15 AM-12:00 PM in Azalea D

Track: Best Practices in Reporting

Presented by: Dr. Jeanna Wilkes, *University of Mississippi Medical Center*
Dr. Carley Dear, *University of Mississippi Medical Center*

Data visualization conveys the narrative through imagery. In this session, participants will learn how to utilize PowerPoint visualization tools and techniques to design and disseminate data through presentations, flyers, email, and other mediums. (All are encouraged to attend the part 1 session, "Data Show and Tell: Tell the Story." – it is offered to explain how to "tell the story.")

Session C4. Designing and Using a Peer Network for a Successful Reaffirmation
Monday, October 16, 11:15 AM-12:00 PM in Beachside

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Will Miller, *Embry-Riddle Aeronautical University*

While external consultants abound that can assist campuses with ensuring alignment with SACSCOC Principles, every time you write a report, a number of your peers are going through the same process. In 2022 and 2023, over a dozen campuses came together and created an informal network to discuss their process, offer support, and assist in reviewing standards for others. The approach proved to be effective, efficient, and perhaps most importantly cathartic for the liaisons at each institution. In this session, we will discuss the rationale behind forming the group, the approach the group took to its meetings, and the impact.

Session C5. Dynamic Documentation with Data Science Resources and Practices
Monday, October 16, 11:15 AM-12:00 PM in Magnolia 5

Track: Data Analytics and Visualization

Presented by: Mr. Daniel Lyczak, *Georgia Institute of Technology*

Data Science tools like Jupyter Notebooks allow for dynamic storytelling to aid internal (work notes) and external (data summary) sharing. These free, open-source products can quickly boost productivity while simultaneously making work reproducible and adaptable. Jupyter Notebooks also interact well with myriad technologies, allowing for complex operations and visualizations that can be easily implemented for any user level. This session discusses where current documentation and reporting falls short while introducing and demoing how Data Science practices can instantly increase data proficiency without sacrificing usability.

Session C6. Enrollment Forecasting: Modeling application dynamics for early and increasingly accurate projections
Monday, October 16, 11:15 AM-12:00 PM in Azalea C

Track: Policy and Decision Support

Presented by: Dr. Ryan King, *Austin Peay State University*

Timely and accurate enrollment projections can be instrumental in administrative planning and decision making. To this end, the current approach uses historical data to model the typical rate at which applications accumulate over time. This methodology enables estimates of application volume very early in the application cycle. By incrementally updating this estimate as applications come in, the model makes the best use of the information available at any given time and the projection becomes increasingly accurate. Additional ways of improving the projection such as estimating seasonality, retention rate, and application-yield likelihood are also discussed.

Session C7. Historically Black Colleges and Universities (HBCU) - IR Meeting
Monday, October 16, 11:15 AM-12:00 PM in Magnolia 3

Track: Special Interest Group

Presented by: Dr. Asitava "AJ" Jana, *Florida Agricultural and Mechanical University (FAMU)*
Dr. LaDonna Eanochs, *Alcorn State University (ASU)*

Historically Black Colleges and Universities (HBCUs) advocate for education for underrepresented communities. Institutional researchers from the southern states, which are home to the majority of HBCUs, are interested in insights on HBCUs that help build synergy in education pipelines throughout the area. In these challenging times, HBCU scholars are actively involved in student and institutional successes. This Significant Interest Group (SIG) meeting at SAIR will provide a forum for attendees serving HBCUs to address important research challenges in the HBCU communities, examine information needs for supporting educational outcomes, and foster fellowship.

Session C8. The First Three Years of CIP 2020: Updates and Future Directions
Monday, October 16, 11:15 AM-12:00 PM in Magnolia 2

Track: Best Practices in Reporting

Presented by: Dr. Allan Joseph Medwick, *Ursidae Analytics, LLC*
Ms. Michelle Coon, *National Center for Education Statistics*

The National Center for Education Statistics released the latest version of the Classification of Instructional Programs (CIP), CIP 2020, in 2019. The 2022-23 IPEDS Data Collection is the third year of completions data using CIP 2020. In this session, we will present our findings on the adoption of the new CIP Codes and highlight some of the emerging fields identified through the "write-in" process and an analysis of academic program inventories. We will also discuss key areas of current CIP development, answer attendee questions on academic program classification, and describe ways to contribute to future versions of the CIP.

Session C9. Weekly Fall Registration Tracking: An Adventure of Dashboarding and Process Improvement
Monday, October 16, 11:15 AM-12:00 PM in Azalea B

Track: Data Analytics and Visualization

Presented by: Zach Berven, *University of Tennessee, Knoxville*

The University of Tennessee, Knoxville's Institutional Research and Strategic Analysis team had a goal of providing deeper and interactive insights of saved daily registration data for FTF cohorts used by Student Success and other administrators. The data provided was valuable, however, improvements were necessary for the stakeholders involved.   This led to the creation of a SAS dashboard providing a streamlined and intuitive interface to explore and interpret the registration data. This session will have three focuses: the creation of this dashboard, the improved automated ETL process, and the experiences in this project, including the successes, mistakes, and future plans.

Monday, October 16

Session C10. Where do I(E) go from here?
Monday, October 16, 11:15 AM-12:00 PM in Magnolia 6

Track: Leadership and Management

Presented by: Ms. Amanda Kin, *Jefferson State Community College*

This presentation focuses on the broad range of areas that Institutional Effectiveness (IE) can support and supervise. The presenter will use their own experience and give specific projects that illustrate how IE can springboard into almost every aspect of a college's infrastructure. Having broad and varied experience can set up IE personnel for a variety of other jobs in the college setting.

SAIR 50 Table Topic Luncheon

Monday, October 16, 12:00-1:00 pm in Grand Ballroom North

Hosted by: Jared Avery, Dallas Theological Seminary

Join your colleagues in lively discussion on the topics provided by Jared to start conversations at each table. All SAIR conference attendees and exhibitors are welcome to attend.

Sponsored by: SAS

Table Topic Luncheon

Monday, October 16, 12:00pm—1:00 pm
in Grand Ballroom North

Select a table and discuss topics with colleagues
from around the region

New to IR...Tables 1, 2, & 3

Accreditation and Assessment...Tables 4 & 5

Surveys & Course Evaluations...Table 6

Community Colleges...Table 7

Analytics and Artificial Intelligence (AI)..........................Tables 8, 9, & 10

Data Visualization..Table 11

Data Literacy..Table 12

CIP 2020: Updates and Future Directions.......................................Table 13

IPEDS...Table 14

Data Management...Table 15

Enrollment Management...Table 16

IR Leadership and Management...Tables 17 & 18

Monday, October 16

Session D1. Decoding the Retention Puzzle: Unveiling Insights through Qualitative Analyses of Student Experiences
Monday, October 16, 1:15-2:00 PM in Azalea B

Track: Policy and Decision Support

Presented by: Dr. Elizabeth C. Alexander, *Emory University*
Dr. Smriti A. Ingrole, *Emory University*
Ms. Neha J. Murthy, *Emory University*

When lacking a clear hypothesis, or looking at a small sample size, Institutional Research professionals may turn to text analyses. In this presentation, we identify some unique sources of text-based student data and compare two techniques for analyzing those data (i.e., traditional qualitative coding, the Relative Insight platform). Next, we show how to visualize some of this information to stakeholders in easy to digest ways. Finally, we evaluate the challenges and benefits of using these two tools in an IR context.

Session D2. Designing Effective Survey Research to Enhance Evidence-Based Decision-Making in Higher Education
Monday, October 16, 1:15-2:00 PM in Dogwood

Track: Policy and Decision Support

Presented by: Dr. Kenneth L Thompson, *University of Mississippi Medical Center*

This session provides an overview of survey research methods and steps to design effective survey instruments for collecting data to support evidence-based decision-making in higher education. In this session, we'll cover topics such as designing effective instruments, sampling techniques, and ethical considerations when conducting survey research. Throughout the session, we'll look at examples of effective instruments and strategies for maximizing the quality of data collected.

Session D3. Directions to a Degree: the Efficient Visualization and Analysis of Curriculum Data using Network Graphs in R
Monday, October 16, 1:15-2:00 PM in Azalea D

Track: Data Analytics and Visualization

Presented by: Mr. Zhen Zhang, *University of Georgia*

Visualizing curriculum data as network graphs with courses as nodes and prerequisite relationships as edges is an intuitive alternative to traditional, text-based methods; however, practical adoption of network graphs is hindered by non-standard input data and limited support in enterprise BI software. This session will present two workflows that allow for the rapid and customizable creation of visualizations for whole curricula and individual student degree plans using the vizNetwork package in R, including the automated calculation of a suite of metrics used by the UGA Office of Instruction to find bottleneck courses and optimize degree program efficiency.

Session D4. Generative AI and its implications for data analytics/institutional research functions
Monday, October 16, 1:15-2:00 PM in Beachside

Track: Technology and Innovation

Presented by: Judith Nyabando, *The University of Tennessee Health Science Center*

Generative artificial intelligence (AI) has exploded on the world stage and has the potential to drastically change how we work. By now, we have all heard of systems such as ChatGPT and Bard. So, what is generative AI? How is this technology impacting or going to impact data analytics/IR functions? In this presentation we will discuss the definition of generative AI and give examples of systems available today, explore the impact of the technology on IR functions so far, discuss information security and privacy considerations, and provide examples of how the technology can be used in completing IR functions/tasks.

Session D5. How to move a Business Objects Report to an Interactive Dashboard in 60 days or less?
The Admission Funnel Episode
Monday, October 16, 1:15-2:00 PM in Magnolia 2

Track: Data Analytics and Visualization

Presented by: Mrs. Courtney Andrews, *Morehead State University*
Mrs. Carrie Varney, *Morehead State University*

We will provide an overview of how the Morehead State University Office of Planning, Performance, and Effectiveness team took a static report and converted it to an interactive live Tableau dashboard. In this session, we will cover how this was a professional development opportunity for a team member to learn how to create. We will discuss the creative aspect as well as the technical pieces that were troublesome. We were tasked with creating a live daily dashboard of admission funnel by our enrollment services team. This session will cover the various aspects of completing such a task in two months.

Session D6. IPEDS Update
Monday, October 16, 1:15-2:00 PM in Magnolia 5

Track: Best Practices in Reporting

Presented by: Dr. Tara Lawley, *National Center for Education Statistics*
Mr. Jamie Isaac, *RTI*

The National Center for Education Statistics will present a general update on the Integrated Postsecondary Education Data System (IPEDS).

Monday, October 16

Session D7. Making Sense of Metrics
Monday, October 16, 1:15-2:00 PM in Azalea C

Track: Policy and Decision Support

Presented by: Mr. Lee Howell, *Metrics Strategies Program Director, Florida State University*
Dr. Cassandra Kepple, *Metrics Business Analyst, Florida State University*
Dr. Denise Gardner, *University of Tennessee Knoxville*
Shawn Potter, *Tulane University*
Eric Atchison, *Arkansas State University System*
Dr. Emily Erwin, *River Parishes Community College*
Dr. Rick Burnette, *Florida State University*

In the dynamic world of higher education, institutional researchers face the challenge of compiling and tracking a wide range of metrics. This panel session brings together experts from diverse sectors and states to explore the intricacies of metrics in higher education. Through an open dialogue, attendees will gain insights into the metrics tracked by institutions, their impact on decision-making, and strategies for effective utilization. Key themes include fostering a data culture, enhancing data access, intended and unintended consequences, defining success, and synergistic collaboration. Join us to unlock the power of metrics and navigate the pathway to institutional success.

Session D8. Tracking the continuous improvement process at Jacksonville State University using the Balanced Scorecard Method, Implications for the Office of Institutional Research and Effectiveness.
Monday, October 16, 1:15-2:00 PM in Azalea A

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Marie A. Valentin, *Jacksonville State University - Jacksonville, AL*
Mr. Blake Hunter, *Jacksonville State University - Jacksonville, AL*

As part of Jacksonville State Universities Continuous Improvement Process, we explored methods for tracking continuous improvement over the varying CIP components.   As a result of this, we developed a standardized system of data reporting, data collection, and data storage which allowed for analysis across each CIP component and the development of the CIP balanced scorecard. The development of the CIP scorecard allowed a visual depiction of the performance measures within and between components to create a balanced view of institutional performance.

Session D9. Troy University's Quality Enhancement Plan (QEP) 2020 - 2025, "Internationally Aware, Globally Prepared": An Assessments Strategy Presentation
Monday, October 16, 1:15-2:00 PM in Magnolia 6

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Richard Ledet, *Troy University*

As part of reaffirmation processes and other efforts aimed at reinforcing its ability to serve as an "International Institution," Troy University's Quality Enhancement Plan (QEP) involves two independent but complementary globally-focused initiatives that will promote international scholarship among students and inter-cultural competency among employees. This presentation describes the assessment strategy being utilized by the Office of Institutional Research, Planning, and Effectiveness to measure the progress of the QEP. Efforts supporting the preparation of the QEP"s Impact Report will be discussed along with several "lessons learned" that will benefit others involved in the preparation, implementation, and evaluation of a QEP.

Session D10. Using Qualtrics TextiQ to Classify Open-Ended Survey Responses
Monday, October 16, 1:15-2:00 PM in Magnolia 1

Track: Technology and Innovation

Presented by: Ms. Katherine Gipalo, *Florida State University*
Dr. Samantha Nix, *Florida State University*

In their role, IR/IE staff may often be faced with the challenge of categorizing and summarizing qualitative survey data. This software demonstration will show how the FSU IR Office has used the Qualtrics' TextiQ feature to make sense of qualitative response data via two different use cases. We use recent poll data from the Node for IR/IE weekly newsletter to demonstrate a priori (deductive) coding and open (inductive) coding, both in TextiQ. Discussion will include both the technical aspects of using TextiQ and how to identify which approach to use for your project.

Session D11. What I've Learned: Reflections on 16 Years as an IR Director
Monday, October 16, 1:15-2:00 PM in Magnolia 3

Track: Leadership and Management

Presented by: Dr. Beverly R. King, *East Carolina University*

In this session, the presenter (who is rapidly approaching retirement) will share observations and lessons learned in the sixteen years she has been directing Institutional Research offices. These reflections fall into the following categories: Cognitions, Collaboration, Communication, Competencies, Continuity, and Coordination. The session, although of interest to all, may be most beneficial to those new to the field of Institutional Research and those who want to move into management.

Session E1. Beyond Surface-Level Insights: How Important Words and Sentiment Analysis Can Help Us Understand Student Needs
Monday, October 16, 2:15-3:00 PM in Azalea A

Track: Technology and Innovation

Presented by: Mr. Geoffrey Koch, *University of Miami*
Ms. Jennifer Heaton, *University of Miami*

Student comments on Student Course Evaluations may be only glanced over or completely disregarded due to the sheer volume of student feedback. The volume makes it difficult to effectively "close the loop". Text mining techniques that can process large amounts of text and allow us to extract themes and key topics are needed. This presentation will demonstrate how a private institution is leveraging sentiment analysis and tf-idf scores in a Tableau dashboard to explore student comments on student course evaluations, allowing staff to take action on the feedback given.

Session E2. Bridging the Gap: Analyzing the cost of raising graduate stipend to meet the cost of living
Monday, October 16, 2:15-3:00 PM in Magnolia 1

Track: Policy and Decision Support

Presented by: Mr. Jaeo Han, *Virginia Tech*
Ms. Kacy Lawrence, *Virginia Tech*

In 2022, the Graduate Assistantship Support Task Force at Virginia Tech was established to address the concerns raised by graduate students regarding inadequate graduate stipends. The task force enlisted the Analytics office to examine the gap between the existing stipends and the cost of living. Detailed what-if scenario analyses were carried out using current stipend data to estimate the possible budget expenditures to bridge the gap. The ability to simulate various scenarios enabled the task force to develop a phased plan to raise stipend levels, ensuring that all graduate assistants receive a stipend no less than the cost of living.

Session E3. Championing Your Assessment Digital Transformation Branch by Branch
Monday, October 16, 2:15-3:00 PM in Magnolia 3

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Douglas Masterson, *University of Southern Mississippi*
Ms. Suzanne Carbonaro, *HelioCampus*

Institutions are facing increased pressure from stakeholders and accreditors to demonstrate evidence of institutional effectiveness and return on investment. This, paired with showcasing student achievement, means that institutions are increasingly turning to purpose-built assessment solutions to support their institutional effectiveness. Leaders at University of Southern Mississippi, and Lake-Sumter State College are leading digital transformation to yield meaningful data for consumption in decision-making, resource allocation, and evidence for institutional effectiveness. Participants will receive tips on growing their digital transformation efforts, who needs to be involved, and what the benefits of this initiative can be for your institution.

Session E4. Data, definitions, and context - avoiding and preventing misuse and misinterpretation of data.
Monday, October 16, 2:15-3:00 PM in Beachside

Track: Best Practices in Reporting

Presented by: Mr. Donyell Francis, *Georgia Institute of Technology*
Mr. Benjamin Chapman, *Georgia Institute of Technology*

As new IR professionals we encounter a variety of terminologies and categorizations that are used in data reporting; however, different stakeholders may have different understandings of the data terms. This can lead to misuse and misinterpretation of data that can create inconsistent or incorrect messaging. This presentation will highlight common data terms and the definitions and contexts that can lead to different outcomes.

Session E5. Education Workforce Needs Index (EWNI): Identifying Challenges and Opportunities States Face
Monday, October 16, 2:15-3:00 PM in Magnolia 5

Track: Policy and Decision Support

Presented by: Dr. Jim Purcell, *Alabama Commission on Higher Education*
Dr. Patrick Kelly, *Alabama Commission on Higher Education*
Dr. Stephanie C. Dolan, *Alabama Commission on Higher Education*

Governing and coordinating board staff are often asked to assist leaders with understanding economic and societal issues as well as develop strategies on how they can tackle these diverse, challenging problems. This session presents a unique view on how to use public microdata samples in addressing such issues by comparing a state's education attainments and workforce statistics across its regions. The EWNI identifies impactful economic and workforce metrics provided by the U.S. Census Bureau for improving community success, acknowledging potential areas of rapid growth and changing demographics. Overall, attendees will learn how this information can empower communities via meaningful discussions.

Session E6. Effective Data Visualization for All
Monday, October 16, 2:15-3:00 PM in Azalea D

Track: Data Analytics and Visualization

Presented by: Ms. Emily Rothenbacher, *University of Alabama*

In today's increasingly data-driven world, there is an increased need to make that data understandable and accessible for everyone. It is up to us, the keyholders of reports and visualizations, to extract the actionable takeaways amongst the numeric weeds. Data visualizations, when created with quality data and users' needs in mind, provide a quick way for anyone to understand important, data-based information. This presentation covers the basics of effective data visualization, from how the brain processes visuals to how to make a visualization accessible for all users.

Session E7. Navigating a Successful Program Assessment Peer Review
Monday, October 16, 2:15-3:00 PM in Dogwood

Track: Accreditation, Assessment, and Evaluation

Presented by: Mrs. Carolyn Beamer, *University of West Florida*

The program assessment peer review process is an annual institution-wide discussion and reflection on program-level assessments of student learning outcomes. The presentation showcases the biennial review cycle, discusses the transition to virtual during COVID, and incorporates feedback for process improvement. It highlights the resources utilized and the administration's support in fostering cultural integration.

Session E8. The Node for IR/IE: Lessons Learned About the Current and Future State of the Field of Our Field
Monday, October 16, 2:15-3:00 PM in Azalea B

Track: Policy and Decision Support

Presented by: Dr. Eric Godin, *St. Thomas University*
Eric Atchison *Arkansas State System*

"The Node for IR/IE" is a free weekly e-newsletter highlighting news, reports, and updates for the fields of institutional research/effectiveness. Started in March 2020, "The Node" is emailed every Wednesday and shares around a dozen key resources from the field of IR/IE. This session highlights what we have learned about the current and future state of the field of IR/IE since the project started, including insights from our weekly polls and subscriber feedback, and how "The Node" can be used to support professional development. Learn more at http://bit.ly/nodeforir.

Session E9. Using ESRI Research to Enhance Campus Marketing Efforts
Monday, October 16, 2:15-3:00 PM in Magnolia 2

Track: Policy and Decision Support

Presented by: Dr. Andrew Luna, *Austin Peay State University*

In an attempt to utilize Geographic Information Center technology as part of the institution's overall enrollment management endeavors, Decision Support and Institutional Research reached out to the GIS Center to determine how the ESRI technology could be used to pinpoint concentrated markets, trends in market growth and decline, identification of new markets, and how the two offices could provide unique marketing data for the institution. This presentation outlines the results, conclusions, and recommendations of the project.

Session E10. The Correlation of Course Grades and 1-Year Retention at Georgia Gwinnett College
Monday, October 16, 2:15-3:00 PM in Magnolia 6

Track: Data Analytics and Visualization

Presented by: Dr. Michael Poll, *Georgia Gwinnett College*
Dr. William Zhang, *Georgia Gwinnett College*
Ms. Juan Ren, *Georgia Gwinnett College*
Mr. Md M Rahman, *Georgia Gwinnett College*

At Georgia Gwinnett College (GGC), the entering fall term GPA impacted 1-year retention the most as a significant predictor. A related study at the college first examined grade distributions by student demographics, course setting factors like class size, and by instructor factors like their gender and race. Then, the study compared all those factors to find which ones impact one-year retention the most. It eventually arrives at a quadruple analysis of courses in a bubble chart with Y axis showing the percentage of ABCs and X axis indicating the 1-year retention percentage.

Session E11. Where? to There! - Using OneNote to Organize Your IR Needs: Tips for the Beginner IR Professional to Management
Monday, October 16, 2:15-3:00 PM in Azalea C

Track: Technology and Innovation

Presented by: Ms. Samantha James, *Georgia Institute of Technology*

How do you manage your information? Is that working? If it is not or needs improvement, let's discuss one option that may be free at your institution. Microsoft OneNote has been available for some time but is underutilized. At Georgia Tech, we have adopted it for several functions to include meeting notes, conference materials arsenal, checklist, best practices, employee resources, internal knowledge management for unrecorded vital data matters, and extending to employee management and beyond. I would like to share simple tips and tricks that may decrease the time between the "Where is this?" to "There it is!

Afternoon Refreshment Break with Exhibitors

Monday, October 16, 3:00-3:30 pm in Grand Ballroom South

Visit with conference exhibitors for a refreshment break.

Sponsored by: Alteryx
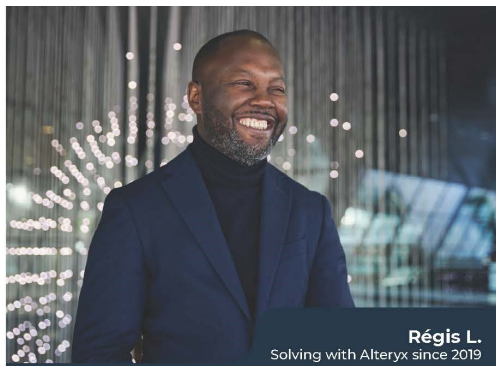
Monday, October 16

Session F1. Cultivating model-informed strategies: A case study with student success
Monday, October 16, 3:30-4:15 PM in Magnolia 6

Track: Data Analytics and Visualization

Presented by: Rob Hopkins, *Virginia Tech*

In this presentation, we provide a case study illustrating how a comprehensive analytic approach is being used to foster a model-informed strategic initiative to better support first-generation college students at Virginia Tech. Beginning with a brief discussion of the project context, we then overview the project pipeline, including: stakeholder interactions, predictive data mining and machine learning, model refinement, and data visualization & dashboarding. Dashboard design was based on the results of the machine learning models, nuanced queries of the stakeholders, and an iterative investigative modeling process. This approach allowed the team to create a highly customized operational dashboard for stakeholders.

Session F2. Herding the Cats: A System to Make Credentialing Manageable
Monday, October 16, 3:30-4:15 PM in Azalea A

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Will Miller, *Embry-Riddle Aeronautical University*

In this session, we will delve into the crucial aspects of maintaining compliance on faculty credentials and ensuring the quality of education within the framework of SACSCOC standards. We will explore the best practices and strategies for documenting, evaluating, and verifying faculty credentials, including educational qualifications, teaching experience, and professional achievements. We will discuss how we established a robust internal system for collecting, organizing, and updating faculty information, while navigating the complexities of SACSCOC's requirements. We will also discuss the importance of aligning faculty credentials with institutional goals and the implications for accreditation.

Session F3. Introduction to collecting longitudinal education policy data and creating a dataset ready for policy analysis: Using Wayback Machine website to search historical data and basic introduction to STATA for merging data
Monday, October 16, 3:30-4:15 PM in Magnolia 2

Track: Policy and Decision Support

Presented by: Mr. Garam Chu, *Emory University*

This presentation is aimed to assist beginners who want to collect state policy data and construct a dataset for analysis. To guide and help with this process, I will introduce skills in collecting, constructing, and validating data. One of my recommendations for searching data is to use the Internet Archive: Wayback Machine. This will help you go back to the past and collect historical data and provide us with powerful receipts for our research. The session also introduces basic skills of managing data in STATA. Attendees are expected to learn the overall data preparation process by using multiple resources.

Session F4. Staying Compliant in the Accreditation Off-Season with Student Success Data
Monday, October 16, 3:30-4:15 PM in Magnolia 3

Track: Accreditation, Assessment, and Evaluation

Presented by: Mrs. Courtney Andrews, *Morehead State University*

This will be a presentation of best practices for monitoring student success/achievement indicators to maintain compliance in between reporting years. Topics will include internal and external tracking and dissemination of the data. . First the session will cover the variety of methods by which we track our student achievement data. Second the session will provide examples on how to present this information to various stakeholders. Lastly, the session will provide a suggested timeline for the key stakeholder groups. At the end of the session, participants should have at least one new actionable idea to take back to their institution.

Session F5. Strategic Planning 101
Monday, October 16, 3:30-4:15 PM in Azalea D

Track: Accreditation, Assessment, and Evaluation

Presented by: Ms. Mandy Sessions, *Wallace Community College - Dothan*

WCC has a strong commitment to institutional planning. Through planning, WCC strives to create and sustain an environment that ensures institutional integrity, encourages progress and growth, evaluates achievement of goals and objectives, acknowledges accomplishments, and enhances student learning. In the fall of 2021 Wallace Community College - Dothan (WCCD) implemented its new 5-year strategic plan. This session will cover the planning process for: Creating the new plan: Appointing the planning committee, hiring a consultant, and conducting meetings; Implementing the strategic plan: Utilizing SPOL software to document and track goals and objectives, expected outcomes, and actual results; Training: Designated IE training area, Open labs, and How-To Guides; Tracking the progress: Monthly reports, supervisor oversight, and the annual report card.

Session F6. Supporting program and curricular design using Curricular Analytics
Monday, October 16, 3:30-4:15 PM in Magnolia 1

Track: Policy and Decision Support

Presented by: Dr. Steve Wilkerson, *The University of Texas at San Antonio/Institutional Research and Analysis*

Program curricula evolve and change over time, often without considering student progression toward completion. Curricular Analytics is an open-source software that visually analyzes curricula and computes metrics of curricular complexity. This presentation will discuss how these data have been used and embedded into revised university processes. In addition, future analyses will be discussed based student record-level data.

Session F7. The Hidden Hub: Revealing Institutional Research's Central Role in Data Governance
Monday, October 16, 3:30-4:15 PM in Magnolia 5

Track: Policy and Decision Support

Presented by: Mrs. Heather Epstein-Diaz, *Florida State University*
Ms. Katherine Gipalo, *Florida State University*

Data governance has traditionally been the responsibility of Information Technology offices. However, Institutional Researchers possess a unique skillset that perfectly positions them to cultivate and elevate data governance activities at their postsecondary institutions. During this session, the presenters will provide an overview of IR's relevance/impact on data governance as a field, why IR is strategically positioned to execute a data governance strategy, and offer lessons learned from the implementation of a data governance program at Florida State University.

Session F8. Using Analytics to Understand and Address Equity Gaps
Monday, October 16, 3:30-4:15 PM in Azalea B

Track: Data Analytics and Visualization

Presented by: Ms. Melanie Boynton, *Reynolds Community College*

The growing call for racial justice propelled colleges to re-evaluate equity gaps and be catalysts for socio-economic mobility in their communities. Data visualizations have become the mirror by which colleges study their reflection to understand equity gaps and measure whether a practice or policy change has the potential to "move the needle." Motivated by a commitment to share disaggregated data campus-wide, Reynolds crafted dashboards that analyzed how students of different races, gender and socioeconomic groups performed in Early Momentum Metrics, fundamental to closing equity gaps.

Session F9. What's the Buzz Around ChatGPT? Is AI Going to Replace My Job as an Institutional Researcher?
Monday, October 16, 3:30-4:15 PM in Beachside

Track: Technology and Innovation

Presented by: Dr. Smriti A. Ingrole, *Emory University*
Dr. Elizabeth C. Alexander, *Emory University*

In the field of institutional research, the emergence of AI models, such as ChatGPT, has raised questions about the future role of human researchers. This session aims to delve into the buzz surrounding AI platforms and explore its implications for institutional researchers. We will examine the capabilities of ChatGPT and other AI platforms, highlight their potential applications, and discuss how AI and human researchers can collaborate effectively to drive innovation in the field. Join us to navigate the transformative potential of ChatGPT and AI in shaping the future of institutional research.

Session F10. When Graduates Fall Far from the Tree: Challenges, Wins, and Lessons from an Internally-Conducted Alumni Survey
Monday, October 16, 3:30-4:15 PM in Azalea C

Track: Best Practices in Reporting

Presented by: Mr. Stuart Miller, *Auburn University*
Dr. Charlie Wilder, *Auburn University*
Dr. Rachel Whitman Rotch, *Auburn University*

Auburn University's Office of Academic Insight was recently charged with facilitating the institution-wide Alumni Survey to graduates. In this session, you will hear from AU's team on lessons learned from their efforts to pivot and develop an internal survey after not seeing desired results from an external vendor survey. Be ready share best practices and ideas on ways to implement a similar survey on your campus!

State Special Interest Groups
Monday, October 16, 4:30pm—5:00 pm

Alabama Association for Institutional Research (ALAIR) in Beachside
Convened by Mandy Sessions, *Wallace Community College - Dothan*

Arkansas Institutional Research Organization (AIRO) in Azalea A
Convened by Eric Atchison, *Arkansas State University System*

Florida Association for Institutional Research (FAIR) in Azalea B
Convened by Dr. Eric Godin, *St. Thomas University*

Georgia Association for Institutional Research, Planning, Assessment, and Quality (GAIRPAQ) in Azalea C
Convened by Dr. Jason Lee Wang, *Georgia Institute of Technology*

Louisiana Association for Institutional Research (LAIR) in Azalea D
Convened by Dawn Mitchell, *Northwestern State University*

Mississippi Association for Institutional Research (MAIR) in Magnolia 1
Convened by Ms. Chrisa Mansell, *Delta State University*

Tennessee Association for Institutional Research (TENNAIR) in Magnolia 2
Dr. Judith Nyabando, *The University of Tennessee Health Science Center*

Texas Association for Institutional Research (TAIR) in Magnolia 3
Convened by Dr. G. Marc Turner, *Texas State University*

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Data Analytics

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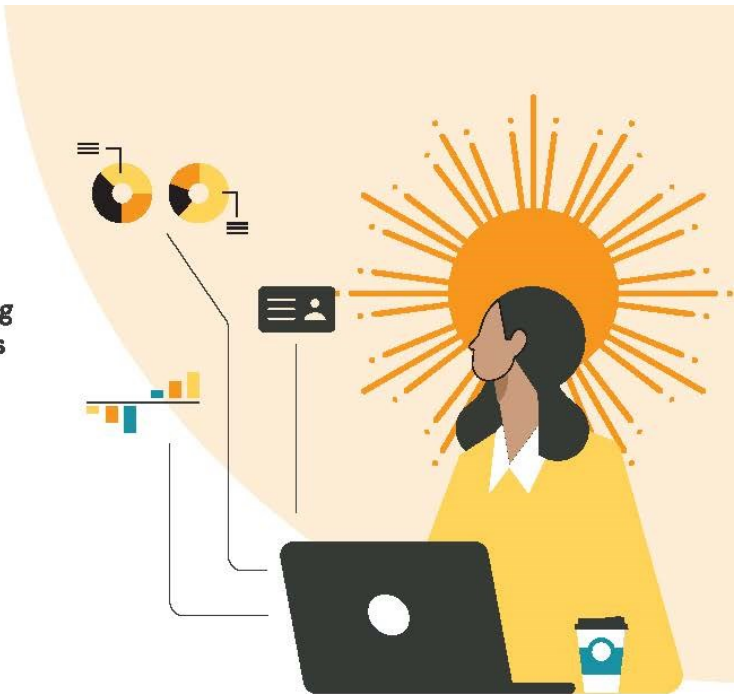
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Helio CAMPUS

SAIR 50 Awards Breakfast and Business Meeting

Tuesday, October 17, 8:00-9:30 am in Grand Ballroom North

All SAIR conference attendees are invited and encouraged to attend.

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Photo credit to the Alabama Oyster Trail
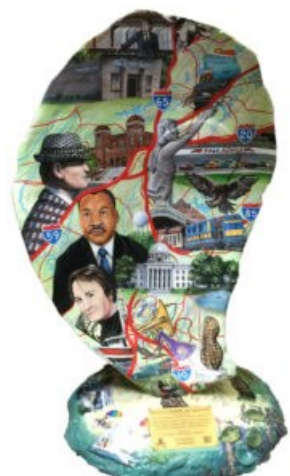
Session G1. Assessment for All: Accounting for Agency and Effort in Expectations
Tuesday, October 17, 9:45-10:30 AM in Magnolia 1

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Will Miller, *Embry-Riddle Aeronautical University*

In this session, we will discuss the importance of agency in assessment--especially focused on areas where faculty needed assistance in continuous improvement efforts. We will discuss how assessment professionals can engage with faculty and programs at various levels of commitment to assessment and willingness to put forth meaningful effort. Ultimately, we consider areas where faculty can, on their own, enact change and those areas requiring more institutional discussion and support.

Session G2. Data Integration for Student Success: Building a "Data Lake" of Student Affairs data!
Tuesday, October 17, 9:45-10:30 AM in Azalea C

Track: Technology and Innovation

Presented by: Dr. Ellissa Brooks Nelson, *University of North Carolina at Charlotte*
Mr. Mark Manning, *University of North Carolina at Charlotte*

We have completed the pilot phase of building a Student Affairs "Data Lake". With the collaboration of departments across the division, we have moved from siloed departmental data collection to the development of a standard data collection protocol across the division and an integrated data system of student affairs data. This integrated data system allows us to make more meaningful connections that can inform student success as well as opportunities for program impact and improvement.

Session G3. Enhancing Institutional Assessment: A Comprehensive Program Evaluation Approach for Improved Reporting Efficiency
Tuesday, October 17, 9:45-10:30 AM in Magnolia 3

Track: Best Practices in Reporting

Presented by: Mrs. Naima Wells, *Embry-Riddle Aeronautical University*

This concurrent session explores best practices in improving institutional assessment through a comprehensive program evaluation approach. Attendees will discover how to conduct surveys, perform meta-assessments, and conduct interviews with assessment contributors to enhance reporting efficiencies. With a focus on design and practices for producing reports, including internal reporting, mandated external reporting, and survey data, this session provides practical examples and strategies for optimizing reporting processes. Participants will gain insights into streamlining reporting efforts, aligning with accreditation requirements, and fostering a culture of continuous improvement. Participants will explore new paths forward in reporting and enhancing assessment practices in higher education.

Session G4. Graduate Stipends: Data to Support University Policy Decision
Tuesday, October 17, 9:45-10:30 AM in Magnolia 5

Track: Policy and Decision Support

Presented by: SuZanne Troske, *University of Kentucky*
Dr. Chris Thuringer, *University of Kentucky*
Madeleine Williams, *Oklahoma State University*
Ranjit Pandey, *Oklahoma State University*

Graduate Stipend Committee at the University of Kentucky asked the IR staff to provide data support in developing a methodology for setting baseline stipend amounts by department. UK used the Oklahoma State University Graduate Stipend Survey as the baseline for average stipends paid by CIP code at other universities. Details of the OSU survey will be discussed in addition to how UK used the OSU stipend data, evaluated UK payroll data, untangled CIP codes, and matched OSU survey data to UK data. Participants will better understand the OSU Survey and how to leverage it for data support and decision making.

Session G5. Help! How to Successfully Manage an Institutional Effectiveness (IE) Office
Tuesday, October 17, 9:45-10:30 AM in Azalea A

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Eric Godin, *St. Thomas University*

This session focuses on providing support, guidance, and examples to help those who are new to the area of institutional effectiveness, specifically at smaller institutions with minimal IE staff. This session will provide examples of key IE documents that provide a foundation for understanding and managing IE efforts at an institution: (1) University Wide Institutional Effectiveness Plan, (2) Templates for Assessment, (3) Other Helpful Resources, and (4) Top 10 List of what to do when you join a new institution.

Session G6. Let's Hear it for the Boys: Gender Disparities in Academic Success
Tuesday, October 17, 9:45-10:30 AM in Magnolia 6

Track: Policy and Decision Support

Presented by: Dr. Samantha Nix, *Florida State University*
Mrs. Logan Poland, *Florida State University*

Decades of academic research has shown that women perform better academically than their male counterparts across the educational pipeline. So why are women consistently outperforming men in college? Using data from five FTIC cohorts at a large, public, R1 institution, this presentation will take a deep dive into four-year graduation rate differences by sex/gender, comparing data from various angles, such as major, race/ethnicity, and engagement. Findings for this dataset suggest that sex/gender more strongly predicts four-year graduation than any other variable, save first fall GPA. Additional results suggest differential outcomes by student identity and academic achievement.

Session G7. So, They Want you To Build a Dashboard? Our Journey to an Actionable KPI Dashboard
Tuesday, October 17, 9:45-10:30 AM in Azalea B

Track: Data Analytics and Visualization

Presented by: Mr. Kevin L McMindes, *Greenville Technical College*

Everybody wants a dashboard these days. They are full of catchy visualizations and useful insights. But can I make one? From scratch? On my own? This session will chronicle our journey to develop a home-grown dashboard that presents a number of Key Performance Indicators identified by our chief academic officer. The goal is to give both a high-level overview and the ability to drill down to actionable data so that those high-level numbers can be affected. Join me as we look at the process from inquiry to pro-duction of our KPI Dashboard starting with Excel and moving to Power BI.

Session G8. Using Lagged Enrollment to Predict High School Graduates
Tuesday, October 17, 9:45-10:30 AM in Azalea D

Track: Data Analytics and Visualization

Presented by: Dr. Andrew Luna, *Austin Peay State University*
Dr. Ryan King, *Austin Peay State University*

Identifying trends of population growth and decline across Tennessee counties can help institutions of higher education plan for the future. In particular, reliable projections of the expected number of HS graduates can help institutions adapt to changing market conditions and strategically plan recruitment and marketing efforts. This research uses population projections and lagged grade counts from the Ten-nessee census to project the number of HS graduates up to 13 years in the future. We demonstrate that projections based on lagged grade counts are more robust to changes in education policy than projec-tions based on population alone.

Session G9. Better Data, Better Decisions, Better Outcomes
Tuesday, October 17, 9:45-10:30 AM in Beachside

Track: Data Analytics and Visualization

Presented by: Ken McVearry, *National Student Clearinghouse*
Joe Carlson, *National Student Clearinghouse*

The National Student Clearinghouse has been education's trusted data partner for 30 years. Looking to the future, NSC sees new opportunities to support student success. This session provides an overview of our research services that can help institutions understand and improve equitable student access, pro-gress, and completion and showcases our Postsecondary Data Partnership (PDP) service. The PDP is dedi-cated to the idea that access to better data leads to better decisions. With the PDP's analytics tools and benchmarking, colleges and universities are empowered to examine KPI visualizations which can quickly disaggregate data through a range of insightful and intersectional characteristics.

Tuesday, October 17

Session H1. All Aboard! Tracking new students from Admission through Registration
Tuesday, October 17, 10:45-11:30 AM in Magnolia 2

Track: Best Practices in Reporting

Presented by: Jinny Case, *The University of Texas at San Antonio/Institutional Research and Analysis*
Dr. Steve Wilkerson, *The University of Texas at San Antonio/Institutional Research and Analysis*

This session will demonstrate an institutionally created dashboard that tracks students through the onboarding process. The dashboard was iterated over a few admission cycles and expanded to provide a 360-degree view of the incoming student funnel. The presented functionality includes summary metrics, student row-level detail, and information needed for front-line offices to outreach to students to drive enrollment.

Session H2. Analytics and Artificial Intelligence: Effective Strategies for Campus Stakeholder Engagement
Tuesday, October 17, 10:45-11:30 AM in Beachside

Track: Data Analytics and Visualization

Presented by: Dr. Jared C. Avery, *Dallas Theological Seminary*
Dr. Roderick Willis, *Dallas Theological Seminary*

This presentation examines data analytic/artificial intelligence (A.I.) tools and practical strategies used to foster campus stakeholder engagement. Creating an analytical and data-driven culture within an organization is difficult; however, key steps can help institutional research (IR) offices collect buy-in among institutional leaders. These steps include ensuring that campus leaders understand the value of data analytics; promoting a culture that encourages experimentation; and establishing feedback loops to collect input from stakeholders. By following these steps, IR professionals can gradually cultivate an analytical and data-driven culture on their campuses leading to more informed decision-making and improved overall performance.

Session H3. Exploring the use of Classical Test Theory in Institutional Research Surveys
Tuesday, October 17, 10:45-11:30 AM in Azalea D

Track: Policy and Decision Support

Presented by: Dr. Kenneth L Thompson, *University of Mississippi Medical Center*

This presentation delves into the integration of Classical Test Theory (CTT) within a Higher Education Institutional Research Office. We'll discuss the significance of CTT to evaluate the reliability and validity of assessment data, including methods to evaluate each. We will discuss how survey research methods – including how to design an effective instrument, sampling techniques, and sample size – can be effectively employed to gather valuable insights from diverse stakeholders, facilitating evidence-based decision-making and institutional improvement. By harnessing these methodologies, institutions can optimize data collection, analysis, and interpretation to drive impactful educational research and enhance the overall quality of higher education outcomes.

Session H4. Faculty Salary Decision Making Using Institutional and Market Data
Tuesday, October 17, 10:45-11:30 AM in Magnolia 5

Track: Policy and Decision Support

Presented by: Dr. Amanda Kale, *University of Southern Mississippi*

In their quest to continue to use data to inform decision-making, The University of Southern Mississippi (USM) created the "Faculty Salary Market Analysis" to assist university administrators with salary negotiations during the faculty hiring and promotion process. Prior to the analysis, little to no evidentiary support was provided during salary negotiations for new faculty and current faculty's promotion. USM needed a tool that would guide the academic unit's with selecting a competitive yet cost effective salary that would not create compression within the position or rank. In this session, USM will walk through the impetus for implementation, methodology and results.

Session H5. National Survey of Student Engagement (NSSE) Dashboard Construction
Tuesday, October 17, 10:45-11:30 AM in Magnolia 3

Track: Data Analytics and Visualization

Presented by: Dr. Martin I. Gallegos, *The University of Texas at San Antonio*

The purpose of this presentation is to inform institutional research analysts on how to construct a dashboard to show their institutions' results on the National Survey of Student Engagement (NSSE). The audience will be shown an example on how to construct a NSSE dashboard using R and Power BI software. Steps on dashboard construction will be presented, and data visualizations of survey results across multiple survey years will be explained. A brief explanation of R software for transforming NSSE survey data from the SPSS format will be provided. Survey items groupings and results by survey topic areas will be explained.

Session H6. Predicting student's academic standing using SVM modeling
Tuesday, October 17, 10:45-11:30 AM in Azalea B

Track: Technology and Innovation

Presented by: Zhi Zhang, *Alamo College District*

Support Vector Machines (SVM) can predict student academic standing using prior year data by modeling complex relationships between variables. This machine learning technique leverages a student's past academic records, including grades, attendance, and other behavioral patterns, to create a hyperplane in a multidimensional space. This hyperplane then classifies students into different academic standing groups. By using the SVM model, it's possible to anticipate a student's academic performance, enabling timely interventions for improved outcomes.

Session H7. Submitting Substantive Changes: Branching into the Future
Tuesday, October 17, 10:45-11:30 AM in Azalea A

Track: Accreditation, Assessment, and Evaluation

Presented by: Dr. Melinda Byrd-Murphy, *Coastal Alabama Community College*
Ms. Lindsay Hutcherson, *Coastal Alabama Community College*

This session will share Coastal Alabama Community College's transformation of the substantive change process and recommendations for how this model could work for other institutions. After the consolidation of three accredited institutions, the leadership of Coastal Alabama was forced to evaluate existing procedures and to identify a unified process for monitoring and ensuring compliance with substantive changes. Leadership incorporated new methods of interdepartmental communication and tracking of program changes. The College continues to evaluate its internal procedures to move away from a reactive state to one of looking forward and imagining the future.

Session H8. Supplemental Instruction Model to Bolster STEM Graduate Learning at Texas A&M International: Best Practices and Lessons
Tuesday, October 17, 10:45-11:30 AM in Magnolia 1

Track: Accreditation, Assessment, and Evaluation

Presented by: Mr. Jacinto de la Cruz Hernandez, *Texas A&M International University*

Supplemental Instruction (SI) is a well-established direct academic support model. SI leaders provide unique success strategies that benefit historically underserved and underprepared students in difficult courses. While SI strategies primarily focus on benefitting undergraduate students and gateway courses, TAMIU's ARC program uses the SI model to benefit graduate students in mathematics and social sciences through active involvement facilitation, participatory classroom structure, critical thinking, and collaborative peer learning. Students who engage with course SIs record a significantly higher score on pre- versus post-exam assessments. The ARC program is a contributing factor in the reduction of D/F/W rates in the targeted courses.

Session H9. Supporting a Culture of Assessment: Development of the Summer Assessment Institute at FSU
Tuesday, October 17, 10:45-11:30 AM in Magnolia 6

Track: Accreditation, Assessment, and Evaluation

Presented by: Ms. May Bolden, *FSU*
Dr. Galiya Tabulda, *FSU*
Dr. Rick Burnette, *FSU*

Developing an effective, authentic, and sustainable culture of assessment can be challenging due to barriers such as limited faculty buy-in, lack of knowledge about outcomes assessment, and time and coordination constraints. To assist academic programs in overcoming these and other barriers, Florida State University has initiated a "Summer Assessment Institute". In this presentation, we will describe the process of planning and implementing the program, its curriculum and activities, and preliminary results related to program effectiveness.

Academic Analytics   **Booth 2**

Academic Analytics is a full-service source for data to explore faculty research activity, facilitate faculty development, analyze research trends among peer universities, and better follow the careers of bachelor's, master's, doctoral and postdoctoral alumni. Our Medical Insight benchmarking tool includes research activity for scholars in clinical disciplines. Combining Academic Analytics data with university data, Academic Analytics has developed Discovery Suite, a customizable search environment enabling university leaders to curate faculty profiles, identify faculty experts, create multi-disciplinary research projects, locate federal or private funding, identify candidates and nominators for disciplinary awards, and to showcase the university research enterprise.

Contact: Brenda Cooper
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Alteryx   **Booth 7**

Alteryx is an easy-to-use analytics automation platform that accelerates the end-to-end analytics process. Combine, share, and analyze institution-wide data to make smarter decisions for students, faculty, staff and the institution overall.

Contact: Brandon Gilmore
Email: brandon.gilmore@alteryx.com
Phone: 419-612-4024
URL: alteryx.com

HelioCampus   **Booth 4**

HelioCampus, one of EdTech's fastest growing companies, is helping the most forward-thinking higher ed institutions own their future. HelioCampus clients benefit from the power of data through SaaS products, data science expertise and a community of higher education leaders. Formerly the University of Maryland Global Campus Office of Analytics, HelioCampus's purpose is to advance the impact of analytics in higher education. Learn more about how HelioCampus is embracing the power of data to help create a better future at heliocampus.com.

Contact: Lars Kontz, SVP Institutional Partnerships
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Phone: 202-368-9742
URL: heliocampus.com

SAIR 50: Branching into the Future

Higher Education Consortia

The Higher Education Consortia is a not-for-profit research organization that resides in the Institutional Research and Effectiveness office at the University of Delaware. HEC membership is composed of a diverse group of over 700 four-year, non-profit colleges and universities that have contributed data to The Cost Study at UD, a national longitudinal study that offers an academic program-level analysis of faculty instructional workloads and costs. In collaboration with an Advisory Board, various regional and national associations, and policy experts, HEC is committed to guiding research and public understanding of the changing realities that affect productivity and cost in higher education.

Contact: Marcia Preston, Ph.D., Manager, The Cost Study at UD
Email: marcia@udel.edu
URL: ire.udel.edu/cost/

IData, Inc.

The Data Cookbook, a collaborative online data intelligence solution by IData Inc., provides organizations with a pragmatic data governance framework to support the best practices of data governance. Included in this solution: business glossary, data system inventory, data stewardship management, data governance oversight, data request management, data catalog, data quality management, data lineage, reference data management, data policies, report catalog, versioning of data governance content and impact analysis. The Data Cookbook integrates with 100s of data sources.

Contact: Jim Walery, Director of Marketing
Email: jwalery@idatainc.com
Phone: 703-278-2110
URL: www.datacookbook.com

Lightcast   **Booth 5**

At Lightcast, our software products, APIs, and consulting solutions bring clarity to the fast-changing world of work and learning. Formerly Emsi Burning Glass, Lightcast has over two decades of experience in finding solutions and delivering the competitive edge our clients demand. With a database of more than 1 billion job postings and career profiles from around the world, paired with world-class customer service, we provide the answers and insight to meet your specific needs. By helping communities, businesses, and education providers succeed, our ultimate goal is connecting individuals with the right skills and right jobs in the right places.

Contact: Kimberly Jones, Account Manager
Email: kimberly.jones@lightcast.io
URL: https://lightcast.io/

National Student Clearinghouse   **Booth 12**

The National Student Clearinghouse has been higher education's trusted partner for 30 years. Education leaders rely on the Clearinghouse's unique national learner data resources to better understand learner pathways and outcomes in order to improve institutional learner success efforts. Our services, like Student Tracker and the Postsecondary Data Partnership (PDP), are insightful analytics tools that help colleges and universities gain a fuller picture of learner progress and outcomes, meet various reporting requirements, and identify where to focus their resources.

Contact: Ken McVearry
Email: kmcvearry@studentclearinghouse.org
Phone: 202-573-5321
URL: studentclearinghouse.org

SAS   **Booth 1**

Deeper insights, better outcomes. Data and analytics are essential for anticipating the future and responding proactively to changing trends in the dynamic world of education. SAS is helping educational institutions move beyond merely collecting and reporting on data to applying sophisticated analytics that can bring about systemic improvements. With industry expertise and analytic solutions built specifically for education, SAS empowers education leaders to glean deeper insights from better data to improve student outcomes across the education continuum.

Contact: Kate Ratigan
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Southern Regional Education Board (SREB)   **Booth 9**

The Southern Regional Education Board works with states to improve public education at every level, from early childhood through doctoral education. We help policymakers make informed decisions by providing independent, accurate data and recommendations. We help educators strengthen student learning with professional development, proven practices and curricula. And we help policymakers, institutions and educators share scarce resources to accomplish more together than they could alone. SREB is a nonpartisan, nonprofit organization headquartered in Atlanta. Our work is funded by appropriations from our states, as well as by contracts and grants from foundations and from local, state and federal agencies.

Contact: Susan Lounsbury, Ph.D., Director of Data Services
Email: Susan.Lounsbury@sreb.org
Phone: 404-875-9211 x246
URL: sreb.org

SAIR 50: Branching into the Future

SteppingBlocks   **Booth 8**

Steppingblocks is a vital resource for Institutional Research Departments, offering education and workforce analytics that cover graduate outcomes, employer trends, and skill gap analysis. The platform simplifies various tasks for IR teams, including data collection and management, accreditation and compliance reporting, and program review. With Steppingblocks, IR departments can efficiently access the insights they need to support informed decision-making and strategic planning.

Contact: David Ramsey
Email: dave@steppingblocks.com
Phone: 540-449-9069
URL: steppingblocks.com

Tableau   **Booth 10**

The Tableau platform is the broadest and deepest, end-to-end data and analytics platform available. Part of the Salesforce ecosystem, Tableau supports responsible use of data with fully-integrated data management and governance, visual analytics, data storytelling and collaboration. To learn more about how your institution can leverage Tableau, contact one of our Higher Education Account Managers.

Contact: Margaret Barrett, Southeast US
Email: margaret.barrett@salesforce.com
Phone: 980-242-1622
URL: tableau.com/about/contact

Trivium BI   **Booth 3**

Trivium BI works with our partners to bring key data points to the forefront, informing understanding and the ability to gain key insights from their data. With the ability to quickly leverage strategic data, our partners can apply data-informed insights to their most critical questions and develop a data culture nested in organizational learning. Trivium BI guides its partners to experience the "Trivium Moment," the moment when organizations gain the ability to clearly see their data, understand inherent data patterns and structures, and can articulate data findings to guide and persuade stakeholders to facilitate organizational learning related to determinative strategic priorities.

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Phone: 386-227-7593
URL: http://triviumbi.com

US News Academic Insights   **Booth 6**

U.S. News Academic Insights is a higher education analytical tool that provides instant access to a vast historical archive of 700+ data points for undergraduate, graduate, and professional schools**.** The platform provides instant access to decades of past U.S. News & World Report rankings, tracks important metrics over time, creates a comparative analysis of your peer institutions and provides insights into areas you would like to improve. For more information, please email academicinsights@usnews.com or visit ai.usnews.com.

Contact: Debbie Aust
Email: daust@usnews.com
Phone: 202-955-2238
URL: ai.usnews.com

Xitracs by Concord USA, Inc.   **Booth 11**

Xitracs is an easy to use, on-demand online platform that allows you to perform your institution's assessment, planning, accreditation, and credentialing activities in a more streamlined and cost-effective manner.

Contact: Cheryl Frangipane, Account Administration
Email: cfrangipane@concord-usa.com
Phone: 678-391-3782
URL: xitracs.com

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