

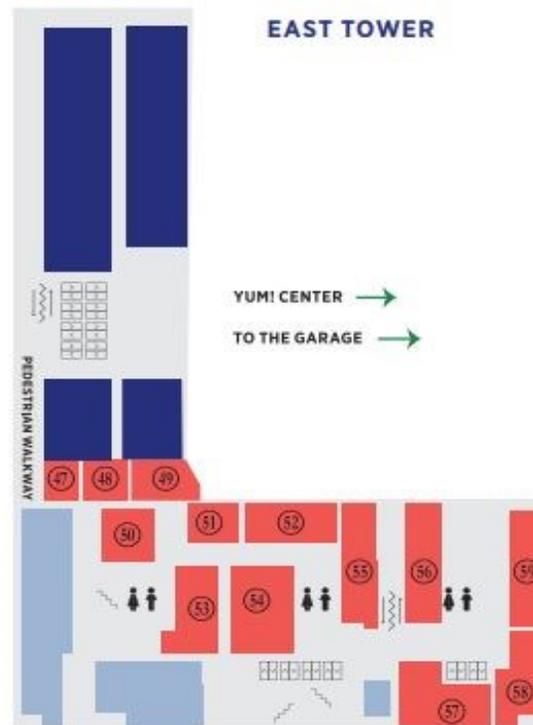
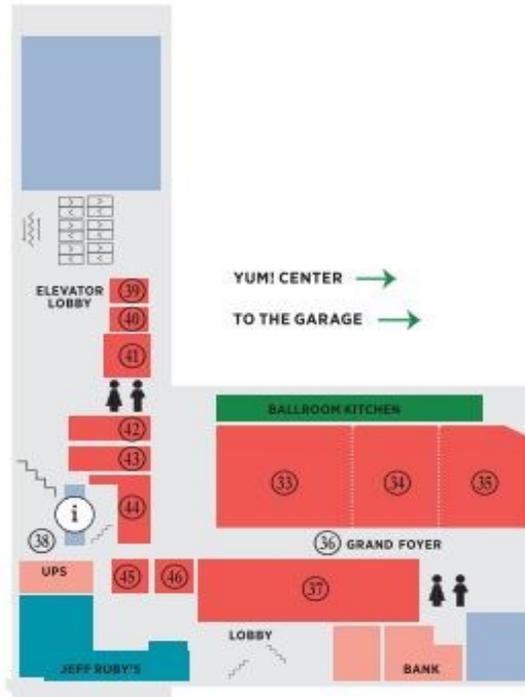


48th Annual Conference

Galt House Hotel
Louisville, KY October 9 – October 12, 2021

The Galt House, Louisville KY, East Tower

- 1ST FLOOR, EAST TOWER**
- 1 Wilkinson
 - 2 Sampson
 - 3 Laffoon
- 2ND FLOOR, EAST TOWER**
- 33 Ballroom A
 - 34 Ballroom B
 - 35 Ballroom C
 - Grand Ballroom
 - Grand Ballroom A/B
 - Grand Ballroom B/C
 - 36 Grand Foyer
 - 37 Exhibit Hall
 - 38 2nd Floor Registration
 - 39 Collins
 - 40 Brown
 - 41 Carroll Ford
 - 42 Nunn
 - 43 Breathitt
 - 44 Combs Chandler
 - 45 Willis
 - 46 Clements
- 3RD FLOOR, EAST TOWER**
- 47 Bradley
 - 48 Fields
 - 49 Morrow
 - 50 Stanley
 - 51 Wilson
 - 52 Taylor
 - 53 McCreary
 - 54 Beckham
 - 55 Jones
 - 56 French
 - 57 Segell
 - 58 Stopher
 - 59 Coe
- 16TH FLOOR, EAST TOWER**
- 4 Terrace Room
 - 5 Rooftop
- 18TH FLOOR, EAST TOWER**
- Club 360



Welcome to SAIR 48:

Turning the Corner & Racing Ahead

Deciding on the theme for SAIR 48 was both easy and difficult. Louisville, home of the famed Kentucky Derby, the national mecca of horse racing, lent itself nicely to a theme centered around racing, speed, and agility. What made theme selection difficult was the professional and personal difficulties we have all faced in the past year as the COVID-19 pandemic changed everything.

I am sure very few of us have felt speedy, agile, or “top of our game” as our colleges and universities struggled to adapt to remote work and learning, and a dizzying array of policy shifts and changes. When the theme was decided back in the spring of 2021, I was not feeling extremely optimistic about our chances of having an in-person conference, much less a conference centered around such a positive and brash theme.

But, like any good race, the past year has pushed us all to our limits; forced us to saddle up, take hold of the bridle, and maneuver the many twists and turns. It has tested our stamina, and hopefully, we’re all stronger for it. The “turning the corner” part of the theme pays homage to the lessons we have learned that are helping us, each day, to turn the corner and discover new ways to research, learn, educate, and work. The “racing ahead” portion of the theme displays hope that our new found knowledge will indeed help us all race ahead into a brighter future.

We may not have won the race yet, but we’re still in the running! Let’s turn the corner, and race ahead!

Sincerely,
Emily Campbell
2021 SAIR VP and Conference Program Chair

SAIR 48 Schedule

Friday, October 8

1:00pm – 3:00pm SAIR Board Pre-Conference Meeting (Brown)

Saturday, October 9

7:30am - 6:00pm Registration (East Tower, 2nd Floor)

8:30am - 11:30am Pre-Conference Workshops

1:00pm - 4:00pm Pre-Conference Workshops

6:00pm - 7:00pm President's Reception (Grand Ballroom B)

Sunday, October 10

7:30am - 6:00pm Registration (East Tower, 2nd Floor)

9:30am - 1:30pm Southern University Group (SUG) (French)

8:30am - 11:30am Pre-Conference Workshops

8:30am - 4:00pm Newcomer's Workshop

12:00pm - 2:45pm Sponsor/Exhibitor Setup (Grand Ballroom B)

1:00pm - 4:00pm Pre-Conference Workshops

3:00pm - 8:30pm Exhibit Hall Open (Grand Ballroom B)

4:00pm - 4:30pm Facilitator Packet Pick Up (Breathitt)

4:30pm - 5:30pm Newcomer's Reception (Grand Ballroom B)

5:45pm - 7:30pm Opening Session (Grand Ballroom A)

7:30pm - 8:30pm Opening Reception (Grand Ballroom B)

Monday, October 11

7:30am - 5:00pm Registration (East Tower, 2nd Floor)

7:30am - 5:00pm Exhibit Hall Open (Grand Ballroom B)

7:30am - 8:15am Continental Breakfast (Grand Ballroom A)

7:30am - 8:15am Dinosaur's Breakfast (French)

8:30am - 9:15am Concurrent Sessions

9:30am - 10:15am Concurrent Sessions

10:15am - 10:45am Snacks with Exhibitors (Grand Ballroom B)

10:45am - 11:30am Concurrent Sessions

11:45am - 12:45pm Table-Topic Luncheon (Grand Ballroom A)

1:00pm - 1:45pm Concurrent Sessions

2:00pm - 2:45pm Concurrent Sessions

2:45pm - 3:15pm Snacks with Exhibitors (Grand Ballroom B)

3:15pm - 4:00pm Concurrent Sessions

4:15pm - 5:00pm Concurrent Sessions

6:00pm - 8:30pm A Night in Louisville (Excursion Options)

Tuesday, October 12

7:30am - 8:00am Breakfast (Grand Ballroom A)

8:00am - 9:15am Closing Plenary & Awards (Grand Ballroom A)

9:30am - 10:15am Concurrent Sessions

10:30am - 11:15am Concurrent Sessions

11:30am - 12:00pm State Special Interest Groups

1:00pm - 3:00pm SAIR Board Post-Conference Meeting (Brown)

1:00pm - 4:00pm Post-conference workshops

SAIR Board of Directors

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Florida State University

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University of Alabama in Huntsville

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Emily Campbell
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Krista Young, *University of Louisville*

Drew Thiemann, *Bellarmine University*

Proposal Submission Site

Matt Earhart, *Florida State University*

Workshops

Will Miller, *Jacksonville University*

Registration

Meaghann Wheelis, *Baylor University*

Newcomers & Travel Grants

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Sponsors & Exhibitors

G. Marc Turner, *Texas State University*

Session and Conference Evaluations

James Hunt, *Florida State University*

Conference Photography

Eric Atchison, *Arkansas State University System*

Conference Web Site

Michelle Hall, *Southeastern Louisiana University*

Conference Logo

Lauren Buntin, *Southbound Design Co.*

Table Topic Luncheon

Meaghann Wheelis, *Baylor University*

Registration

Saturday, 7:30 am – 6:00 pm, East Tower, 2nd Floor

Pre-Conference Workshop A.1, Saturday, 8:30 a.m. - 11:30 a.m. in Carroll Ford Leveraging Power BI to Visualize Institutional Effectiveness Assessment Processes

Presented by: Caitlyn Jesse
and Galiya Tabulda, *Florida
State University*



Tracking the timeliness, quality and completeness of Institutional Effectiveness (IE) assessment reports can be a challenging task. However, making all this information available in an easy-to-use, robust, straightforward dashboard is a great way to communicate the status of the IE assessment activities to university stakeholders. During the workshop, we will walk participants, step-by-step, through building these interactive dashboard-style visualizations in Power BI. We will focus on creating visuals that show assessment completion status for various campus units, setting and tracking reporting expectations by different locations/modalities, and incorporating organizational tree elements into the dashboards. Join us to learn more!

Pre-Conference Workshop A.2, Saturday, 8:30 a.m. - 11:30 a.m. in Nunn Integrating Data from Across Campus to Predict Student Success

Presented by: Will Miller,
Jacks



More so than ever before, campus understanding of student success are rooted in available data. Stakeholders across all areas seem to believe that data will be able to suggest how they will be best able to right retention rates, completions, or even enrollments. In this workshop, we will discuss how to institute a meaningful culture of student success on campus through change management, education, conversations, and infrastructure. From discussing the steps necessary for successful change to understandings of a data-informed student success paradigm, the presenter will help attendees walk through becoming proactive leaders in campus success efforts.

Pre-Conference Workshop B.1, Saturday, 1:00 p.m. - 4:00 p.m. in Carroll Ford Building a Modern Data Governance Structure

Presented by: Rick Burnette,
Florida State University &
Thulasi Kumar, *Virginia Tech*



Defining and deploying effective data governance is one of the products of our evolving data-defined world. Many schools have policies, but what are the effective organizational structures and policies that are needed to open up access while reducing risk of improper use? This interactive session will help you review your existing structures or allow you to begin planning your first.

Pre-Conference Workshop B.2, Saturday, 1:00 p.m. - 4:00 p.m. in Clements
Creating Meaningful Partnerships on Campus

Presented by: Kelli Rainey,
Anthology



When partnerships are done right, they build powerful coalitions to advance work being done on campus. This workshop will help participants determine specific actions to promote structural initiatives and individual outreach with faculty and staff towards increased usage of data and analytics.

Pre-Conference Workshop B.3, Saturday, 1:00 p.m. - 4:00 p.m., Virtual (link will be emailed to attendees)
Getting Started Using the Query Editor in Power BI and Excel

Presented by: Liz Rennick,
Trident Technical College



The query editor in Excel and Power BI is ideal for taking raw data files and preparing them for use in reports and dashboards. The query editor can perform tasks like data extraction, transformation, and calculations, removing the need to clean your data beforehand every time you need to provide an update. If you're already using Excel or Power BI for dashboards and reporting but haven't yet learned how to use the query editor, this workshop is for you. Example Excel and Power BI files will be distributed to attendees for a hands-on experience using your own laptop computer (or adjacent screen if online).

Pre-Conference Workshop B.4, Saturday, 1:00 p.m. - 4:00 p.m. in Nunn
Leveraging Microsoft Tools to Run an IR Office

Presented by: James Hunt,
Florida State University



This workshop will focus on helping IR Offices determine the most effective and efficient ways to utilize the full array of Microsoft tools to enhance functions.

President's Reception

Saturday, 6:00 pm – 7:00 pm in Grand Ballroom B

Join SAIR President, Suzanne Simpson, for a casual welcome to SAIR 48! All conference attendees are invited and refreshments will be provided.

Registration

Sunday, 7:30 am – 6:00 pm, East Tower, 2nd Floor

Pre-Conference Workshop, C.1, Sunday, 8:30 a.m. - 4:00 p.m. in Combs Chandler Newcomer's Workshop

Presented by: James Hunt,
Florida State University



The workshop will provide an introduction to institutional research, its principal components, and the practices of institutional researchers including the sourcing of data, communication and reporting of data, and the role of institutional research in supporting the assessment and accreditation. The workshop will also address how institutional research offices function and how to be an effective practitioner of institutional research.

Pre-Conference Workshop C.2, Sunday, 8:30 a.m. - 11:30 a.m. in Clements Getting the Inside Track: Faculty Credentials

Presented by: Ginny Cockerill,
*The University of Alabama in
Huntsville*



The SACS COC standard on faculty credentials appears each year on the list of most frequently cited standards, with 6% of institutions in non-compliance with this standard in 2019. Institutions can avoid this issue by having policies and procedures in place to outline their expectations for faculty qualifications, to document the actual qualifications held, and to validate compliance with the appropriate standards. In this workshop, participants will examine the relevant standards and explore policies and procedures from several institutions. They will then review multiple software solutions and identify next steps to take in this area at their own institutions.

Pre-Conference Workshop C.3, Sunday, 8:30 a.m. - 11:30 a.m. in Nunn Designing and Deploying Dashboards in R

Presented by: Sri Sitharaman,
Columbus State University



Dashboards are an important tool for communicating with leaders, faculty, and students. This workshop provides an overview of using the R programming language (in the Rstudio development environment) for designing and deploying interactive dashboards. Several applications of dashboards are presented including interactive costing of projects, visualizing predictive analysis or presenting peer or aspirational comparisons for metrics of interest. All the r code, data and materials will be posted online and available to participants. Some familiarity with R and Rstudio is needed.

Pre-Conference Workshop C.4, Sunday, 8:30 a.m. - 11:30 a.m. Virtual (link will be emailed to attendees)
Power BI for Systemic Reporting and Analytics

Presented by: Ali Tanveer
Khan, *Dallas College*



System analytics and reporting are tools for making data-informed decisions that can contribute positively to student success and institutional effectiveness. The main purpose of the workshop is to share the practical experience and insight knowledge of system analytics and reporting for higher education institutions. Professionals will have the opportunity to develop their skills in designing data visualization using business intelligence tools for decision-making purposes. Professionals will learn the use of Power BI from beginner to advance level. They will learn how to use Power BI for real data analysis situations as well as complex business intelligence scenarios for institutional research. The outcome of the workshop is to ensure the participants have the basic skills needed to use Power BI as a tool to guide institutional decision-making.

Southern University Group (SUG) Meeting (by invitation only)

Sunday, 9:30 am – 1:30 pm in French (the room, not the language)

Convened by: Susannah Livingood, *University of Oklahoma*

Pre-Conference Workshop D.1, Sunday, 1:00 p.m. - 4:00 p.m. in Nunn
Working with Faculty for Meaningful Assessment

Presented by: Kelli Rainey,
Anthology



Faculty are our most direct link with students. They have regularly scheduled classes with them that provide opportunities for observing both positive developments and emerging concerns. Further, without their efforts, measuring educational program effectiveness would be impossible. In this workshop, we examine strategies for engaging with faculty to deepen our commitment to student success, effective pedagogy, and program effectiveness.

Exhibit Hall Open – Be sure to visit our Sponsors and Exhibitors.

Sunday, 3:00 pm – 8:30 pm in Grand Ballroom B

Facilitator Packet Pick Up

Sunday, 4:00 pm – 4:30 pm in Breathitt

If you volunteered to facilitate a concurrent session, please stop by to pick up your packet.

Newcomer's Reception – All are invited to welcome new members!

Sunday, 4:30 pm – 5:30 pm in Grand Ballroom B

Convened by: James Hunt, *Florida State University*

Stop by for some ice cream and good times!

Opening Session and Conference Keynote Address

Sunday, 5:45 pm – 7:30 pm in Grand Ballroom A

Sponsored by Gold Sponsor :
National Student Clearinghouse

Postsecondary Data Partnership

Measure Institutional Outcomes & Intentionally Grow Student Success.



Transformative way for your institution to measure and report student progress and success. The Postsecondary Data Partnership (PDP) empowers your institution with more **comprehensive data**, easier **analysis & insights**, centralized **reporting** functions, and better **visuals** to help you *understand and improve student outcomes*.

Sign up or learn more at: studentclearinghouse.org/colleges/pdp



Opening Session and Conference Keynote Address

Sunday, October 10th at 6:00 pm – 7:30 pm in Grand Ballroom A

Courtney Brown, PhD
Vice President of Impact & Planning
Lumina Foundation
Becoming the Catalyst for Change



In her keynote address, Dr. Courtney Brown will share how higher education institutions must change to serve today's students and their urgent needs – and that means using data in smart, strategic and collaborative ways. Institutional research can play a leading role in this transformation, with each of us being **powerful, passionate catalysts for change** as we help all Americans get the education they deserve, address stubborn equity gaps, and promote civic engagement. Citing examples of both progress and challenges across our member states and schools, she'll offer insights on helping people from all walks of life learn, grow, and contribute their talents to a stronger nation and a brighter future.

Courtney Brown, Ph.D, is vice president of impact and planning for Lumina Foundation, an independent, private foundation that is committed to making opportunities for learning beyond high school available to all. As the chief data and research officer, Brown oversees the foundation's efforts in the areas of strategic planning, learning, impact, and effectiveness. She also leads Lumina's international engagement. She joined the foundation in 2011 with a strong background in performance measurement, research, and evaluation. Before 2011, Brown was a senior research associate at the Center for Evaluation and Education Policy at Indiana University. There, she led studies and evaluations focused on education and post-high school programs within the United States and across Europe.

Brown is a frequent speaker and panelist in the United States and other countries regarding postsecondary strategy, student success, data-driven decision making, and evidence-based practices. She has developed and shared manuals, working papers, articles, and books related to undergraduate research, performance measurement, randomized-control trials, and other evaluation methods, as well as conducted webinars and workshops on topics such as evaluation, performance measurement, and success in education beyond high school.

She holds a bachelor's degree from James Madison University and earned her master's and doctoral degrees from the University of Virginia.

Opening Reception

Sunday, 7:30 pm – 8:30 pm in Grand Ballroom B

Sponsored by Gold Level Sponsor, National Student Clearinghouse

Immediately following the Opening Session in Grand Ballroom A, join your SAIR colleagues in Grand Ballroom B for the SAIR 48 Opening Reception. A selection of local cuisine will be featured.



National Student
Clearinghouse®

Registration

Monday, 7:30 am – 5:00 pm, East Tower, 2nd Floor

Exhibit Hall Open

Monday, 7:30 pm – 5:00 pm in Grand Ballroom B

Continental Breakfast

Monday, 7:30 am – 8:15 am Grand Ballroom A

Sponsored by: Bronze Level Sponsor, SAS

Dinosaur's Breakfast (for Past Presidents of SAIR)

Monday, 7:30 am – 8:15 am in French (the room, not the language)

Convened by: Rick Burnette, *Florida State University*

Session 1, Monday, 8:30 a.m. – 9:15 a.m. in Sampson
Workforce Data and Academic Degree Planning
Track: Planning, Policy, and System Management

Presented by: Iryna Johnson,
University of Alabama System



This presentation examines existing resources for educational program development and offers a web site (available at <https://uasystem.edu/impact/degree-program-planning-resources>) to help faculty and administrators navigate these resources. The web site includes several dashboards. The dashboard for IPEDS completions by CIPC and degree level can help institutions evaluate existing programs. The dashboard with employment projections by SOC codes from the Bureau of Labor Statistics helps identify high-demand occupations. External links help locate lists of high-demand occupations in the state, skills and abilities needed for each occupation, and job posting analytics. Examples of use of the web site for actual program development are provided.

Session 2, Monday, 8:30 a.m. - 9:15 a.m. in Laffoon
Using Financial Data to Operate Efficiently and Educate Effectively
Track: Assessment

Presented by: Kelli Rainey &
Allison Laske, Anthology



We are all aware of the challenges associated with making good financial decisions in today's educational environment. Decision making becomes even more difficult if you are working with a small fraction of data or worse, inaccuracies in the information. Anthology's academic and program costing solution, Academic Economics, provides the approach for a holistic understanding of institutional and programmatic sustainability on campus. Through traceability and access to the right information by institutional leadership, you will all be able to refocus your energy on having more in depth, fact-based discussions around program viability, resource prioritization, and the financial future of your campus.

Session 3, Monday, 8:30 a.m. - 9:15 a.m. in Carroll Ford
Unwrapping the USNWR Blackbox
Track: Institutional Research

Presented by: Jonathan Poon,
Universitu of South Carolina



The purpose of this presentation is to demonstrate how a university can utilize the USNews subscription service Academic Insights to draw statistical conclusions to better understand what determines their overall rank each year. A deep dive in the statistical modeling life cycle from data collection, exploration, transformation, and model diagnostics will be discussed. A demonstration of how to implement model results into meaningful, digestible information via Tableau will follow.

Session 4, Monday, 8:30 a.m. - 9:15 a.m. in Breathitt
OU's Data Governance Journey: Moving from Agreement to Action
Track: Planning, Policy, and System Management

Presented by: Susannah Livingood, & Jennie Clary,
University of Oklahoma

Data governance is a continuous process, requiring stamina, patience, and perseverance. In this work share session, we will share OU's progress so far, sharing insights gleaned along the way. We will also discuss our development of a "State of Data" report, a combination of scorecard and strategic plan we are using to put existing data concerns into context for top leadership.



Session 5, Monday, 8:30 a.m. - 9:15 a.m. in Combs Chandler
Answering the Call for Better Data: The Postsecondary Data Partnership
Track: Assessment

Presented by: Ken McVearry,
National Student Clearinghouse

The Postsecondary Data Partnership (PDP) is a nationwide effort to help colleges and universities gain a fuller picture of student progress, meet various reporting requirements (including several SACSCOC standards), and identify how to best support all students. The PDP is dedicated to the idea that easier access to better data helps institutions develop actionable insights and make informed decisions for improving student success and equitable outcomes.



Session 6, Monday, 9:30 a.m. - 10:15 a.m. in Sampson
Simplified Assessment Documentation to Improve Faculty Engagement
Track: Assessment

Presented by: Michael Seale,
Lindsey Wilson College

Faculty resistance to assessment can oftentimes be attributed to the procedure rather than the function of assessment. It is seen as a process of checking off the right buttons rather than something to be used to improve student learning. This presentation details the transition to simplified assessment documentation using Word templates that has led to a better understanding of program assessment and an increase in faculty engagement in the assessment process.



Session 7, Monday, 9:30 a.m. – 10:15 a.m. in Laffoon
Does Domain Ownership Impact Performance on Standardized Testing?

Track: Assessment

Presented by: Jeffrey Johnson,
Christopher Hughes, Heather
Merrifield, *Sullivan University*



The purpose of this research was to determine if the College of Business performs better in domains directly controlled by the college vs. areas which are not directly controlled. An example would be management. This is in contrast to areas that are not under the direct control of the college such as economics, which is controlled by a different department--general studies.

Session 8, Monday, 9:30 a.m. - 10:15 a.m. in Carroll Ford
Tutoring Effectiveness: Using Matching Methods to Isolate Tutoring Treatment Effects

Track: Institutional Research

Presented by: Samantha Nix,
Lauren Goulet, Andrew Brady,
Heather Epstein-Diaz, *Florida
State University*



Tutoring services on campus are an essential component for student success and retention. Demonstrating the effectiveness of those services with data can be a more complicated process, as comparing the success of students who self-select into tutoring services, to the success of the broader student population, typically leads to biased results. We utilize nearest neighbor matching, linear regression, and logistic regression to better understand characteristics of the students who opt into tutoring and their success. This study, conducted at a large, public state institution, uses data from seven semesters for lower level required courses that are gateways into various majors.

Session 9, Monday, 9:30 a.m. - 10:15 a.m. in Breathitt
Using Machine-learning as an Exploratory Tool to Support Policy and Inform Decision-Making

Track: Institutional Research

Presented by: Rob Hopkins,
Virginia Tech



Machine-learning (ML) is commonly thought of as a black box mechanism for predictive modeling while limited attention is given to the potential for using ML as an explanatory tool. While some algorithms are less understood than others, many ML packages provide the opportunity to rigorously interrogate models to enable a more complete understanding of how the model is working, what patterns are being discovered, and what the potential applications may be. In this session, we will illustrate the application of Boosted Regression Trees as an explanatory decision-support tool across three distinct areas: human resources, academic affairs, and enrollment management.

Session 10, Monday, 9:30 a.m. - 10:15 a.m. in Combs Chandler

Projecting Enrollment in the Backstretch: Understanding Potential Outcomes by Mourning the Odds

Track: Institutional Research

Presented by: Eric Atchison,
Arkansas State University System

This session outlines the impacts of COVID-19 on the ASU System's established enrollment and credit hour projections and provides a contextual assessment of how the Office of Strategic Research provided support to institutions and stakeholders through the use of multiple projection methodologies to account for a variety of outcomes.



Snack Break with Exhibitors

10:15 a.m. – 10:45 a.m. in Grand Ballroom B

Join us in Grand Ballroom B for an energizing snack and visit with our great sponsors and exhibitors.

Session 11, Monday, 10:45 a.m. - 11:30 a.m. in Sampson

Student Stories of Career Discernment: A Longitudinal Interview Study

Track: Assessment

Presented by: Suzanne Klonis,
Furman University

This session describes an ongoing longitudinal interview project with a cohort of students who entered college in Fall 2020. The goal of this project is to track the development of students' plans and goals for college and post-college career, as well as the effect of starting college in the midst of a pandemic on their personal relationships and sense of belonging. Along with our study methods, we will discuss themes emerging in the first year of data collection that reflect students' deepening self-discovery.



Session 12, Monday, 10:45 a.m. - 11:30 a.m. in Laffoon

Exploring Career Choices for Education Bachelor's Graduates

Track: Institutional Research

Presented by: Bryn Bakoyema,
Alabama State University, Jim
Purcell, *Alabama Commission on
Higher Education*

This paper explores the career choices of students earning bachelor's degrees in education from a public university in Alabama. Using a combined dataset of educational and employment information, the researchers analyze demographic differences, employer type variation, and wages differences for students majoring in education and found in the Alabama workforce after graduation. Additionally, the paper explores the differences between students 1 year and 5 years after graduation. The process for conducting the research and recommendations for changes in institutional and state policy based on the results are provided.



Session 13, Monday, 10:45 a.m. - 11:30 a.m. in Carroll Ford
Visualizing Academic Program, General Education, and Administrative Unit Outcomes

Track: Assessment Track

Presented by: Molly Hall,
Nicole Conners, Cesur Dagli,
Virginia Tech



Over the last year, the Institutional Effectiveness unit in the Office of Analytics and Institutional Effectiveness at Virginia Tech has been working on a way to effectively visualize the data collected through its general education, academic program, and administrative unit assessment processes. Given the diversity of academic programs and administrative functions at an institution the size of Virginia Tech, student learning and administrative outcomes can vary greatly. The unit was able to develop coding processes that facilitated the development of data visualizations. Examples of the coding processes developed and the resulting visualizations will be presented.

Session 14, Monday, 10:45 a.m. - 11:30 a.m. in Breathitt
University Housing Inequality: A Spatial Regression Analysis of Student Housing, Proximity to Health, Learning and Wellness Resources, and Academic Outcomes

Track: Institutional Research

Presented by: Michael Tucker,
University of South Carolina



Although housing equity studies have been an essential, informative avenue of research in education for many years, little attention has been given to the potential inequalities present within the context of a college campus micro-community. The aim of this study is to explore the spatial relationship between where students live on-campus, their access to health, learning, and wellness resources, and the effect these have on academic outcomes. The results of these findings will also help to visualize, via spatial mapping in Tableau, where on the college campus there may be inequality in access to resources for students.

Session 15, Monday, 10:45 a.m. - 11:30 a.m. in Clements
Special Interest Group Convening: HLC Accredited Institutions

Track: Special Interest Group

Presented by: Susannah
Livingood, *University of
Oklahoma*



The convening is an opportunity for institutions accredited by the Higher Learning Commission (HLC) to network and compare concerns, best practices, and experiences.

Table-Topic Luncheon

Monday, 11:45 am – 12:45 pm in Grand Ballroom A

Sponsored by Bronze Level Sponsor, Xitracs

Hosted by Meaghann Wheelis, Baylor University

Meaghann has provided questions that should get the conversation started. The lunch is included in your registration, so don't miss it. If you aren't talkative, we have open tables as well.

Session 16, Monday, 1:00 p.m. - 1:45 p.m. in Sampson

Turning the Corner on Assessment: Use of Formal Review as a Tool for Improvement

Track: Assessment

How can you tell if your institution is actually making improvements in the area of assessment reporting? One way to answer this question is to conduct a formal review of assessment. The process can take some time to set up on the front end, but the results are useful across the institution to departments conducting assessment, assessment and/or personnel responsible for overseeing the process and using the reports for accreditation purposes. This session will take you through the assessment report design process, formal review rubric development process, use of multi-rater vs single rater processes, and communicating to stakeholders.

Presented by: Angela Bryan,
Carolyn Beamer, *University of
West Florida*



Session 17, Monday, 1:00 p.m. - 1:45 p.m. in Laffoon

Survey Research During COVID-19: The Challenges Grew Even Larger

Track: Institutional Research

Executing survey research in the digital age is more challenging than ever. Because the collection process itself has been made easier, students are inundated with requests, often leading to "survey fatigue" that jeopardizes the ability to achieve strong response rates. Further, the cloud of new procedures in response to COVID-19 threatened to exacerbate many of these existing threats. This presentation will cover a spring 2021 multi-institution survey in the midst of an ongoing pandemic. The researchers identify challenges faced over the past year and offer recommendations for best practices that are applicable to survey research in our recovering post-pandemic times.

Presented by: Matthew
Grandstaff, *Institute of Higher
Education, University of Georgia*



The SAIR Table-Topic Luncheon

Select a table and discuss topics
with colleagues from across the region

New to IR Tables 1, 2, 3 & 4

Institutional Rankings Table 5

Surveys & Course Evaluations Table 6

Community Colleges Table 7

Data Analysis Table 8

Accreditation Tables 9 & 10

Data Visualization Table 11

Assessment & Planning Tables 12 & 13

IPEDS Table 14

Data Management Table 15

Enrollment Management Table 16

IR Leadership & Management Tables 17 & 18

Session 18, Monday, 1:00 p.m. - 1:45 pm. in Carroll Ford
Developing Test-Optional Rules for University Decision Support
Track: Institutional Research

High school GPA and ACT/SAT scores are used for a myriad of institutional decision points, however standardized testing will likely continue to be disrupted due to COVID-19 thereby increasing the number of students submitting applications without test scores. For this reason, alternatives to such rules were developed at the University of Kentucky using high school transcript data. In this presentation, we will discuss the background and campus coordination for this research project as well as detail the methods used to determine the alternative rules that led to stakeholder consensus for putting them into practice for the Fall 2021 admissions cycle.

Presented by: Adam Lindstrom, Chris Thuringer, SuZanne Troske, *University of Kentucky*



Session 19, Monday, 1:00 p.m. - 1:45 pm. in Breathitt
Building Towards a One Stop Data Stop
Track: Institutional Research

Institutional Research and Analysis has built the Report Center to enable end users to access trend data, build student lists, monitor daily changes and export key performance indicator reports from a single system. In this presentation the history, development process, lessons learned and future of the Report Center will be discussed. This will help those who do not have a central data warehouse think about a path forward to share data with end users efficiently.

Presented by: Steve Wilkerson, Brian Cordeau, *The University of Texas at San Antonio*



Session 20, Monday, 1:00 p.m. - 1:45 pm. in Combs Chandler
Loan Repayment Outcomes of Undergraduate Music Majors at Historically Black Colleges & Universities
Track: Institutional Research

This study examines four loan repayment patterns of one cohort of bachelor's degree completers who majored in music at 107 Historically Black Colleges and Universities (HBCUs) two years after entering repayment. This study also examines how these loan repayment patterns are associated with institutional characteristics and how they vary across and within institutions. In addition, this research also attempts to compare the loan repayment patterns of music majors with the following three non-music fields of study within the visual and performing arts medium: 1) design and applied arts, 2) drama/theatre arts and stagecraft, and 3) fine and studio arts.

Presented by: Althea Kilgore, *Florida Agricultural and Mechanical University* & Samantha Nix, *Florida State University*



Session 21, Monday, 2:00 p.m. - 2:45 p.m. in Sampson

They are my Monkeys, it is my Circus: Assessing Campus Assessment Readiness/Culture

Track: Assessment

Presented by: Christine Ross,
Hampden-Sydney College



Assessment of student learning outcomes is critical to improving student learning as well as the regional accreditation process, but how does one move a campus assessment process to a level where it becomes an ingrained part of the culture? Learn how one OIE created a developmental rubric to evaluate the campus assessment culture and how it is used to improve the campus assessment culture.

Session 22, Monday, 2:00 p.m. - 2:45 p.m. in Laffoon

BI + AI: Getting Near-Graduate Stop-Outs back in College with Bots!

Track: Institutional Research

Presented by: Stephanie
Perryman, Alisa Zujovic,
Hillsborough Community College



Think tanks across the nation have identified the need to return working age adults with “some college, no degree” to prepare the labor market for jobs in a changing economy. “Near Grad” is a SAS application designed at Hillsborough Community College (Tampa, FL) that identifies former students (stop-outs) within 15 credit hours or less remaining to degree attainment. Information from SAS is exchanged with an AdmitHub AI-augmented chatbot to actively reach out to Near Grads via text in returning students to complete their degrees. Methods, results, and future direction will be shared during the presentation.

Session 23, Monday, 2:00 p.m. - 2:45 p.m. in Carroll Ford

P.E.A.C.E. from Conflict

Track: Leadership and Management

Presented by: LaVena Wilkin,
Sullivan University



The P.E.A.C.E. From Conflict presentation will offer a basic understanding of conflict management. The session discusses the costs of unmanaged and unproductive conflict and explains the role communication and conflict styles play in conflict situations. Finally, it offers the P.E.A.C.E.© Model of Conflict Management as a guide to addressing conflicts.

Session 24, Monday, 2:00 p.m. - 2:45 p.m. in Breathitt
Open-Ended Survey Responses: A Comparison of Three Methods
Track: Assessment

Institutional researchers often analyze quantitative survey responses, but what about open text responses? In this presentation, we share three different methods researchers can use for text data: qualitative open-coding using Excel, Qualtrics Text iQ, and NVivo's query tools. To explore these different methods, we use the case of a graduation survey distributed to over 8,600 students at a large, public institution. The analyses focus on 1,489 responses to the question, "What else would you like to tell us about your experience at [institution]?" In this presentation, we will share how we implemented the analysis as well as the findings.

Presented by: Samantha Nix,
Lauren Goulet, Andrew Brady,
Heather Epstein-Diaz, *Florida
State University*



Session 25, Monday, 2:00 p.m. - 2:45 p.m. in Combs Chandler
The Power is in Their Hands: Facilitating Data Usage throughout the Institution
Track: Institutional Research

The demand for access to data at institutions is constantly increasing. However, not everyone who needs or desires this access has the time or understanding to learn the ins and outs of querying student data from a complex student information system. The University of Houston addressed this issue by creating reporting tables that consolidate transactional data into around dozen, easily queried tables within the system. Participants in this session will understand how we structured the reporting tables and how we facilitate their campus-wide use.

Presented by: Vyas
Krishnamurthy, Susan
Moreno, *University of Houston*



Snack Break with Exhibitors

2:45 p.m. – 3:15 p.m. in Grand Ballroom B

Join us in Grand Ballroom B for a sweet treat and visit with our great sponsors and exhibitors.

Session 26, Monday, 3:15 p.m. - 4:00 p.m. in Sampson
Stop, Listen and Learn- How One System Office Created a Culture of Diversity, Equity, and Inclusion
Track: Planning, Policy and System Management

Presented by: Amy Cable &
Quintin Taylor, *Louisiana
Community & Technical College
System*



As stewards of Higher Education, the Louisiana Community and Technical College System recognizes the obligation and responsibility to promote and encourage diversity, equity, and inclusivity. In light of recent tragic events, LCTCS is now committed more than ever. The system office staff for 2- year public colleges in Louisiana were tasked with the development and implementation of various initiatives to address diversity, equity and inclusivity. The presentation will outline the system call to action including the development of diversity dashboards, creating a statewide committee/ taskforce to generate actionable recommendations and enhancing services and training to faculty, staff and students.

Session 27, Monday, 3:15 p.m. - 4:00 p.m. in Laffoon
Preparing the Narratives for the SACSCOC Standards and Institutional Effectiveness
Track: Assessment

Presented by: Bethany Bodo,
Lauren Bryant, *Virginia Tech*



Responding to the SACSCOC standards related to institutional effectiveness can seem like a daunting task. This is especially true at a large, complex institution like Virginia Tech. This session will outline how the Institutional Effectiveness unit in the Office of Analytics and Institutional Effectiveness tackled this task by developing a consistent format that could be used for all standards (7.3, 8.2.a, 8.2.b, and 8.2.c) and creating portfolios to more concisely present the supporting data. Responses and documentation were completed without the use of expensive assessment/ accreditation software. Examples will include narrative components as well as the processes devised to develop portfolios.

Session 28, Monday, 3:15 p.m. - 4:00 p.m. in Carroll Ford
The Use of a Viability Index as a Better Measure of Departmental and Program Strength
Track: Institutional Research

Presented by: Andrew Luna,
Austin Peay State University



Although many institutions and government agencies count degrees as the sole measure of determining departmental or program viability, this method fails to consider other factors such as how many majors are present to replace students who graduated or how many credit hours were generated in the area. This article highlights an easy-to-create, ratio-driven metric that can help determine overall strength in an academic department or program.

Session 29, Monday, 3:15 p.m. - 4:00 p.m. in Breathitt
Using Student Reflections to Assess Impact of High-Impact Experiences
Track: Assessment

Presented by: Suzanne Klonis,
Furman University

How do we know that a high-impact experience has the intended effect on student development? We have been systematically coding reflections that students write as a part of their summer research and internship experiences. We are particularly focused on coding for themes of Sense of Purpose (with respect to career plans and personal goals) and Integrative Learning (making connections between their experience and knowledge gained in courses). We will present our process for collecting and coding these reflections, as well as findings from this research.



Session 30, Monday, 3:15 p.m. - 4:00 p.m. in Combs Chandler
Add Benchmarking to your Student Services and Administrative Services Assessment
Track: Assessment

Presented by: Michelle Taylor,
*National Higher Education
Benchmarking Institution*

Program assessment and evaluation has moved beyond the academic classroom, compelling institutions to also demonstrate the effectiveness of their student support services and administrative divisions. Additionally, accreditors require evidence of effectiveness in program reviews and stakeholders need this type of data to inform decision-making. By knowing costs, staffing and workload with comparisons to others, institutions can improve productivity, decrease spending without impacting student success, and reallocate budget based on priorities. This session will preview a new benchmarking tool focusing on student and administrative services and will present data from the projects to illustrate how it can assist in decision-making.



Session 31, Monday, 4:15 p.m. - 5:00 p.m. in Sampson
Seeking Improvement? Preparing for Standard 8.2.a.- Student Outcomes: Educational Programs
Track: Accreditation

Presented by: Angela Bryan,
University of West Florida

Is your institution's assessment culture focused on compliance or improvement? Is your institution ready to demonstrate that assessment findings are used to seek improvement in educational programs? If your answer to either of these questions is no, then this session will share several tools you can use to put your institution on the path to improvement and compliance with standard 8.2.a.



Session 32, Monday, 4:15 p.m. - 5:00 p.m. in Laffoon
Maximize Data & Analytics Using Disparate Data Sources

Track: Institutional Research

Presented by: Art Pagano, &
Ashwin Jayagopal, *The*
University of Texas at San
Antonio



The Institutional Research and Analysis at the University of Texas at San Antonio maintains a database that automatically ingests structured and unstructured data typically sourced from transactional databases, Excel or CSV files, or obtain via web scrapping. This helps automate SQL queries that Institutional Research can utilize to build reports. Automated extraction, transformation, and loading into table structures design for data reporting reduces SQL query hard coding per report, improves data quality, and frees analysts time for data analysis.

Session 33, Monday, 4:15 p.m. - 5:00 p.m. in Carroll Ford
Strategic Planning: Leveraging Benchmarking to Inform the Planning Process and Measure Progress

Track: Planning, Policy, and System Management

Presented by: John Clayton,
Johnson County Community
College



This session will reflect on how JCCC used benchmarks to inform the strategic planning process and ultimate measure success of the strategic plan.

Session 34, Monday, 4:15 p.m. - 5:00 p.m. in Combs Chandler
Doctoral Student Insights: Using the Survey of Earned Doctorates Institutional Doctorate Records File

Track: Institutional Research

Presented by: Kacy Lawrence,
Virginia Tech Graduate School



The Survey of Earned Doctorates (SED) provides institutions comprehensive data related to its doctoral graduates. The SED collects information on the doctoral recipient's educational history, demographic characteristics, and post-graduation plans. Additionally, the SED collects data on indicators unique to graduate students that are frequently not collected elsewhere such as sources of financial support, debt related to graduate education, and interdisciplinary dissertations. In this session, one institution will do a deep-dive into how it is using the dataset to gain more information about its doctoral graduates and to provide insights to graduate departments and future doctoral students.

Session 35, Monday, 4:15 p.m. - 5:00 p.m. in Breathitt

Newcomer's Workshop Class of 2009: Surviving a Global Pandemic in Higher Education, Managing Remote Teams, and Free Britney

Track: Institutional Research

This session serves as a continuation of the Newcomer's Workshop and is geared toward any individual who is fairly new in their careers in Institutional Research. The presenters, now with more than 40 years of combined experience, will share their most valuable insights, advices, successes and challenges in the field of Institutional Research, higher education in general, and the various paths their careers have taken. The presenters will encourage group discussion and will answer any questions the audience may have based on their unique Institutional Research experiences

Presented by: Emily Campbell,
*River Parishes Community
College*, Eric Atchison, *Arkansas
State University System*, Abby
Wilcox, *University of North
Florida*, Greg Ohlenforst,
*University of Louisiana at
Lafayette*



A Night in Louisville- Group Excursion Options

The Local Arrangements Committee has planned three optional excursions for conference attendees. Excursions are not included in your conference registration, are optional, and are self-pay. An email was sent to all conference registrants with a description of each excursion and a "Sign Up Link" for two of the three options.

21c Museum & Proof on Main

Group Captain: Krista Ackermann. Prior sign-up required. Capped at 20 participants. Meet in the lobby on the first floor of the East Tower of the Galt House Hotel at 6PM.

A Classic Louisville Dinner at the Brown Hotel

Group Captain: Brittany Inge. Prior sign-up required. Capped at 10 participants. Meet in the Brown Hotel Lobby Bar & Grill (335 W Broadway, Louisville, KY 40202) at 6:30PM

Sunset Walk Across the Ohio River Pedestrian Bridge + Dinner in Jeffersonville, IN

Group Captain: Drew Thiemann. Sign-up not required. Meet in the lobby on the first floor of the East Tower of the Galt House Hotel at 6PM or catch a Lyft/Uber/cab from the Galt House to meet at the base of the Big Four Bridge (arrive at 6:50PM).

Breakfast Buffet

Tuesday, 7:30 am – 8:00 am in Grand Ballroom A
Sponsored by Bronze Level Sponsor, Tableau

Closing Plenary & Awards Ceremony

Tuesday, 8:00 am – 9:15 am in Grand Ballroom A

Session 36, Tuesday, 9:30 a.m. - 10:15 a.m. in Sampson Selecting Peer Institutions Using Cluster Analysis

Track: Institutional Research

Presented by: Andrew Luna,
Austin Peay State University



The purpose of this study is to identify those institutions that are comparable to the home institution. This study used cluster analysis, which is defined as an exploratory data analysis technique for classifying and organizing data into meaningful clusters, groups, or taxonomies by maximizing the similarity between observations within each cluster. The goal of this analysis, therefore, is to sort variables into groups or clusters so that the degree of association or relationship is strong between members of the same cluster and weaker between members of different clusters.

Session 37, Tuesday, 9:30 a.m. - 10:15 a.m. in Laffoon Application of SSRS for Automating Regular Reports

Track: Institutional Research

Presented by: Fikrewold Bitew
& Ashwin Jayagopal, *The University of Texas at San Antonio*



Are you tired of re-producing similar reports repeatedly for different purposes? The SSRS (SQL Server Reporting Services) allows you to produce formatted reports with tables in the form of data, graph, images, and charts. These reports are hosted on a server which can be executed anytime using parameters defined by the users. The tool comes free with SQL Server.

Session 38, Tuesday, 9:30 a.m. - 10:15 a.m. in Carroll Ford
Managing an Institutional Research Office Before COVID and After COVID Developed

Track: Leadership and Management

In mid-March 2020, TAMU-CC, like many institutions, required all non-essential employees to work remotely. Our Planning and Institutional Research (PIR) team of nine initially planned to work remotely for a duration of two weeks; however, that has extended to date. We will compare our operations, budgets, and collaboration prior to and during COVID to show how we addressed the challenges in each area. TAMU-CC opened its doors to in person activities on June 1st; however, using our data collected during COVID, we put forth a proposal for a permanent virtual team. We will conclude with telework tips and best practices.

Presented by: Erin Mulligan-Nguyen, & Amanda Merchant,
Texas A&M University- Corpus Christi



Session 39, Tuesday, 9:30 a.m. - 10:15 a.m. in Breathitt
Assessing Student Intentions to Remain In-State Post Graduation

Track: Institutional Research

To help spur economic growth, states such as Alabama are interesting in retaining students graduating from colleges/ universities within the state. However, little information was known about students' intentions to remain in the state after graduation, and what factors might contribute to their decisions. This paper shares the results of a statewide survey of undergraduate public university students regarding their intentions of staying in-state, and the factors that influence this decision. The analysis includes impressions and importance of numerous factors, analyzed by several demographic variables. The process for conducting the research, and recommendations for changes in state policy are provided.

Presented by: Jim Purcell,
Alabama Commission on Higher Education, Bryn Bakoyema,
Alabama State University, & Kristan White,
Alabama Commission on Higher Education



Session 40, Tuesday, 9:30 a.m. - 10:15 a.m. in Combs Chandler
Data Privacy: Increasing Scrutiny and Regulation

Track: Planning, Policy, and System Management

You know what FERPA and HIPAA are, but have you discussed implications of GDPR, COPPA, and CCPA yet? Have you heard about "red lining" and implicit bias in predictive analytics? Are campus communities grumbling about use of vaccine, card swipe, wifi, and IP data in institutional analytics? Data discussions are evolving from "can we do this" to "should we do this," and IR professionals can provide important ethical insights needed by decision-makers. This work share will provide a basic review of privacy laws and practices, as well as a description of how OU is tackling this tricky issue.

Presented by: Susannah Livingood,
University of Oklahoma



Session 41, Tuesday, 9:30 a.m. - 10:15 a.m. in Clements

Enhancing Institutional Research Capacity in the Midst of a Pandemic: A System Approach

Track: Institutional Research

Presented by: Eric Atchison,
Arkansas State University System



This session is based on a forthcoming article to be published in *New Directions for Institutional Research*. It outlines the impacts of COVID-19 on higher education and provides a contextual assessment of how higher education systems can provide support to institutions and stakeholders through a formulated planning process which helps identify, plan, and achieve strategic goals in response to fluctuating priorities.

Session 42, Tuesday, 10:30 a.m. - 11:15 a.m. in Sampson

Panel Discussion on Data Collection at College and System Levels on a Public Strategic Plan

Track: Planning, Policy, and System Management

Presented by: Jimmy Sawtelle,
*Central Louisiana Technical
Community College, René
Cintrón, Louisiana Community
& Technical College System,
Ingrid Cook, Louisiana
Community & Technical College
System, Stephen Cox, Central
Louisiana Technical Community
College*



Panel regarding a dive into data's user-friendliness that revealed new(er) cultures that emerged within Louisiana's Community & Technical Colleges' Our Louisiana 2020 6-year strategic plan. The 6 goals encompasses graduate completion, enrollment, partnerships, graduate earnings, fundraising, transfer students.

Session 43, Tuesday, 10:30 a.m. - 11:15 a.m. in Laffoon

The Story's in the Data: Cross-Institutional Collaboration to Communicate Faculty Activity and Impact

Track: Institutional Research

How can the multitude of faculty activity data systems from across the university be leveraged to provide insights on faculty contributions and achievements? Additionally, what data from university's different systems of record can be incorporated to provide a more robust perspective? This interactive session will engage participants in discussion around the use of data to communicate faculty activities to a variety of stakeholders within and outside of the institution via centralized data platform. Presenters will describe collaborative efforts, discuss successes and challenges in culture change, faculty activity data curation, data management, process implementation, and demo insights dashboard application.

Presented by: Barbara Lockee & Abhay Joshi, *Virginia Tech*



Session 44, Tuesday, 10:30 a.m. - 11:15 a.m. in Carroll Ford

From Self-Service to Storytelling: Revising our Dashboard Designs

Track: Planning, Policy, and System Management

Just a few years ago the design aesthetic for dashboards was to enable self-service. This was promised to cut IR requests by allowing end users to dive directly into the construction of aggregate data. More recently, we have moved away from self-service and into the realm of storytelling. We discovered that leadership doesn't have time to dig into the data and dashboards themselves. Instead, they want dashboards that are set up for presentation purposes, tell a story, and offer insights and recommendations for next steps. This presentation will showcase our transition and offer ideas for future designs.

Presented by: Justin C. Shepherd, *Emory University*



Session 45, Tuesday, 10:30 a.m. - 11:15 a.m. in Breathitt

Learning to Love Soft Data: A New Method for Increasing the Utility of Survey Data for Institutional Research

Track: Institutional Research

This presentation offers a new method for improving the quality of survey data and incorporating these datasets into existing regression models without over-complicating the model structure. Multiple imputation (MI) can be used on survey data as a preparatory step for further statistical analyses. Principal component analysis (PCA) compliments MI by reducing the number of independent variables present in the data, thus better preparing it for regression. Data from the National Survey of Student Engagement (NSSE) will be used to demonstrate these methods and their ability to aid in the development of two predictive models for student engagement and retention.

Presented by: Michael Tucker, *University of South Carolina*



State Special Interest Groups

Tuesday 11:30 am – 12:00 pm

Texas Association for Institutional Research (TAIR) in Sampson

Louisiana Association for Institutional Research (LAIR) in Laffoon

Arkansas Institutional Research Organization (AIRO) in Carroll Ford

Mississippi Association for Institutional Research (MAIR) in Nunn

Alabama Association for Institutional Research (ALAIR) in Breathitt

Kentucky Association for Institutional Research (KAIR) in Segell

Florida Association for Institutional Research (FAIR) in Clements

South Carolina Association for Institutional Research (SCAIR) in Jones

North Carolina Association for Institutional Research (NCAIR) in Willis

The Virginia Association for Management, Analysis, and Planning (VAMAP) in Combs Chandler

Tennessee Association for Institutional Research (TENNAIR) in French

Georgia Association for Institutional Research, Planning, Assessment, & Quality (GAIRPAQ) in Stopher

SAIR Board Post-Conference Meeting

Tuesday, 1:00 pm – 3:00 pm, in Brown

Post-Conference Workshop, E.1., Tuesday, 1:00 p.m. - 4:00 p.m. in Clements Identifying, Evaluating, and Publishing Student Achievement Goals and Outcomes

Presented by: Lynne Crosby,
Austin Peay State University



USDOE and SACSCOC expect institutions to identify, evaluate and publish goals and outcomes for student achievement appropriate to institution's mission, students, and programs. In a SACSCOC analysis, 45% of institutions were found non-compliant with Standard 8.1 in preliminary report of off-site committee. This workshop provides an overview of 8.1, incorporating activities to assist in identifying appropriate criteria, setting thresholds of acceptability, and selecting multiple measures to evaluate student achievement. This interactive workshop offers ways to publish the data and effectively approach the compliance narrative. This workshop can assist in identifying and monitoring student success-related metrics in an institution's strategic plan.

Post-Conference Workshop, E.2., Tuesday, 1:00 p.m. - 4:00 p.m. in Carroll Ford Using Qualtrics on Campus- Surveys and More!

Presented by: Will Miller,
Jacksonville University



This workshop will explore the basics of utilizing the Qualtrics Survey platform to create surveys for use in Institutional Research offices along with other innovative uses--including assessment, transfer credit evaluations, applications, and forms!

Save the Date(s) - October 1 – 4, 2022

SAIR 49 – Hotel Monteleone in New Orleans, LA

Join us in the Big Easy for SAIR 49.
Plan to attend and maybe extend your trip a couple days to enjoy the city.

SAIR 48 Sponsor and Exhibitors

National Student Clearinghouse	Booth 1
<p>The National Student Clearinghouse, higher education’s trusted partner since 1993, provides education verification and reporting to over 3,600 postsecondary institutions, enrolling 98 percent of all students in public and private U.S. institutions. Our educational research service, StudentTracker, enables institutions and researchers to study postsecondary success by querying our unique nationwide coverage of postsecondary enrollment and degree records. Our newest service, StudentTracker Premium includes additional student-level detail, a more efficient ability to re-run previously submitted files, a convenient repository of individual versions of our Research Center’s national reports, and dynamic visualizations that enable institutions to “print and present” with little effort.</p>	
<p>Contact: Ken McVeary Email: kmcveary@studentclearinghouse.com</p>	
SAS	Booth 2
<p>SAS helps you better serve your students and your institution by turning data into answers you can act on. More than 3,000 educational institutions rely on SAS’ 44 years of experience as the worldwide leader in analytics to gain the fastest insight into critical areas like student performance, enrollment, retention, institutional advancement and more. No matter how big your data is or how many users need to access self-service reporting to make lightning-quick decisions, SAS is unmatched in giving you THE POWER TO KNOW®. Find out more at www.sas.com/ir</p>	
<p>Contact: David Greene Email: David.Greene@sas.com Phone: 919-531-0582 URL: www.sas.com/ir</p>	
Xitracs	Booth 3
<p>Xitracs lets you manage strategic planning, goal alignment, program assessment, learning outcomes assessment, credentials management and accreditation reporting to regional and program agencies. We can host a Xitracs system for you and have you up and running securely, quickly and easily. Xitracs is probably the most cost-effective solution you can buy! Xitracs’ Version 6 enhanced assessment features include outcome to outcome mapping, flexible scoring methods, LMS integration, multi-semester tracking, program-level reporting, easy data export to Excel, and so much more.</p>	
<p>Contact: Howard Taylor Email: info@xitracs.com Website: www.xitracs.com</p>	
Tableau	Booth 4
<p>Dedicated to helping people see and understand data, Tableau is an industry leader in data visualization and visual analytics. Our goal is to help ordinary people quickly analyze their data to generate actionable insights. Hundreds of leading institutions use Tableau to analyze student enrollment, achievement, and demographics. With Tableau, university staff can easily drill down into data sets to understand factors impacting student success – including enrollment, course offerings, and classroom sizes. By combining the power of high-level overviews with the drill-down capabilities needed to make decisions, we help unlock the power of data to improve learning, fundraising, planning, and research. Whether hosted in the cloud through Tableau Online or on site with Tableau Server, we have a solution that is right for you!</p>	
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