Michigan Association for Institutional Research
30th Annual Conference
November 2 – 4, 2016

Dear MI/AIR Colleague,

It's hard to believe that we are on the cusp of another academic year! Gearing up for another year also means that it's time to get ready for the 30th MI/AIR Annual Conference. The 2016 Steering Committee has been hard at work over the last year preparing what is destined to be a great conference full of networking opportunities and informative presentations set in the quaint Lake Michigan town of Holland.

The Haworth Inn, set on Hope College's campus, is our host hotel. We have made a few changes to tradition this year in the hopes of allowing you to experience the variety of venues Holland has to offer. Although there are a few twists to this year's conference, we are certain that the session presentation content, networking opportunities and social activities won't disappoint!

The conference will kick-off Wednesday afternoon with a pre-conference workshop. We are extremely excited to have the National Student Clearinghouse join us this year. NSC staff will expose attendees to the variety of tools available to IR professionals and provide a session full of hands-on experience utilizing the National Student Clearinghouse resources. Make sure to have your laptop with you!

This year we received stellar presentation submissions highlighting the amazing work going on in IR offices across Michigan. The pool of presentations allows us to offer you a full day of sessions on Thursday with the knowledge-sharing continuing Friday morning. In addition to sessions, we have made sure there is ample time to network with and get to know fellow Institutional Researchers.

Please make sure to register early for the Conference as well as the Pre-Conference workshop. Don't forget to secure your lodging at the Haworth ASAP as there are limited rooms. Overflow rooms can be booked at the Courtyard Holland Downtown which is one block away for our host hotel. Complete details on lodging can be found below. We hope you can join us for phenomenal presentations, wonderful networking opportunities, and a great time in Holland in November!

Best,
Erin Shirey, Chair
2016 MI/AIR Steering Committee

MI/AIR 2016 Steering Committee

Erin Shirey, Chair	Lisa Lund
Mott Community College	Montcalm Community College
Daniel Merian, Chair-Elect	Krystal Majewski
University of Michigan-Dearborn	Schoolcraft College
Mary Meier, Treasurer	Amanda Scherr
Central Michigan University	Central Michigan University
Daniel Getty	Katie Schoonveld
University of Michigan-Flint	Northern Michigan University
John Gonzalez	
University of Michigan-Ann Arbor	

30ᵗʰ Annual MI/AIR Conference
"The Winds of Change"

Haworth Inn
Holland, Michigan

A very special 'thank you' to Fawn Skarsten for her beautiful artwork!
MI/AIR is truly honored to have this one-of-a-kind painting as the face of the 2016 conference!

Registration

The conference registration fee covers the cost of all 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 2, 2016*
                                    $150 if received after October 2, 2016

* **To receive a MI/AIR shirt at the conference please register by October 2ⁿᵈ**

Pre-Conference Workshop Registration Fee: $30

To register, please complete the online registration form **http://www.miair.org/#!2016-registration/c18da** even if you plan to pay by check. This year we will once again be providing you with the opportunity to use PayPal to pay for 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 at 989-774-7221 or meier1me@cmich.edu

Conference check-in will take place at the registration table in the lobby during the following dates/times:

Wednesday, November 2ⁿᵈ: 11:30 am - 1:00 pm and 5:00 - 6:00 pm
Thursday, November 3ʳᵈ: 7:30 - 8:15 am

Lodging

Haworth Inn & Conference Center
225 College Avenue
Holland, MI 49423
616-395-7200

The Haworth Inn is the 2016 MI/AIR conference host hotel and is located on Hope College's campus in downtown Holland. This hotel is located on a dry campus and alcohol is not allowed to be served. MI/AIR has reserved a block of rooms at a conference rate of $119.00 (+ tax) per room. **The block of rooms will be held at this rate until October 3, 2016**. Free parking and Wi-Fi are available at the hotel and guests will have access to the on-site wellness room, use of the Dow Fitness Center, as well as the Holland Aquatic Center. Please make your reservation by calling 616-395-7200 and asking for the Michigan Association for Institutional Research conference rate.

Courtyard Holland Downtown
121 E. 8th Street
Holland, MI 59423
616-582-8500

Additional lodging is available at the Courtyard by Marriott which is located one block away from the Haworth. MI/AIR has reserved a block of rooms at a conference rate of $139 (+ tax) per room. **The block of rooms will be held at this rate until October 2, 2016**. Free on-site parking and Wi-Fi are available at the hotel. Please make your reservation by calling 616-582-8500 and asking for the Michigan Association for Institutional Research rate.

Holland Street Map and Haworth Parking Options

Haworth Parking available in:
Front lot or Hope Lots: 20, 22, 23, 24, 26
or in the front row (facing 9th St.) of the City Lot

Pre-Conference Workshop

National Student Clearinghouse

Wednesday, November 2, 1:00 – 5:00 p.m.
Joe Bloom, Research Analyst
National Student Clearinghouse

Institutional researchers use the National Student Clearinghouse StudentTracker system to obtain subsequent enrollment and degree data for students who have graduated or transferred. And with the StudentTracker detail file – a comprehensive enrollment and degree history with one row per student, per term, per institution – researchers can calculate a broad range of outcomes for their chosen student cohorts. With the summer 2016 upgrade of StudentTracker, users will now benefit from a streamlined user interface, real time searchable file tracking, and automated file review. Hands-on exercises will assist workshop participants in achieving error-free file submission, as well as practicing data transformation and computation techniques in Excel to unlock the versatility of the StudentTracker detail file for calculating a diverse array of student outcomes.

Participants in this workshop will:
- Gain a thorough understanding of the source, data definitions, and values for each variable in the StudentTracker detail file
- Learn the most efficient way to transform the detail file from a "long" format file with many rows per student, to a de-normalized "wide" format file with one row per student
- Learn about metadata and lookup tables on the NSC Research Center website that can enhance the usefulness of the data in the StudentTracker detail file, while saving the user many hours of manual coding

Additional Information: Participants attending this workshop are required to <u>bring a laptop with Microsoft Excel installed</u>.

Concurrent Sessions

A Deeper Look on Students' Unmet Financial Need and Its Role on Student's College Performance

Presenter(s)	Mark Byrd, Song Yan, Zhe Jiang
Institution	Wayne State University
Abstract	This session will present a study relating to the impact of four year public university students' unmet financial need. Descriptive statistics and multiple modeling techniques are used to illustrate the influence of unmet financial need on student's year-to- year retention. "Unmet need cliff" will be presented and discussed.

A Regression-Based Nursing Program Admission System

Presenter(s)	Robert Marsh
Institution	North Central Michigan College
Abstract	A regression model was utilized to rank order nursing program applicants to aid in the admission decision. Using past nursing students' prerequisite grades and actual nursing (NUR) course performance, we developed a predictive model for performance (NUR GPA) of the applicants. Those students with the highest predicted GPAs were admitted.

A Trend Analysis in STEM Enrollment and Degree Completion for Women and Minority Students

Presenter(s)	Jessica Kijek, Bin Ning
Institution	Eastern Michigan University
Abstract	Using trend analysis, our study looks at the undergraduate level participation and completion for women and minorities in STEM fields between 2004 and 2014. We found there is healthy growth for both populations; Biological and health-related programs grew much faster than other areas; an obvious difference exists among geographic regions.

Assessing Responsibility and Ethics in Co-curricular Life

Presenter(s)	Linda Logan, Charles Graessle
Institution	Olivet College
Abstract	Assessment of nonacademic life is increasingly important, especially when addressing a college's unique values. We describe our current system, modeling integration of institutional research and assessment functions for both practitioners and administrators. We illustrate its use in promoting policy changes in collections and our values in social responsibility and student ethics.

Closing Pandora's Box: Exploring Open Source Statistical Analysis Software as a Viable Alternative to Proprietary Models

Presenter(s)	Michael Bray, Jack Drew
Institution	Mott Community College
Abstract	This presentation will explore one IR office's transition to using free, open-platform statistical analysis software packages. PSPP is an open source software package used for the statistical analysis of sampled data. KNIME is a powerful analytics tool used for predictive modeling. Presenters will share their experiences using these tools.

Crawling Career Outcomes Data from the Web

Presenter(s)	Adam Peterson, John A. Gonzalez
Institution	University of Michigan
Abstract	Maintaining an accurate, up-to-date record of pertinent alumni career outcomes remains a challenge for organizations in higher-education. We present a proof-of-concept online learning tool, *Search-Match-Crawl* (SMC) that utilizes publicly accessible data via Google, LinkedIn and other similar structured online data sources in addition to a statistical classifier to scrape, validate, and ultimately create an up-to-date-record of Alumni region and work information.

Concurrent Sessions *continued*

Data Visualization: Changing the role of IR?	
Presenter(s)	Heath Chelesvig
Institution	Grand Rapids Community College
Abstract	How have concepts like Business Intelligence changed the practice of Institutional Research? This presentation will take a look at the results of the AIR Survey of IR Offices. How can these new tools and concepts change the conversation? This presentation will show how presentation and these new paradigms might create spaces for conversation and improved decision making in Higher Education.

Michigan's 2016 Postsecondary Reporting: Creation, Collaboration, and Publication	
Presenter(s)	Kelsey Heckert, Rachel Edmondson, Trina Anderson
Institution	State of Michigan- Center for Educational Performance and Information
Abstract	MI School Data and the Center for Educational Performance and Information (CEPI) continue to expand its postsecondary reporting exploring entrance and successful exit points with the upcoming CTE Student Pathways, College Enrollment Destination and recently released Success Rates for Michigan's public community colleges and universities. The first half of the presentation will provide a quick overview of what's new for postsecondary on MI School Data and then spend the majority of our time discussing the report creation process, methodology, supporting data collections, and lessons learned from the Postsecondary Success Rates released earlier in July 2016. The second half of the presentation will feature a Q&A session meant to clarify any details from the preceding presentation and to encourage collaborative discussion for moving forward.

One Metric to Rule Them All	
Presenter(s)	Reuben Ternes
Institution	Oakland University
Abstract	Is it possible to develop a 'batting average' or 'quarterback rating' for universities? Not a perfect metric, but still a single metric to gauge the quality of every higher education institution in the US? Join me for a discussion on developing a potential framework to do just that.

Project Win Win - Lessons Learned, Future Opportunities

Presenter(s)	Gail Ives
Institution	MCCA-MI Center for Student Success
Abstract	A session to discuss Michigan college participation in Project Win Win and how the process and principles can be expanded to on-going strategies and practices that any college can use to support students who are Eligible and Potential degree completers.

Propensity Score Matching Makes Program Review Easy!

Presenter(s)	Robert Roe, Emma Gyasi
Institution	Central Michigan University
Abstract	Negative program evaluation outcomes often lead to skepticism of the analyses. This skepticism typically comes in the form of grasping at alternative explanations for the negative outcome by suggesting confounding variables. We show how propensity score matching on confounding variables leads to a better understanding of program evaluation analyses.

Reflections on the Assurance Argument Process

Presenter(s)	Jason Hartz
Institution	Siena Heights University
Abstract	This presentation reviews how Siena Heights University tackled its Assurance Argument as part of the Higher Learning Commission's Open Pathway. Topics include a summary of SHU's process, a discussion of difficulties, recommendations for other institutions preparing for their Assurance Arguments, and the role of the Office of Institutional Research throughout the project.

Retention and Graduation Rates at the Program Level - Part II

Presenter(s)	Emma Gyasi, Mary Meier, Robert Roe
Institution	Central Michigan University
Abstract	We present a follow up to a session by Roe/Meier on how to report retention and graduation rates by program. In implementing the solution, the need for an efficient way to present the data became apparent. An Excel dashboard was developed using information from a pre-conference workshop by Rueben Ternes.

Student Satisfaction Data: Its Value, and How To Use It

Presenter(s)	Kim Oren
Institution	Mid-Michigan Community College
Abstract	Hundreds of colleges currently collect student satisfaction data, and utilize them in outcomes assessment programs, strategic planning initiatives, and other key institutional operations. Satisfied students are the foundation of positive word-of-mouth support, which is especially important at institutions that recruit locally to a large extent. Learn how Mid-Michigan Community College (MMCC) has greatly increased its usage of findings from the Ruffalo Noel Levitz (RNL) *Student Satisfaction Inventory (SSI),* across the past 14 months. Responses to SSI findings can include resource-intensive improvement efforts, but also relatively simple and inexpensive communication campaigns that address students' misperceptions revealed by the data. Receive tips for using RNL's standard html report efficiently, and see MMCC's local analytical strategies. Hear other attendees' accounts of effective usage of SSI data at their institutions. Consider discussions among MMCC faculty and staff on the importance, value, and limitations of satisfaction data, and how those complement other information in our quality improvement efforts.

Student Success between Honors and Non-Honors Populations: A Comparative Analysis Using Matching Case Method

Presenter(s)	Bin Ning, Meng Chen
Institution	Eastern Michigan University
Abstract	This study tested whether students in an honors program present higher retention and completion rates than non-honors students, after controlling for several input factors. We conclude that differences for both retention and graduation rates between those two groups exist and the differences are significant and independent from students' starting qualifications.

Concurrent Sessions *continued*

Tracking Student Progress: Turning Static Reports into a Data-Driven Retention Graduation Action Dashboard Tool for Tracking Student Success.	
Presenter(s)	Mark A Byrd, Adam Perkins, Song Yan
Institution	Wayne State University
Abstract	Tracking student success at the aggregate level is nothing new; however, when it comes to keeping track of the sub-populations and the individuals who make up those aggregate numbers, it is often left up to ad hoc requests. OIRA demonstrates how we use visual analytics to solve the problem of static reports.

Using Carnegie Program Information in Retention and Graduation Research	
Presenter(s)	Charles Graessle
Institution	Olivet College
Abstract	Carnegie classifications support institutional comparisons, but analyzing and interpreting academic mix has multiple problems. A method addressing these problems (and appropriate scripts) is shared, followed by examples of how this can help various assessments, including a data mine of comparison groups for postsecondary retention and graduation studies.

Using HGLM to Examine the Influence of College- and Student-Level Factors on Graduation	
Presenter(s)	Meng Chen, Bin Ning
Institution	Eastern Michigan University
Abstract	This study explores factors that can affect students' graduation in both college and individual students' levels by applying hierarchical generalized linear modeling (HGLM). Among them, high school GPA, honor college, gender, entry age, percentage of full-time faculty in freshman class, and non-residency have a major effect on graduation.