



*Michigan Association for Institutional Research*

Dear Colleague,

The trees are beginning to show signs that fall is quickly approaching and summer is slipping away. The changing of the seasons also means that 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 29th Annual MI/AIR Conference, November 4 – 6, 2015 in Traverse City, Michigan.

Our theme this year is ‘Changing the Game: Putting IR on the Big Screen’. 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 showcases 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 Michigan native Dr. Daniel Hurley, CEO of the Presidents Council, State Universities of Michigan. Dr. Hurley will share his perspectives on the intersection of data-driven metrics and the topics of accountability, affordability, and higher education funding as they relate to current and future policy development.

Our Conference will begin Wednesday afternoon, November 4th, with two concurrent Pre-Conference workshops. The first will focus on basic multivariate regression topics through intermediate statistics, while the second will look at building dashboards in Excel. On Thursday and Friday we will have fantastic breakout sessions that give us all opportunities to share and learn from our colleagues.

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,  
Rita Smith, Chairperson  
MI/AIR Steering Committee 2015

**MI/AIR 2015 Steering Committee**

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Rita Smith, Chair Marygrove College	Celina Grondin St. Clair County Community College
Erin Shirey, Chair-Elect Mott Community College	Krystal Majewski Schoolcraft College
Mary Meier, Treasurer Central Michigan University	Daniel Merian University of Michigan-Dearborn
Daniel Getty University of Michigan-Flint	Karen Ruedinger Northwestern Michigan College
John Gonzalez University of Michigan-Ann Arbor	Katie Schoonveld Northern Michigan University



**29<sup>th</sup> Annual Conference  
November 4-6, 2015  
Park Place Hotel  
Traverse City, Michigan**

## **Registration**

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The conference registration fee covers the cost of program materials, facility rental, and three meals on Thursday (breakfast, lunch, and dinner), as well as breakfast on Friday morning.

Conference Registration Fee:     \$135 due October 6, 2015  
   \$150 if received after October 6, 2015

Pre-Conference Workshop Registration Fee:     \$30

To register, please complete the online [registration form \(http://www.miair.org/#!/regform2015/c18da\)](http://www.miair.org/#!/regform2015/c18da), even if you wish to pay by check. Additionally, this year we are providing the opportunity to use Paypal to pay your registration fees. Please follow the prompts in the form, which will direct you to the Paypal website.

Please contact Mary Meier with any questions or concerns about registration at 989-774-7221 or [meier1me@cmich.edu](mailto:meier1me@cmich.edu)

Conference check-in will take place at the registration table in the lobby on Wednesday, November 4<sup>th</sup> from 11:30 a.m. - 1:00 p.m. and 4:30 p.m. - 5:30 p.m., and Thursday, November 5<sup>th</sup> from 7:30 a.m. - 8:15 a.m.

## **Lodging**

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Park Place Hotel is located in downtown Traverse City. MI/AIR has reserved a block of rooms at a conference rate of \$79.95 per room. **The block of rooms will be held at this rate until October 6, 2015.** Free parking and WiFi are available at the hotel. Please make your reservation by calling 231-946-5000 and asking for the Michigan Association for Institutional Research rate.

## Pre-Conference Workshops

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### **Workshop 1: Building Dashboards in Excel**

*Wednesday, November 4, 1:00 – 4:30 p.m.  
Reuben Ternes, Oakland University*

In this workshop, you will learn how to build dynamic dashboards in Excel 2010 using slicers, pivot tables and graphs and how to integrate all these elements together to tell a captivating data story! The workshop will include hands-on training and also demonstrations of various dashboards and scorecards, as well as ready-made materials to take back to the office.

**Pre-requisites:** No previous in-depth Excel experience is required, but basic familiarity will be helpful.

**Additional Information:** The technology used for the workshop is Microsoft Excel 2010. Participants will find the hands-on portion of the workshop much more helpful if they have access to a laptop with Excel 2010 or later.

### **Workshop 2: Intermediate Statistics: An Introduction to Regression and Modeling**

*Wednesday, November 4, 1:00 – 4:30 p.m.  
John A. Gonzalez, Ph.D., University of Michigan*

This workshop covers basic multivariate regression topics. We will walk through the logic of regression modeling including the selection of variables, the testing of assumptions, and model diagnostics to evaluate the soundness of analytical results. We will look at the number of different results and step through interpreting these results in light of model fit, research design, and theory. The workshop will concentrate mostly on multiple linear regression with a brief introduction of logistic regression and more advanced causal models.

**Pre-requisites:** Basic familiarity with statistical concepts (means, distributions, standard deviations, simple bivariate analyses such as correlations).

**Additional Information:** A computer is not required. The instructor will use SAS throughout the workshop but output from SPSS will also be provided to familiarize participants with differences across packages.

## Opening Session

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### **Championing Data-Driven Higher Education Advocacy**

*Thursday, November 5, 8:30 – 9:30 a.m.  
Dr. Daniel Hurley, CEO of the Presidents Council,  
State Universities of Michigan*

Dr. Daniel Hurley will share his perspectives on the intersection of data-driven metrics and the topics of accountability, affordability, and higher education funding as they relate to current and future policy development.

Dr. Hurley is the CEO of the Presidents Council, State Universities of Michigan (PCSUM). In his role, Dr. Hurley is the chief officer for the coordinating board for Michigan's fifteen public universities. Prior to joining PCSUM, he spent eight years at the American Association of State Colleges and Universities (AASCU) serving as the associate vice president for government relations and state policy. Dr. Hurley possesses twenty years of professional experience in public higher education. His expertise has been cited in national outlets including: the New York Times, Boston Globe, Los Angeles Times, Wall Street Journal, Washington Post, Detroit News, C-SPAN, The Chronicle of Higher Education, and Inside Higher Ed.

## Concurrent Sessions

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<b>Title</b>	<b>Abstract to Actualization: Data Visualization of Institutional Research in an Analytic World</b>
<b>Presenter(s)</b>	Mark Byrd, Adam Perkins, Song Yan
<b>Institution</b>	Wayne State University
<b>Abstract</b>	Business Intelligence visualization technologies have become ubiquitous to the role of the Institutional Researchers to disseminate, analyze, and present data to support university decision making. This presentation focuses on the implementation of SAS Visual Analytic at Wayne State and how its feature-set rich and most relevant to our needs.

<b>Title</b>	<b>Assessing the Climate for Diversity and Inclusion as an Aid to Institutional Evaluation</b>
<b>Presenter(s)</b>	Linda Logan, Ph.D. and Charles A. Graessle, Ph.D.
<b>Institution</b>	Olivet College
<b>Abstract</b>	We briefly describe a recently completed analysis using surveys and focus groups of the campus climate for diversity and inclusion. We describe how this positively affects our overall evaluation – including what we are doing right – and is positively affecting the College.

<b>Title</b>	<b>Automated Reports to Meet Ad Hoc Data Requests Quickly and Easily</b>
<b>Presenter(s)</b>	Roger Mourad, Bill Everin, JiHee Hong
<b>Institution</b>	Washtenaw Community College
<b>Abstract</b>	Using MS Access, WCC's Research Department designs and maintains databases that provide a wide variety of customized reports to College administrators and faculty efficiently. They include course success rates, student evaluation of instruction, Grad Followup reports, reports on the transfer and bachelor degree attainment, and many others. Typically, reports are designed to drill down to division, department and program. The presentation will describe the data architecture and show samples of the reports.

<b>Title</b>	<b>The Brookings Institution's Value Added University and College Rankings: Strengths and Weaknesses</b>
<b>Presenter(s)</b>	Roger Mourad , Randall Hickman (hickmanr@macomb.edu)
<b>Institution</b>	Washtenaw Community College, Macomb Community College
<b>Abstract</b>	The Brookings Institution published a report in April of this year that ranked universities and colleges based on a value-added measure with respect to the economic success of each institution's graduates. The measure is based on income, occupation, and loan repayment rates of graduates. The data sources included PayScale.com, LinkedIn.com, and federal sources (IPEDS, Census). Value-added is the difference between predicted and actual economic outcomes of alumni. This will be an informal roundtable to discuss the strengths and weaknesses of this ambitious study. The quality of this session will depend on the active participation of attendees, so attendees should have familiarity with the Brookings report, which is available at the following address: <a href="http://www.brookings.edu/research/reports2/2015/04/29-beyond-college-rankings-rothwell-kulkarni">http://www.brookings.edu/research/reports2/2015/04/29-beyond-college-rankings-rothwell-kulkarni</a>

## Concurrent Sessions *continued*

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<b>Title</b>	<b>The Commute: The Battle of Finding Distance</b>
<b>Presenter(s)</b>	Noah C. Pollock
<b>Institution</b>	Oakland University
<b>Abstract</b>	This presentation offers a live demonstration on how to efficiently, accurately, and freely calculate commuting distances and times for a large number of students. Specifically, I will cover how to extract Google Maps data using R in order to determine distance and time traveled between students and their respective institutions.

<b>Title</b>	<b>Decision Tree Analysis of Transfer Student Performance at a 4 Year Public</b>
<b>Presenter(s)</b>	Emma Gunu and Robert Roe
<b>Institution</b>	Central Michigan University
<b>Abstract</b>	CMU has conducted little in-depth analysis of transfer performance. Using logistic regression and decision tree analyses, transfer hours, transfer GPA, low income status (PELL), and prior 2 year degree attainment were shown to predict persistence, graduation, and GPA. Through decision tree analyses the interaction of these factors also became apparent.

<b>Title</b>	<b>Embedding Assessment in a Student Information System</b>
<b>Presenter(s)</b>	Robert Marsh
<b>Institution</b>	North Central Michigan College
<b>Abstract</b>	Relational tables to store outcome assessment data were set up within the SIS, which provided a stable and centralized data repository. Exploiting the properties of the SQL databases allowed the linking of the SIS, the assessment system and the LMS to provide a platform for collection, storage and reporting of assessment data.

<b>Title</b>	<b>The evolving Library: A Catalyst for Student Success</b>
<b>Presenter(s)</b>	Marv Noltze
<b>Institution</b>	University of Wisconsin – Stevens Point
<b>Abstract</b>	How can the library play an integral role in student success and foster Information Literacy skills throughout students' college career? A variety of evaluations and initiatives show how one campus library, while faced with budget reductions, has determined student needs and fashioned outreaches tailored to demand by discipline.

<b>Title</b>	<b>Herding Cats: The Challenge of Assessing Community Engagement and Service Learning</b>
<b>Presenter(s)</b>	Cassandra Barragan, MSW Ph.D.
<b>Institution</b>	Oakland University
<b>Abstract</b>	Using an open discussion format, attendees will learn how we: collected information and determined what types of community engagement and service learning activities were happening on campus; what we did not know when we started and what we have learned along the way; and assessment practices.

## Concurrent Sessions *continued*

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<b>Title</b>	<b>Invalidities in Causal Assessment and Questionnaire Analysis</b>
<b>Presenter(s)</b>	Charles A. Graessle, Ph.D.
<b>Institution</b>	Olivet College
<b>Abstract</b>	Validation of questionnaires for assessment is discussed, emphasizing difficulties with identifying causes in settings presuming interinstitutional comparability and high stakes. The proper use of simple factor analyses is illustrated on data from supervisors of practice teachers.

<b>Title</b>	<b>IR for Noobs: 9 Things Every New IR Practitioner Should Know</b>
<b>Presenter(s)</b>	Reuben Ternes
<b>Institution</b>	Oakland University
<b>Abstract</b>	New to IR? Wondering what skills you should develop? Wondering where the field is going to be in a decade? Join me in a conversation about the most essential things that every IR practitioner should know.

<b>Title</b>	<b>It's 2015 – Do You Know Where Your Data Are?</b>
<b>Presenter(s)</b>	Eileen Brennan
<b>Institution</b>	Henry Ford College
<b>Abstract</b>	IR IS on the big screen in 2015. Mandatory accountability reporting, voluntary measurement systems, and rapid advances in data reporting software and technology make data easily available. Let's look at efforts to catalog our data star and cameo appearances.

<b>Title</b>	<b>Leveraging Data Mining Techniques to Facilitate Transcript Analysis: Using Association Rule Mining to Explore the Impact of Change in Policy on Student Enrollment Behavior</b>
<b>Presenter(s)</b>	Randall Hickman
<b>Institution</b>	Macomb Community College
<b>Abstract</b>	Association rule mining, a data mining technique, will be used in a form of “market basket analysis” to explore the possible impacts of a change in policy on the enrollment behavior of at-risk students by comparing the first-semester course-taking patterns of two incoming cohorts of at-risk students.

<b>Title</b>	<b>Michigan State University's Drop/Fail/Withdraw Report Creation and Usage</b>
<b>Presenter(s)</b>	Wendy Booth
<b>Institution</b>	Michigan State
<b>Abstract</b>	Reports showing enrollment patterns and student academic success in a course are useful for those in charge of program, enrollment, or course management. Some institutions use Drop/Fail/Withdraw (DFW) reports as assessment or curricular alignment tools. In this session, see how DFW reports were created and are being used at MSU.

## Concurrent Sessions *continued*

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<b>Title</b>	<b>Non-Experimental Approaches to Evaluate Educational Interventions and Policies</b>
<b>Presenter(s)</b>	John A. Gonzalez, Ph.D.
<b>Institution</b>	University of Michigan – Ann Arbor
<b>Abstract</b>	Evaluating educational interventions to assess effectiveness and determine causal relationships presents a number of challenges given the timing of evaluation as often a <i>post-hoc</i> consideration, and the practical and technical difficulties of disentangling effects when multiple policies and programs are implemented concurrently. These challenges dictate the need for non-experimental approaches that can approximate causal controls, control for confounding causes, and eliminate alternative hypotheses. This paper discusses the use of cluster analysis, propensity-score matching, and discontinuity-regression as non-experimental approaches that can be used to estimate causal impacts.

<b>Title</b>	<b>The Power of Institutional Research</b>
<b>Presenter(s)</b>	Shelly Conner, Ph.D.
<b>Institution</b>	University of Michigan – Ann Arbor
<b>Abstract</b>	Often, the answer to, "Why are you doing what you're doing?" is "Because that is how it's always done it!" When questions are approached systematically using data, a platform for objective evaluation is created.

<b>Title</b>	<b>Successful Student Surveys: Lessons from the Field</b>
<b>Presenter(s)</b>	Merle Feldbaum
<b>Institution</b>	University of Michigan – Ann Arbor
<b>Abstract</b>	Successful student surveys rely on many critical factors including: appropriate sampling design, a well-thought out communications strategy, consideration of incentives and assessing patterns of response and non-response. This presentation will touch on all of these topics drawing on examples of survey efforts at the Rackham Graduate School.

<b>Title</b>	<b>Understanding Institutional Trends in the Face of Organizational Change</b>
<b>Presenter(s)</b>	Irene Weber
<b>Institution</b>	Michigan State University
<b>Abstract</b>	Universities change as departments move, merge, split or end. The university needs to understand the impact of change or project possible organizational changes. Creating relationships between units within structures is a way to map organizational change, manage reporting constraints and improve trend analysis.

## Concurrent Sessions *continued*

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<b>Title</b>	<b>Using Higher Education Data in Michigan to Shine a Light on Student Success</b>
<b>Presenter(s)</b>	Rachel Edmondson
<b>Institution</b>	CEPI
<b>Abstract</b>	The Center for Educational Performance and Information (CEPI) is helping to measure student success using higher education data collected in Michigan. Utilizing Michigan's STARR Collection and data from the NSC Student Tracker, the postsecondary graduation/success rates show the number of students who enter a Michigan postsecondary institution and follow these cohorts of students to successful outcomes. CEPI will calculate community college metrics for two to six years to capture the success of both traditional full-time enrollees and the more common part-time student starting with the 2009-2010 enrollment class. We will be looking at associates degrees and transfers to four-year universities for the success rates, as well as other outcome measures such as continuing in college and other completers (e.g., certificates). These metrics will serve to recognize and provide public transparency on the success of students at Michigan postsecondary institutions.

<b>Title</b>	<b>Using Multivariate Time-Series Forecasting Models for Enrollment Predictions</b>
<b>Presenter(s)</b>	Deirdre Syms, George Xia
<b>Institution</b>	Macomb Community College
<b>Abstract</b>	For institutions of higher education, student enrollment is critical data for college administrators, especially those in strategic planning and budgeting, marketing and recruitment, academic programming and scheduling, and human resources. And they are particularly interested in accurate enrollment forecasting which can help efficiently allocate funds and human capital.

<b>Title</b>	<b>Using Surveys to Engage Students, Faculty, and Staff in Institutional Research</b>
<b>Presenter(s)</b>	Cassandra Barragan, MSW Ph.D.
<b>Institution</b>	Oakland University
<b>Abstract</b>	Using an open discussion format, attendees will learn how we: worked with multiple offices, student volunteers, and academic programs on campus to administer the NASCE survey; visited faculty and staff to learn about community engagement and what we learned from these experiences.