



Michigan Association for Institutional Research

Dear Colleague,

Summer is quickly fading and the fall season is already nipping at its heels. Although the passing of summer signifies the end of a wonderful season (and many vacations), it also signals that our annual conference is near! It is once again time for us to get together, share stories, knowledge, and best practices as we know them. The MI/AIR Steering Committee invites you to share, learn, and collaborate at the 27th Annual MI/AIR Conference, November 6 – 8, 2013 in Grand Rapids, Michigan.

Our theme this year is 'Igniting Transformation'. As IR professionals, we are keenly aware of the many ways that quality data and research can improve institutional practices, and our conference theme this year highlights the importance of IR work in changing the institutional culture where necessary.

We are pleased to announce that this year's keynote session will be presented by a team from the Center for Educational Performance and Information (CEPI). Though Michigan is still a relative newcomer to state-wide database systems for higher education, we have grown a tremendous amount in a very short time. As institutional researchers, our responsibilities extend beyond our own institutions. Our partnerships with state organizations are one of the most important tools we have in shaping the future of higher education.

Our Conference will begin Wednesday afternoon, November 6th, with a Pre-Conference workshop that focuses on how to use and create dashboards, scorecards, and other visuals to tell the important data stories that we inevitably share in order to ignite the transformations needed.

On Thursday and Friday we will have wonderful breakout sessions that give us all opportunities to share and learn from our colleagues. Due to the number of high quality proposals we had this year, we will once again be running three concurrent breakout sessions.

Please register early for the Conference and the Pre-Conference workshop, remember to secure your lodging before the deadline, and join us all for good fun and great knowledge. We look forward to seeing you in November.

Cordially,
Reuben Ternes, Chairman
MI/AIR Steering Committee 2013

MI/AIR 2013 Steering Committee

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Marygrove College
Song Yan
Wayne State University

Opening Session

Tracing Student Pathways: Using MI School Data's Pathways and Transfer Reports

Thursday, November 7, 8:45 – 9:45a.m.

Several new MI School Data features will be demonstrated, including college readiness, enrollment, and transfer reports, along with an exciting new tool that lets you track a student's coursework, credits, and educational pathways, in and after high school. We'll also review how to obtain a secure login through your institution's keyholder, and the roles and responsibilities that go along with it.

Concurrent Sessions (a full schedule will be posted to the website by October 15)

Online v. On-ground Courses: Drop-out Rates Analysis and Implications for Online Course Management

Ishmail Said, Macomb Community College

The main purpose of this study was to compare online and on-ground course sections with respect to two different measures of students' drop-out rates (attrition), in order to identify interventions to increase persistence (or decrease attrition) rates in online courses. In addition, the project has also created a recurrent monitoring process to allow online course managers to identify "problems course sections". A simple research intervention is discussed and future research implications are reviewed in connection with institutional effectiveness model and management of online courses.

Revisiting the General Education System

Darby Hiller, Northwestern Michigan College

This presentation will show how NMC's general education system has evolved within an accreditation cycle. Assessing our general education outcomes at the institutional level has not provided the needed information to adjust how we teach those outcomes or how our students are learning those outcomes. Systems thinking helps us understand that in order to improve our process we need to first solve our level of analysis problem. The presentation will illustrate the level of analysis problem and detail how we are addressing it. The new processes will be piloted in fall 2013, allowing us to share preliminary results.

Estimating the Causal Impact of Financial Aid Programs on Student Retention Rates

Reuben Ternes, Oakland University

This presentation examines the causal impact that two different need-based aid programs had on first year retention rates. Participants will learn how two novel methodologies, regression discontinuity (RD) and interrupted time series (ITS) designs, can be used to estimate the causal impact that such programs might have on various student outcomes in non-experimental settings. This session is presented as an introduction to the topic and is non-technical in nature.

Transformation of Faculty Decision Making through Data

*Lori Hancock and Erin Shirey
Mott Community College*

In 2012, Mott Community College took a deep dive into its student placement test data, embarking on a process of discovery in how to effectively use data to inform faculty decision-making processes. This presentation focuses on the transformative effect that a multi-phase analysis of reading placement data had in powering faculty-driven change within the curriculum.

2014 Student Transcript and Academic Records Repository (STARR) Collection

Rachel Edmondson and Meghann Omo, CEPI

The 2014 STARR Collection will occur in the Michigan Student Data System (MSDS) and will no longer occur through Parchment. This presentation will be a discussion of the collection occurring in the MSDS including a system walk-through along with the details on data field changes, implementation of field level validation checks, security, etc.

Benchmarks within Key Performance Indicators

E. Rob Stirton, University of Detroit Mercy

We have established KPIs within a balanced scorecard framework for the college. The KPIs include benchmarks as part of their multiple measures. We'll share our model, the process for developing strategies to influence the KPIs, the tools we used and a list of next steps so you can begin building KPIs when you return to your campus.

Developing an Explanatory Model of Retention

Charles Graessle, Olivet College

Issues in creation and interpretation of a multicausal theory of retention are described. A path analysis that yielded some surprising findings is shared, followed by a discussion of implications for first year initiatives. Finally, a tool enabling forecasting by departments with this model is demonstrated and discussed.



**Enrollment Forecasting with ARIMA
Time-Series Models**

Jamie DeLeeuw, Monroe County Community College
Given states' declining contribution to higher education subsidization, institutions are increasingly relying on enrollment projections to set tuition rates. ARIMA time-series models were created to examine the impact of tuition and local unemployment rate on enrollment at three community colleges. The presentation includes how to set up one's data set in SPSS, and analysis of the model's goodness of fit.

AP Scores: What Do They Really Tell Us?

*Mark Byrd, Carl Sorgen, Laura Woodward, Song Yan
Wayne State University*

Are Advanced Placement (AP) scores as predictive as we might imagine? This presentation examines whether using an AP score as a replacement for a course prepares students as well as taking the prerequisite. We also highlight how well scores on a specific subject area test predict college graduation. Finally, we discuss the efficacy of AP scores as predictors for higher education outcomes.

**Levels of Student Academic and Social
Involvement and Gains during the College
Experience**

Cassandra Barragan, Oakland University

This presentation examines the relationship between student academic involvement, social involvement and their overall personal and academic gains. Participants will learn how to use NSSE data to learn more about their student body. Additionally, through ANOVA analysis, the data can be explored to see what we can learn that would be useful in guiding campus academic and extracurricular policies and programs.

**Facilitating and Realizing the Benefit of
Tracking Your Alumni**

*Maia Bergman, Shelly Conner, Merle Feldbaum,
John A. Gonzalez, Brooklyn Posler, Ida Faye Webster
University of Michigan*

The Rackham Graduate School created an initiative to track employment of doctoral alumni. These placement data are summarized on the web and discussed with program leadership. This session will provide information regarding the placement initiative, supporting processes, and offer an opportunity to share suggestions based on fifteen years of experience.

**Improving Research through Efficient Data
Management Systems**

*Maia Bergman, Shelly Conner, Merle Feldbaum,
John A. Gonzalez, Brooklyn Posler, Ida Faye Webster
University of Michigan*

The new reality of Institutional Research is framed by an expansion of disparate data sources located across systems that are often incompatible and isolated. We discuss our efforts to create seamless data architectures and processes to streamline our workflow and facilitate insightful analytics.

**DataFest: Encouraging Awareness and
Use of Data Resources**

Kathy Aboufadel, Davenport University

In order to better communicate the availability of detailed data regarding student demographics, survey results, enrollment, courses and faculty that are available, an open house was held with a circus theme. The event was titled "DataFest" and was open to all staff and faculty. This presentation will describe the need for this event, how the event was structured and developed and outcomes of the event.

**Asking Why: Transforming our Perspectives
On Race and College Completion**

*Mitzi Day, Haley Pilgrim, and Kristen Salomonson
Ferris State University*

This presentation examines the graduation gap among students of different races at Ferris State University. A comprehensive data analysis will be presented including retention and graduation rate information by race, student engagement data, and pre- and post-enrollment academic indicators. Potential actionable steps will be proposed to reduce the extant gap.

**Use of Online Sources to Compare Supply of
Graduates to Demand for Workers**

Roger Mourad, Washtenaw Community College

The importance of higher education as a source of qualified workers is axiomatic. However, there are difficulties in trying to measure supply and demand at the program and occupational level. This presentation will share one approach using online sources and tools. The goal is to foster fruitful discussion about the data and measurement issues involved.



Restructure Data Sets from National Student Clearinghouse to Identify Students' Transfer Patterns

*Anne Fox and Tingho Huang
Eastern Michigan University*

This study demonstrated a way for institutions to quickly restructure the dataset from National Student Clearinghouse to answer common questions about students' transfer behaviors. Newly derived variables used for identifying patterns in the final dataset, the definitions, as well as the implications of the results will be discussed.

Using Institutional Data to Make Better Decisions with GIS Applications

*Donald Lund and Walter Reggans
Eastern Michigan University*

The Grand Valley State residency data set was examined using standard GIS tools. Five regional markets were defined and analyzed in terms of market share and market penetration characteristics. The unique presentation format of GIS allows for quick identification of both anticipated and unanticipated market tendencies.

Using Time Series Modeling to Forecast Enrollment

Robert Marsh, North Central Michigan College

A time series forecasting method, Exponential Smoothing with Trend and Seasonality, was used to forecast credit hour enrollment from term to term. The forecast model was developed on a spreadsheet and used only past data to predict one semester ahead. The model is a useful example of a non-regression method of forecasting.

IPEDS Data Center – It's Not Your Mother's Dataset Cutting Tool

Eileen Brennan, Oakland Community College

This presentation will include an overview of the IPEDS Data Center, resources available for using the tool and understanding the data, a review of methods to address data quality, discussion of new collection items, and examples of how OCC accessed IPEDS data to add to the growing culture of evidence.

Measuring the Impact of an Accreditation Process on Greek Life in a Residential College

Charles Graessle and Linda Logan, Olivet College

The presentation updates data from a previous study showing improvements of a Greek accreditation process. Three year's data show that Greek life is better aligned with the College's emphasis on responsibility, improved judicial processing, and a lessened impact of alcohol. We discuss implications for further research.

Understanding Reasons for Student Withdrawals in Real Time

Mitchell VanderKam, Northwestern Michigan College

NMC designed a new student survey and administered it on a weekly basis. The three question survey was implemented to understand reasons for student course withdrawals and how NMC can keep students enrolled. The research is intended to be formative, with real time results distributed weekly to educational and departmental leadership to prevent further withdrawals throughout the semester.





2013 Conference Registration Form

Your Information:

Last Name:

First Name:

Name for Name Tag:

Title:

Organization:

Street Address:

City, State, Zip:

Phone Number:

Email Address:

Please check the box if this is your first time attending a MI/AIR Conference:

Emergency Contact Information

Name: **Phone:**

Special Needs:

Please indicate any dietary or accommodation needs you may have.

Fee Calculations

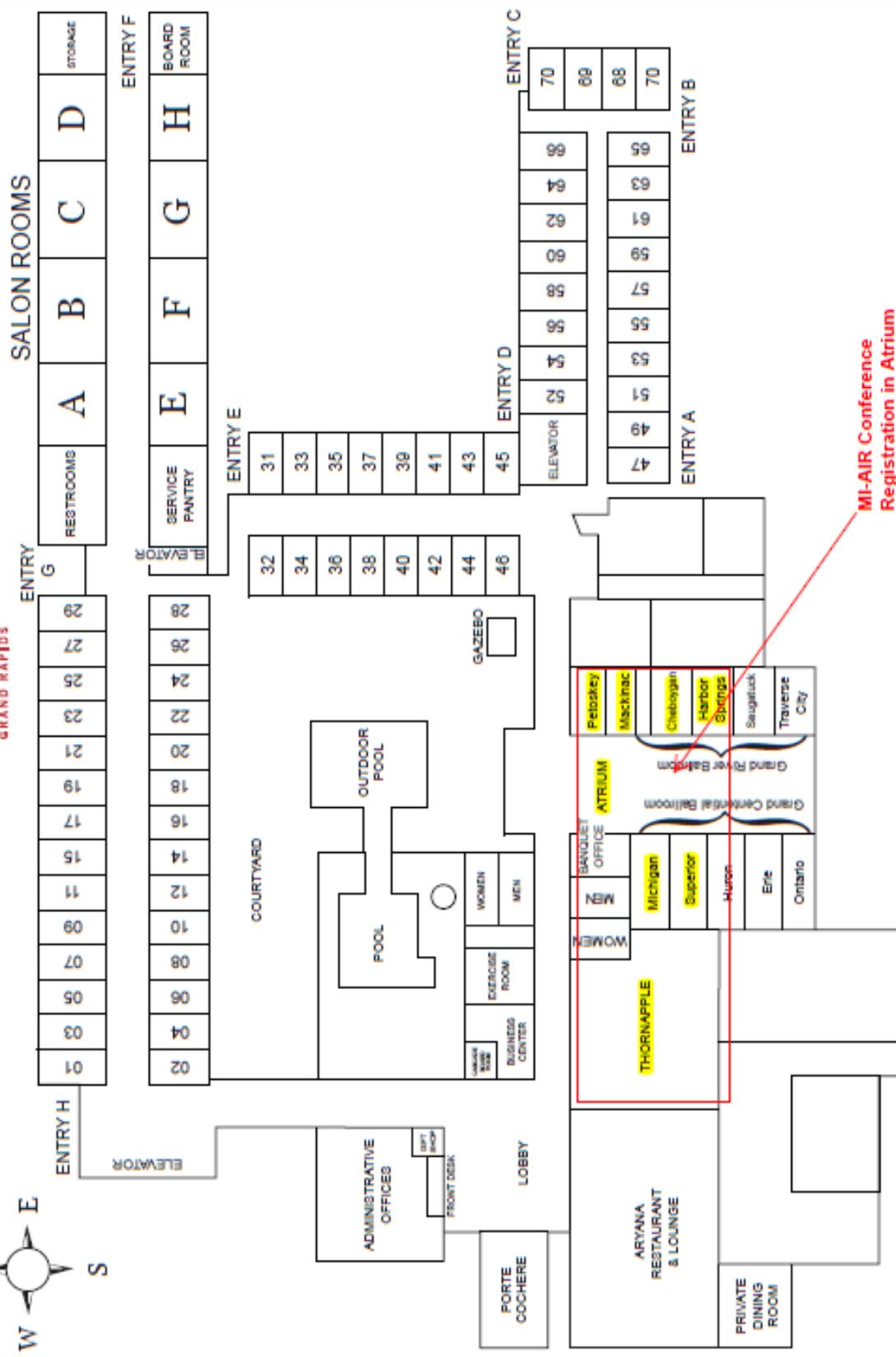
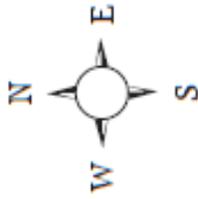
Conference Fee:	\$125 if postmarked by 10/15/13	
	\$140 if postmarked after 10/15/13	\$ _____
Pre-conference Workshop Fee:	\$30	\$ _____
Thursday Dinner(s) for guests:	\$30 each meal	
	Number of guest meals _____	\$ _____
	TOTAL	\$ _____

MI/AIR Student Attendee Grant

To be considered for the MI/AIR Student Attendee Grant, please check this box:

Please make checks payable to: **Central Michigan University**
 Mail to: **Institutional Research**
ATTN: Mary Meier
312 Warriner Hall
Central Michigan University
Mt. Pleasant, Michigan 48859

Please remit check only; no cash, purchase orders, nor bank charges will be processed. Include the account number 81001 on the check.



MI-AIR Conference
Registration in Atrium