

**2017
Annual
I-AIR
Forum**

**Wednesday, November 8 and
Thursday, November 9, 2017
NIU Conference Center
Naperville, Illinois**



Illinois Association for Institutional Research

Wednesday, November 8, 2017

8:00 am – 12:00 pm *Registration* *Atrium*

11:00 am – 12:00 pm **I-AIR Steering Committee Meeting**

Room: 167

12:00 – 2:00 pm *Lunch and Keynote*

A Wonderful Journey: The Life and Times of an “Older Generation” IR-er. Over the course of Dr. Marshall’s long career in higher education in Illinois, she has served I-AIR as President, Secretary, Program/Forum Chair (twice), and AIR Liaison (over 10 years). In 2013, she received the I-AIR Special Recognition Award.

Marilyn Marshall, University of Illinois Urbana-Champaign

Room: Special Events 101AB

2:00 – 2:50 pm *Concurrent Sessions*

Exploring First Year Retention Outcomes

Hoa Khuong, Northeastern Illinois University

The purpose of the study was to examine the degree to which demographic characteristics, college readiness, financial support and initial commitment predict the first-year retention outcomes of first-time-in-college students at a public comprehensive university in the Midwest. Study findings and the implications for practice and future research are discussed.

Room: 162

Utilizing Slicers in Excel for Dynamic Reporting

Jared Sell, Christine Poindexter-Harris, and Rachel Reed

TCS Education System

This presentation will focus on the utility of Microsoft Excel’s Slicer PivotTable Tool. We will discuss how to create and prepare PivotTables for use with the Slicer tool, inserting Slicers into an Excel document, presenting Slicer information securely, and how to effectively explain and present Slicer information to specific end-user audiences. We will provide various examples of how TCS Education System’s Office of Institutional Research uses Slicers to present historical data trends to end-user clients. We will also provide an exhaustive walk-through of our process for creating Slicers in Microsoft Excel and its usefulness in program review.

Room: 164

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Utilizing Tableau Server to More Efficiently Disseminate Information

Paul Schatz and **Sam Herscher**, Northwestern University

The Northwestern University Institutional Research Office has regularly administered surveys to undergraduate students, their parents, and alumni for more than a decade. The IR Office hopes to leverage the recent acquisition of a Tableau Server license to more quickly and efficiently disseminate the results of each survey to the campus community. Tableau will allow viewers to filter the results based on their interests. We hope this will lead to more productive conversations about the survey results and meaningful action that can be taken based on them. The Graduate School at Northwestern, meanwhile, has begun rolling out a series of Tableau dashboards over the past year to enhance office productivity. Allowing constituents to do their own data exploration means more time spent on projects and less on ad-hoc requests. Users can look for answers quickly and easily without involving the IR team. As Tableau takes over from a system of macros and PDF's, staff both inside and outside of the IR office will have access to far more data much more quickly.

Room: 166

I-AIR By-Laws Session with Q&A

During the past year, a special committee reviewed our bylaws and prepared several recommendations for the membership to consider at the upcoming meeting. The committee was chaired by Amy Humke, Secretary and members included Donnie Johnson, Treasurer; Sherrie Taylor, Past President; Tanya Ternes, Vice President; and Nick Kolweier, President. The changes address three primary topics.

- 1) The current bylaws require the membership to elect a three-person committee each year to support the Past President in coordinating nominations for Steering Committee positions and awards. It is proposed that the requirement for electing these nominating committee members be eliminated. The Past President would still be responsible for soliciting nominations for approval by the Steering Committee. This recommendation was made because the duties of the nominating committee members has been a point of confusion in recent years.
- 2) At present, the bylaws indicate that the Forum Chair is a two-year position and the proposal is to extend this to a three-year term like the President. The intention is that this will allow for better knowledge retention and process improvement as planning passes from person to person.
- 3) The last proposed modification is to clarify that if a Forum is not held, Steering Committee positions may be filled by a majority vote online.

Room: 167

2017 Annual Forum

2:50 – 3:20 pm

Poster Session with Break

Atrium

How to Benchmark Utilizing the Delta Cost Project

Dr. Kevin Hynes, Donna M. Weglarz and Laura Schuster, Midwestern University

The Delta Cost Project (DCP) represents a collaboration between the American Institutes for Research and the National Center for Educational Statistics (NCES) through its Integrated Postsecondary Education Data System (IPEDS). Among the products produced by DCP are state profiles focusing on public higher education institutions revenue, spending, and outcomes compared to the United States as a whole. This presentation will demonstrate how DCP can be utilized to benchmark related spending statistics per FTE student for the following four categories of institutions: public research, public master's, public bachelor's, and community college.

Using Excel to Generate Race/Ethnicity Categories for Surveys and Reports

Beiling Xiao and Jun Zhang, Northern Illinois University

Federal and state surveys typically require educational institutions to report data for specific race/ethnicity categories. The racial/ethnic categories institutions generally collect are different from the aggregate race/ethnicity categories required for reporting. Without using statistical software and self-developed statistical programs, analyses designed to assign the specific race/ethnicity category for reporting from collected individual data and to calculate frequencies for each race/ethnicity category can be difficult. We have developed an Excel Implementation that can easily accomplish this task. This procedure allows users to copy institutionally collected individual racial/ethnic data into the Excel Implementation and immediately generate the race/ethnicity categories for each person in the data, and to summarize these categories. The Excel results also show the distribution of racial/ethnic identification and any possible combination of the ethnicity and race groups. Poster participants will learn how to collect and prepare individual racial/ethnic data and how to use the Excel Implementation to generate the ethnicity categories.

3:20 – 4:30 pm

I-AIR Business Meeting and Awards

Business meeting agenda and information will be distributed separately.

Room: Special Events 101AB

Illinois Association for Institutional Research

4:30 – 5:20 pm **Concurrent Sessions**

Back to the Data Basics

Sherrie Taylor, Northern Illinois University

Everyone works with internal data. How often do you have to access data that is not part of your administrative data warehouse? Do you need to access Census Bureau data once or twice per year? What about workforce data? Are you aware of what kinds of jobs are becoming available in your region? This session will review the available data, pitfalls of what to watch for, and as time allows we can dig deeper into these sites and help answer your questions. We will be in a computer lab so everyone will be able to follow along and learn how these sites work so you can find your information quickly and without frustration!

Room: 162

Survey Says...Live Polling

Nicky Friedrichsen, Western Illinois University-Quad Cities

Learn how Live Polling is able to provide instant feedback and data during your meetings. WIU has used Live Polling at Educational Summits, Economic Development Summits, and with students

Room: 164

The ICCB and IDES Student to Career Outcomes Data Tool...Tracking Job Earnings for Students Receiving Community College Credentials

Nathan Wilson and **Jay Brooks**, Illinois Community College Board

Thirteen Illinois community college districts are currently piloting the ICCB-IDES Career Outcomes Data Web Tool. The platform provides a secure, single point of access for colleges to track summary student career earnings, career job stability, and area of instruction to career industries. ICCB staff will provide an overview of the initiative, demonstrate the dynamic visualization tools, and share initial statewide findings. Also discussed will be next steps with scaling-up the Career Outcomes Data Web Tool for the Illinois Community College System.

Room: 256

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We are Family: Engaging Faculty, Staff and Students in our Research - An Unconference

Tanya Ternes, Elgin Community College

What is an unconference you ask? It's a loosely structured conference or session that emphasizes the informal exchange of information and ideas. It's a participant-driven session, so come one, come all! In 2016, the Association for Institutional Research (AIR) published the "Statement of Aspirational Practice for Institutional Research" which includes an expanded definition of "decision makers" that includes faculty, staff and students. AIR's statement suggests that IR focuses on "**intentionally** grounding institutional research initiatives and reports in a student-focused perspective", but how well have we infused this into our current institutions, if at all? What has worked at your institution? What hasn't? What do you anticipate the future holds for institutional researchers as we move (or don't move) to a student-focused paradigm? Join your fellow IR colleagues for conversation and idea sharing about ways to engage not only faculty and staff, but students at our institutions.

Room: 167

5:30 - 7:30 pm **Heavy Hors d'Oeuvres Reception** **Atrium**

Attendees are encouraged to interact with their colleagues, both new and veteran, during this casual reception. Heavy hors d'oeuvres will be available as well as bar service. This is an ideal opportunity to congratulate 2017 award recipients and thank outgoing Steering Committee members for their service. Also, please use this time to get to know the Steering Committee members and share any suggestions you may have with them.

7:30 pm **Networking Opportunity**

After the reception, please feel free to go off-site and continue to network with your peers on your own. Here is a list of a few local venues:

1. Granite City Food & Brewery, 1828 Abriter Court, Naperville, IL (0.3 miles)
2. Cooper's Hawk Winery, 1740 Freedom Dr., Naperville, IL (0.6 miles)
3. Uncle Julio's, 1831 Abriter Court, Naperville, IL (0.2 miles)
4. Old Town Pour House, 1703 Freedom Drive, Naperville, IL (0.3 miles)

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Thursday, November 9, 2017

8:00 - 10:00 am **Breakfast** **Atrium**

Breakfast is available to all attendees. Also during this time, the Steering Committee will be holding an orientation for incoming Steering Committee members. All incoming, continuing, and outgoing Steering Committee members should gather at 8:00 at the designated tables.

Seating available in Special Events 101ABC

9:00 - 9:50 am **Higher Education Sector Breakouts**

Updates from ICCB **Room:** 164

*Updates on the Illinois Higher Education Information System
(IBHE's Component of the ILDS)*

IBHE Information Management and Research staff will provide updates on IBHE's component of the Illinois Longitudinal Data System, focusing on the collection timeline for the coming year, technical assistance, and new developments.

Room: 162

10:00 – 10:50 am **Concurrent Sessions**

Data Validation and Correction

Renee Bauschke, Rosalind Franklin University of Medicine and Science

For IR professionals our credibility in what we report is everything where this session will cover data standardization, data checking and edit process, and a data corrective process that will promote data management. Data validation is defined as the inspection of all the data collected for completeness and reasonableness, and the elimination of erroneous values. The validated data are then analyzed to produce summary reports.

Room: 162

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University Analytics Group: Maximizing Resources with Minimal Staff
Edward Schaefer and **Devlin Hyna**, Northeastern Illinois University

Northeastern Illinois University (NEIU), a mid-sized public university located in Chicago, IL, went online with Ellucian's Operational Data Store (ODS) and IBM's Cognos reporting application in the fall of 2008. For years, users had to make do with the ODS as delivered while trying to learn and develop reporting solutions via Cognos. Due to several factors, both resources were not utilized to their fullest capabilities. Fast forward to 2015 and the subsequent years of budget stalemates, furloughs and, eventually, layoffs. NEIU had to develop a model to enhance the capabilities of the ODS and Cognos and promote their use to drive data-based decision making at all levels: operational, managerial and, most importantly, strategic. Thus was born the University Analytics Group (UAG), a joint venture between Institutional Research and Assessment (IRA) and University Technology Services (UTS). The UAG was tasked with highlighting methods and successes in expanding ODS capabilities and promote Cognos as the business intelligence solution for users to access and analyze university data. An overview of the UAG at NEIU and success stories will be highlighted.

Room: 164

Free Tableau Daily Enrollment Dashboard with Granular Filters
Nil Shah and **Aaron Roe**, Moraine Valley Community College

The daily enrollment report which shows a day to day change in enrollment with a comparison to the prior year is commonly used. In this presentation, we will take this type of report to the next level by making it a dynamic dashboard. By activating filters it allows the day to day change in enrollment to be seen at the granular level of different locations, course types, course prefixes, courses and even sections. This now becomes useful to deans, department heads, faculty chairs, admissions staff and anyone else on a campus that has some influence on enrollment in a specific area. Visualizations of daily changes and differences are provided. By seeing how enrollment is changing for any given course on a day to day basis and having quick access to this data department level staff can track enrollment in a way that is relevant to them. The secondary goal of this presentation is to show how Tableau Public can be used to create advanced dashboards that are widely shareable completely for free.

The dashboard we will be demonstrating is shown here:

<https://public.tableau.com/profile/moraine.valley.community.college#!/>

Room: 166

Illinois Association for Institutional Research

Tasked with constructing a survey? The basics of crafting good questions

Tricia Kujawa, Lincoln Land Community College

This session is designed to provide participants with a practical foundation in one aspect of survey design - formulating sound survey items. We will briefly cover how to formulate a good research question and the types of research questions that can be investigated through survey research. We will then spend our remaining time identifying common mistakes in survey items construction as well as how to develop, test, and revise survey items.

Room: 167

11:00 – 11:50 am **Concurrent Sessions**

Environmental Scanning

Brian Harger and **Sherrie Taylor**, Northern Illinois University

Have you thought about creating an environmental scan? What kind of data goes into an environmental scan and how is that information utilized? Come join us and let's talk about what an Environmental Scan is about and the importance external information has on your institution in gauging what is taking place in the economy and your regional population. There have been a lot of changes in Illinois and it is always best to try and stay in step with those changes. We will discuss the external data that goes into a scan and where you can find that information.

Room: 162

Program Review: There's an App for That!

Amy Humke and **Michael George**, McHenry County College

McHenry County College has spent the last four years attempting to move its program review process to an online application or form to alleviate the struggles that accompanied using Word documents to support the process. We will discuss our current successful application in addition to the path that got us to this point and lessons learned.

Room: 164

Creating Data Visualizations Generated by Excel Pivot Tables

Michael Wilhelm and **Xiao Bao**, Northern Illinois University

Institutional researchers are faced with many instances where data visualization presentations are expected. In this session, we will demonstrate a method for producing an interactive dashboard using Excel pivot tables. In this method, Excel pivot tables are used to generate dashboard presentations for clients to better understand trends in their institutional data. We will illustrate the types of dashboards that can be created using this pivot table method.

Room: 166

Illinois Association for Institutional Research

Outmigration and Human Capital in Illinois

Eric Lichtenberger, Illinois Board of Higher Education

In this presentation we provide an in-depth account of the residence, migration, and enrollment patterns of two overlapping groups of students: 1) Illinois high school graduates as they transition to college; and 2) first-time full-time freshmen who have graduated from high school within the previous 12 months. Using data we obtained from the Illinois State Board of Education that was merged with National Student Clearinghouse enrollment information, we first present the initial enrollment patterns for four cohorts of recent high school graduates from Illinois. We supplement that information with the IPEDS residence and migration survey specific to first-time full-time freshmen that establishes the students' residency relative to where they are enrolled.

Room: 167

12:00 – 1:30 pm Lunch and Keynote co-hosted with IERC

From Stereotype Threat to Inclusive Pedagogy: How a small group of psychologists changed the narrative on closing achievement gaps

Valerie Purdie Greenaway, PhD. Director for the Laboratory of Intergroup Relations and the Social Mind, Columbia University

Room: Special Events 101ABC

1:30 – 3:00 pm ZogoTech Users Group Meeting

Room: 119

Please return all evaluations to Registration

Thank you to our sponsor



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NOTES

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Schedule

November 8

8 am – 12 pm	Registration	Atrium
11 am – 12 pm	I-AIR Steering Committee Meeting	Room 167
12 – 2 pm	Lunch and Keynote	Events Room
2 – 2:50 pm	Concurrent Sessions <ul style="list-style-type: none"> •<i>Exploring First Year Retention Outcomes</i> •<i>Utilizing Slicers in Excel for Dynamic Reporting</i> •<i>Utilizing Tableau Server ...</i> •<i>I-AIR By-Laws Session with Q&A</i> 	Room 162 Room 164 Room 166 Room 167
2:50 – 3:20 pm	Poster Session plus Snack Break	Atrium
3:20 – 4:30 pm	I-AIR Business Meeting and Awards	Events Room
4:30 – 5:20 pm	Concurrent Session <ul style="list-style-type: none"> •<i>Back to the Data Basics</i> •<i>Survey Says...Live Polling</i> •<i>The ICCB and IDES Student to Career...</i> •<i>We are Family</i> 	Room 162 Room 164 Room 167 Room 256
5:30 -- 7:30 pm	Reception - Heavy Hor d'Oeuvres	Atrium

November 9

8 – 10 am	Breakfast	Atrium
9 – 9:50 am	Higher Education Sector Breakouts <ul style="list-style-type: none"> •<i>Updates from ICCB</i> •<i>Updates on the IL Higher Education...</i> 	Room 164 Room 162
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12 – 1:30 pm	Lunch Co-Hosted with IERC	Events Room
1:30 – 3 pm	ZogoTech Users Group Meeting	Room 119