Mary Ann Coughlin
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DATA INFORMED DECISION CULTURE, STATEMENT OF ASPIRATIONAL PRACTICES -- HOW CAN I MAKE A DIFFERENCE.

As Institutional Researchers we all want our institutional leaders to make data-informed decisions. Often we look around our campuses and want stronger cultures for data governance and more data literate decision makers. Each and every day on our campuses decisions are made that can impact the success of our students and we have data and information that can make a difference. Do you agree with the AIR's Statement of Aspirational Practice for Institutional Research and believe that we need an expanded definition of decision makers and a focus on students? Or are you discouraged and think that as an Institutional Research professional that you can't make a difference. Have you ever said to yourself, "if they had only read my report, they wouldn't have made that decision!" This keynote is designed to re-energize you! We will explore how you as a professional can contribute to improving the data-informed decision culture on your campus and how you can support student success. The goal is to have you come away from our time together, believing that you can make a difference!

Keynote Speaker
Wednesday, November 14, 2018
at 12:00 pm
BIO

Dr. Gianina Baker is currently the Assistant Director at the National Institute for Learning Outcomes Assessment which is co-located at the University of Illinois Urbana-Champaign and Indiana University-Bloomington. As Assistant Director, Dr. Baker researches, writes, and presents on all topics related to the assessment of student learning outcomes on college and university campuses. Prior to this position, she served in roles of Counselor, Director of Institutional Research, and Director of Institutional Effectiveness & Planning, all at Richland Community College in Decatur, Illinois, and serves a member of IAIR. She holds a Ph.D. in Educational Organization & Leadership with a Higher Education concentration from the University of Illinois, a M.A. in Human Development Counseling from Saint Louis University, and a B.A. in Psychology from Illinois Wesleyan University.

From One Office to One Organization: Building a Narrative Via Evidence-Based Storytelling

This keynote builds off workshops held at the AIR Forum on the concept of evidence-based storytelling. By pulling examples from the field and engaging with participants on how to move reporting and transparency towards effective and meaningful communication, this session will assist institutional researchers into a more central role of meaning making at their institution.