



ALAIR

37TH ANNUAL CONFERENCE



ALABAMA ASSOCIATION FOR INSTITUTIONAL RESEARCH
BIRMINGHAM, AL
MARCH 13-15, 2024



TABLE OF CONTENTS

Welcome Letter from Mayor Randal Woodfin.....	4
Welcome Letter from President Ray Watts, M.D.	5
Welcome Letter from ALAIR President Ginny Cockerill	6
Special Events	7
ALAIR 2024 Conference Agenda	9
Conference Schedule	10
Keynote Speaker	22
Presentation Schedule	23
Sponsors	25
Upcoming Conferences	29
10 Years of ALAIR	30
Notes	31
Conference Location	33



CITY OF BIRMINGHAM

MAYOR RANDALL L. WOODFIN

PUTTING PEOPLE FIRST



March 13, 2024

Dear Members of the Alabama Association for Institutional Researchers (ALAIR),

On behalf of the City of Birmingham, it is my great pleasure to extend a warm welcome to the 37th Annual ALAIR Conference, taking place in our beloved Magic City from March 13-15, 2024. It is an honor for our city to host higher education professionals in Institutional Effectiveness, Institutional Research, Assessment, and Planning from across the state.

The University of Alabama at Birmingham, nestled in the heart of Birmingham, is an excellent choice for this conference, and the National Alumni Society House provides an inviting backdrop for the exchange of knowledge and insights that will undoubtedly shape the future of institutional research in Alabama. It is a special privilege to recognize the significance of this event by having it hosted in Birmingham, a city that prides itself on its rich history, vibrant culture, and commitment to education. We are excited to welcome attendees who will contribute to the advancement of institutional effectiveness and research, making lasting impacts on the institutions they serve.

I would also like to express my gratitude for your thoughtful gesture in recognizing my alma mater. Being a graduate of one of your partnering institutions is an honor, and I am pleased to be associated with the academic excellence that your organization represents. As Mayor of Birmingham, I extend my sincere appreciation to the Alabama Association for Institutional Researchers for choosing our city for this conference. Your dedication to advancing education and institutional effectiveness is commendable, and I am confident that this conference will be a resounding success.

To all the attendees, I encourage you to take full advantage of the opportunities for collaboration, networking, and knowledge sharing during your time in Birmingham. Explore our city, experience our hospitality, and engage in meaningful conversations that will contribute to the continued success of your institutions.

Once again, welcome to Birmingham! May your time here be both productive and enjoyable. We look forward to contributing to the success of the 37th Annual ALAIR Conference.

Warmest regards,

A handwritten signature in black ink, appearing to read "R. Woodfin", written over a faint, larger version of the same signature.

Randall L. Woodfin,
Mayor, City of Birmingham



It is my pleasure to welcome higher education professionals from all over the state to UAB and Birmingham for the 2024 ALAIR conference. UAB is delighted to host this year's conference at our Alumni Society House, and we hope you will enjoy the exciting schedule of events on our campus and around Birmingham.

UAB is internationally recognized for our leading-edge, interdisciplinary research, and we are carrying on the most successful era of research funding in our university's history. At the heart of that success is our culture of collaboration that extends beyond campus into our community, state and beyond. We are proud of our strong research and educational collaborations with our sister universities in the University of Alabama System (UA and UAH), Tuskegee, and other universities and colleges statewide.

This conference offers a great opportunity for such collaboration and professional development, where you will—in the spirit of the conference theme “Iron Sharpens Iron”—network with statewide peers, share expertise and best practices, and engage in workshops and sessions led by industry and higher education leaders. Together you'll be helping advance education, research and innovation at institutions of higher education throughout the state of Alabama.

Thank you for your participation and best wishes on the conference.

Sincerely,

A handwritten signature in black ink that reads "Ray L. Watts". The signature is written in a cursive, flowing style.

Ray L. Watts, M.D.
President
University of Alabama at Birmingham



March 13, 2024

Dear Attendees,

We are thrilled to extend a warm welcome to each of you as we gather for the annual conference for the Alabama Association for Institutional Research (ALAIR), here on the University of Alabama at Birmingham campus. This event promises to be a vibrant confluence of ideas, innovations, and insights in the field of Institutional Research and Effectiveness, bringing together a diverse group of educators, researchers, practitioners, and students from around the globe.

Our Vice-President and Conference Chair, Dr. Preston Robinson, has carefully curated a program designed to foster collaboration, learning, and the exchange of ideas. Over the next two days, you will have the opportunity to attend a variety of sessions that showcase our innovative work here in Alabama!

I encourage you to take full advantage of the networking opportunities provided by the conference. Engage with your peers, establish new connections, and explore potential collaborations that can extend beyond the confines of this event. In between sessions, during breaks, and the special evening events are all excellent occasions to meet like-minded individuals who share your passion and curiosity.

To ensure you have a seamless and enriching experience, we've included a detailed program schedule, along with information about the venue, local attractions, and logistics.

Thank you for choosing to be a part of the ALAIR Conference! Your presence and contributions are what make this conference a cornerstone event in our field. We are confident that you will leave inspired, informed, and equipped with new ideas, perspectives, and friendships that will last a lifetime.

Warm regards,

Ginny Cockerill
ALAIR President

WEDNESDAY NIGHT SPECIAL EVENT

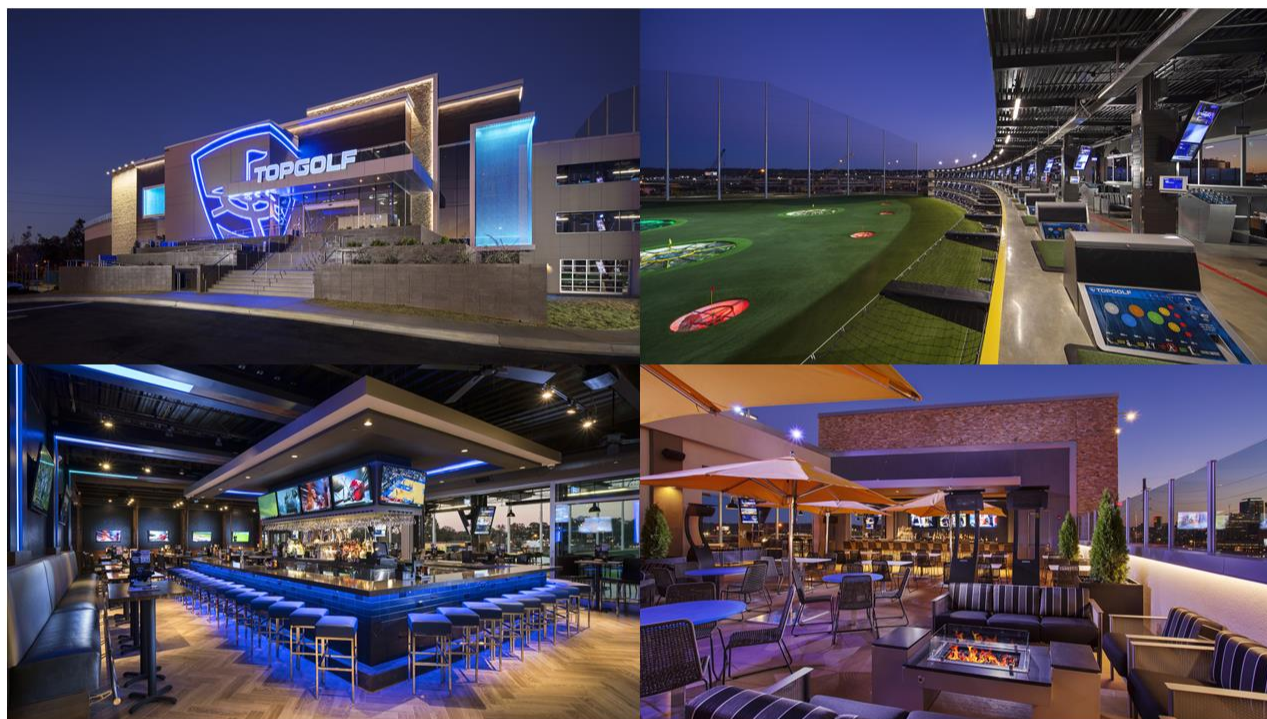


WEDNESDAY, MARCH 13, 2024 @ 5:00 PM



WEDNESDAY, MARCH 13, 2024 @ 7:00 PM

THURSDAY NIGHT SPECIAL EVENT



THURSDAY, MARCH 14, 2024 @ 6:00 PM

Join us for an evening of swings and socializing at Top Golf in Uptown Birmingham. We are ditching the boring restaurants and stuffy conference rooms for a fun-filled atmosphere with rooftop views and our own private decks. Gameplay and catering will be included.

Welcome to the 2024 ALAIR Conference
“Iron Sharpens Iron”



ALAIR Executive Committee

President

Ginny Cockerill
Greenville Technical College

Vice President/Conference Chair

Preston Robinson
Tuskegee University

Past President

Mandy Sessions
Wallace Community College – Dothan

Secretary

Jessica Carroll
Alabama Community College System

Treasurer

Tish Worthington
The University of Alabama

Members- at- Large

Jowaune Williams
Alabama State University

Daphne Jones

Talladega College

Nominating Committee

Jesse Lowe

*The University of Alabama at
Birmingham*

Eva Painter

Marion Military Institute

2024 CONFERENCE SCHEDULE

THE UNIVERSITY OF ALABAMA AT BIRMINGHAM – ALUMNI SOCIETY HOUSE
BIRMINGHAM, ALABAMA

WEDNESDAY, MARCH 13

4:30 PM– 6:00 PM

5:00 PM– 6:00 PM

7:00 PM– 9:00PM

REGISTRATION

BIRMINGHAM RAGE ROOM

DINNER AT THE FISH MARKET
SOUTHSIDE

THURSDAY, MARCH 14

6:00 AM – 10:00 AM

8:00 AM – 4:30 AM

9:00 AM – 11:00 AM

10:00 AM – 5:00 PM

11:00 AM – 11:40AM

1:10 PM – 1:20 PM

1:20 PM – 2:00 PM

2:10 PM – 2:50 PM

2:50 PM – 3:20 PM

3:20 PM – 4:00 PM

4:10 PM – 4:50 PM

6:00 PM – 8:00 PM

BREAKFAST AT HOTEL

REGISTRATION

COFFEE & CONVERSATIONS

SPONSOR EXHIBITS

PLENARY SESSION 1

WELCOME

CONCURRENT SESSION 1

CONCURRENT SESSION 2

REFRESHMENT BREAK

CONCURRENT SESSION 3

CONCURRENT SESSION 4

SPECIAL EVENT AT TOPGOLF

FRIDAY, MARCH 15

6:30 AM – 10:00AM

8:00 AM – 12:00 PM

8:15 AM – 8:55 AM

9:05 AM – 9:45 AM

9:55 AM – 10:35 AM

10:35 AM – 11:00 AM

11:00 AM – 11:50 AM

12:00PM – 2:00 PM

BREAKFAST AT HOTEL

SPONSOR EXHIBITS

PLENARY SESSION 2

CONCURRENT SESSION 5

CONCURRENT SESSION 6

BREAK/HOTEL CHECK OUT

KEYNOTE ADDRESS

LUNCHEON/BUSINESS
MEETING

CONFERENCE SCHEDULE

WEDNESDAY, MARCH 13, 2024

4:30PM – 6:00PM	REGISTRATION
5:00PM – 6:00PM	BIRMINGHAM RAGE ROOM
7:00PM – 9:00PM	DINNER AT THE FISH MARKET SOUTHSIDE

THURSDAY, MARCH 14, 2024

6:00AM – 10:00AM	BREAKFAST AT HILTON BIRMINGHAM DOWNTOWN
8:00AM – 4:00PM	REGISTRATION
9:00AM – 11:00AM	COFFEE & CONVERSATIONS
10:00AM – 5:00PM	SPONSOR EXHIBITS
11:00AM – 11:40AM	PLENARY SESSION 1



ALUMNI HALL

Leveraging Data to Empower Growth: A Conversation with Dr. Tanjula Petty

Ralph Garcia, Gray Decision Intelligence

Juanel Oriach, Gray Decision Intelligence

Dr. Tanjula Petty, Alabama State University (Montgomery, AL)

Join us for an Interview Session with Dr. Tanjula Petty, an accomplished administrator at Alabama State University. Dr. Petty fosters change through collaborative leadership and utilizes data-informed approaches in decision-making. Get ready to engage in insightful discussions as we delve into thought-provoking questions together.

12:00PM – 1:00PM	LUNCH
1:10PM – 1:20PM	WELCOME

CONFERENCE SCHEDULE

THURSDAY, MARCH 14, 2024 (CONTINUED)

1:20PM – 2:00PM CONCURRENT SESSION 1

CHAPTER ROOM A

Branding Your IE/IR Office – Leading with Resilience

Dr. Christine Ross, AIR University (Montgomery, AL)

IE/IR offices hold a linchpin position at most institutions of higher learning as it one of very few offices that "touch" every other office/department within the organization. How your office accomplishes this, and the message it sends with each interaction is critical to your role at your institution and the organization's overall success. Today's education system has many cards stacked against it from lack of finances to public/political distrust. Some IE/IR offices seem to figure out a way to tackle these challenges successfully and walk into the fire every day, while others flounder in finding their identity, crippling their ability to help their organization move forward. This presentation will explore and develop the brand of your IE/IR office (or rebrand your IE/IR office), and strategies for building resiliency which include taking responsibility and owning the organization's challenges.

CHAPTER ROOM B

Four Key Questions to Guide Change

Ginny Cockerill, Greenville Tech College (Greenville, SC)

In the world of institutional assessment, helping units move from possible plans to making actual changes is always a challenge. The book Strategic Doing: Ten Skills for Agile Leadership provides some ideas on how to help units effect actual change. The core of the book revolves around ten practical skills that are essential for agile leadership, which are useful. But book also presents a set of four questions that can be used to guide any decision-making process. This presentation will briefly overview the ten skills and then focus on using the four questions as a guide for unit to effect change.

CHAPTER ROOM C

Visualizing Course Grade Patterns

Julia Thompson, Auburn University (Auburn, AL)

Danielle Navarrete, Auburn University (Auburn, AL)

CONFERENCE SCHEDULE

THURSDAY, MARCH 14, 2024 (CONTINUED)

1:20PM – 2:00PM CONCURRENT SESSION 1

CHAPTER ROOM C

Visualizing Course Grade Patterns

Julia Thompson, Auburn University (Auburn, AL)

Danielle Navarrete, Auburn University (Auburn, AL)

What patterns in course grades can be found in your data? Do students who make a C in one course generally succeed in another? Should one course become a prerequisite to others? Is AP Credit an indicator of the same level of student success as the course it replaces? A Sankey chart can visualize how grade values flow from one course to another. We will present a script written in SQL that can be used to extract data from Banner in a surprisingly simple format. We will demonstrate visualizations on large and small sets of data.

2:10PM – 2:50PM CONCURRENT SESSION 2

CHAPTER ROOM A

Investigation of Data Literacy Skills in a Two-Year College System in Relation to Leadership

Dr. Leslie Shotts, Drake State Community and Technical College (Huntsville, AL)

This presentation will examine the perceived data literacy skills of middle and senior-level administrators in a community college system in relation to leadership competencies. This study the presentation is based on sought to determine if administrator type (manager, executive, or chief operating officer), relates to the perceived data literacy skills levels of these categories and if they meet or exceed the expected level of data literacy competence needed to perform identified data-centric leadership behaviors selected from the fourth edition of the American Association of Community College's (AACCC) leadership competencies as measured with the Databilities Data Literacy survey instrument.

CONFERENCE SCHEDULE

THURSDAY, MARCH 14, 2024 (CONTINUED)

2:10PM – 2:50PM CONCURRENT SESSION 2

CHAPTER ROOM B

Data-informed and Data-driven Decision-making: This, That, or Both?

Dr. Angela Walker, Talladega College (Talladega, AL)

Data-informed and data-driven are terms frequently used interchangeably when describing decision-making approaches in higher education. This lively presentation will carefully explore if and how the terms are similar or different, how they shape campus culture, and how they impact student learning, student success, and student retention.

CHAPTER ROOM C

Time to Degree: Does Field of Study Matter?

Dr. Iryna Muse, University of Alabama System (Tuscaloosa, AL)

In spring of 2021, following up on the request of the University of Alabama Board of Trustees, the University of Alabama System Office of Academic and Student Affairs initiated a time-to-degree project. The goal of the project was to gain a better understanding of costs associated with completing a Bachelor's degree at the three campuses of the University of Alabama System. This presentation will provide information about the recurring time-to-degree project, measures of time to degree, data behind reports, and approaches to data analysis.

Several measures of time to degree are studied:

- Elapsed years to degree
- Number of fall and spring semesters of enrollment
- Number of fall and spring semesters of full-time enrollment
- Number of attempted and earned credit hours

Factors associated with timely degree completion--dropping and failing classes; academic performance; student demographic characteristics, pursuing multiple degrees; and part-time enrollment--will be discussed. Special attention will be given to student migrations from one major to another as well as to disciplinary differences in time-to-degree. Directions for future studies of time-to-degree at the University of Alabama System will be discussed.

CONFERENCE SCHEDULE

THURSDAY, MARCH 14, 2024 (CONTINUED)

2:50PM – 3:20PM REFRESHMENT BREAK

3:20PM – 4:00PM CONCURRENT SESSION 3

CHAPTER ROOM A

Engaging Faculty and Staff in Intercultural Competency Training, or Let's do a Podcast"

Dr. Wendy Broyles, Troy University (Troy, AL)

Troy University (TROY) has established a multi-faceted intercultural competency initiative to promote cultural awareness and facilitate interactions among stakeholders. Internal survey assessments show that many employees feel inadequately prepared to address needs of culturally diverse students, and this lack of perceived intercultural capacity negatively affects our ability to cultivate belonging. TROY employees desire to become better prepared for intercultural interactions, and a formal training program was proposed but gained little traction. TROY's efforts have been enhanced through the creation of a monthly podcast highlighting perspectives of champions for this initiative in collaboration with various departments across the institution.

CHAPTER ROOM B

Building a Data Hub: A Model for HBCUs and Smaller Institutions

Bryn Bakoyema, Alabama State University (Montgomery, AL)

Dr. Michael Walker-Jones, Alabama HBCU Consortium (Montgomery, AL)

This session highlights Alabama State University's Data Hub initiative. Learn how this centralized data warehouse and analytical tool can facilitate data-informed decision-making to support institutional effectiveness and student success. Join us for an overview of the technological solution and implementation process, and a discussion about potential applicability for your campus.

CONFERENCE SCHEDULE

THURSDAY, MARCH 14, 2024 (CONTINUED)

3:20PM – 4:00PM

CONCURRENT SESSION 3

CHAPTER ROOM C:

A Comparison of ACT Sub-scores and High School Coursework as Indicators of College Success

Dr. Jesse Lowe, The University of Alabama at Birmingham (Birmingham, AL)

Dr. Jaret Langston, The University of Alabama at Birmingham (Birmingham, AL)

As a means of circumventing the potential spread of COVID-19 during the pandemic, many universities paused the submission of ACT/SAT scores as a prerequisite for college admittance. This causes a potential dilemma as ACT/SAT sub-scores are frequently used to determine whether students are college ready, and often used to assign merit-based scholarships. In response to this dilemma, we examine the viability of replacing ACT scores with high school coursework measures as predictors of student success. The primary goal of the presentation is to illustrate the impact of high school coursework and ACT scores on students' second-year success in college; defined as a combination of second-fall retention plus a minimum institutional GPA. Using a sample of 393 first-time, full-time baccalaureate degree-seeking students, results indicate high school coursework in English and Math as well as math and reading ACT sub-scores are the primary predictors of second fall retention and maintaining an institutional <minimum> GPA of 3.0 or higher. When the institutional GPA threshold is reduced to 2.0, previous high school coursework in English and Math have a positive effect, while ACT sub-scores are marginally significant. Overall, results indicate the degree of achievement in high school Math and English courses are viable substitutes for ACT/SAT sub-scores when the latter is not available.

CONFERENCE SCHEDULE

THURSDAY, MARCH 14, 2024 (CONTINUED)

4:10PM – 4:50PM CONCURRENT SESSION 4

CHAPTER ROOM A

Data-informed Growth Strategies with an Academic Program Evaluation System

Ralph Garcia, Gray Decision Intelligence

Juanel Oriach, Gray Decision Intelligence

Gray Decision Intelligence's innovative academic Program Evaluation System is tailor-made for higher education decision-makers. Our software provides the best available data to help you decide what academic programs to start, stop, or grow. PES collects data from internal and external sources and enables you to invest in programs with high market opportunities that generate margins.

If you are an institutional researcher or decision-maker, you've encountered the daunting challenge of efficiently acquiring precise and comprehensive data. Ever tried evaluating the institutional impact of adding or closing a new academic program? Or seamlessly matching employment outcomes to specific programs/courses? How can you balance staying aligned with your mission while ensuring financial sustainability?

This interactive session featuring Gray Decision Intelligence will introduce a Program Evaluation System (PES) that tracks academic programs' external markets and internal program economics. Discover how PES supports your strategic initiatives, driving efficiency and effectiveness across various domains. Whether you're looking to streamline reporting, increase efficiency, or leverage data for informed decision-making, this session is your gateway to unlocking potential in many aspects of institutional research and effectiveness.

CHAPTER ROOM B

Supporting Campus Leaders

Dr. Jim Purcell, Alabama Commission on Higher Education (Montgomery, AL)

Regardless of prior work experience, campus leaders are often ill-prepared for the vastness of their new responsibilities. The following aspects of their new duties can and should be supported from the IR/IE staff on campus: personnel issues and salary equity; budgetary pressures; accreditation; student behavior; alumni pressures; town-gown issues; student, staff, faculty satisfaction; course evaluations; academic program viability; and always internal and external political intrigue. The presentation will outline processes and procedures for IR/IE professionals that assures institutional success. Also discussed will be techniques for speaking to power in a manner that is honest, respectful, supportive and effective.

CONFERENCE SCHEDULE

THURSDAY, MARCH 14, 2024 (CONTINUED)

4:10PM – 4:50PM CONCURRENT SESSION 4

CHAPTER ROOM C

Test-Optional Policies and Changes in Student Demographics and Retention

Dr. Iryna Muse, University of Alabama System (Tuscaloosa, AL)

The adoption of test-optional policies in higher education admissions has been a notable trend following the COVID-19 pandemic. Many institutions are continuing test-optional policies either temporarily or permanently. The ongoing debate centers on the utility of standardized tests in predicting student success and the broader goals of promoting equity and access in higher education. Some studies claim that higher SAT/ACT scores are associated with greater success in college, but higher high school GPAs are not. Other studies advocate for contextualized, holistic admissions practices and for considering high school environment in admissions. Replacing standardized test scores with holistic admission practices is viewed as a contributing factor to admitting more low-SES students.

The study presented here addresses the effects of test optional policies on student body composition, on the one hand, and on student retention, on the other hand. The study is based on IPEDS data and on student-level data from three public research universities. Using IPEDS data, the study explores changes in student composition and in retention depending on test optional policies for institutions of Southern University Group (SUG), SEC institutions, and AAU member universities. Student-level analysis is focused on three student groups--test optional students who have their test scores available, test-optional students who do not have their test scores available, and students who chose to use tests in their application.

6:00PM – 8:00PM SPECIAL EVENT AT TOPGOLF

CONFERENCE SCHEDULE

FRIDAY, MARCH 15, 2024

6:00AM – 10:00AM BREAKFAST AT HILTON BIRMINGHAM DOWNTOWN

8:00PM – 2:00PM SPONSOR EXHIBITS

8:15AM – 8:55AM PLENARY SESSION 2  **Xitracs™**

ALUMNI HALL

Streamline your Assessment, Planning, Accreditation and Credentialing Activities with Xitracs

Dr. Stephanie Allen, Concord USA (Atlanta, GA)

Xitracs™ is a user-friendly platform that allows your IR/E Department, other campus leaders, and instructors to perform assessment, planning, accreditation, and credentialing activities in a more streamlined and cost-effective manner. This presentation will give an introductory overview of how Xitracs™ can help institutions to manage processes that promote continuous improvement, collaboration, and—ultimately—student success.

9:05AM – 9:45AM CONCURRENT SESSION 5

CHAPTER ROOM A

Working our *Magic* in General Assessment

Dr. Wendy Broyles, Troy University (Troy, AL)

Troy University (TROY) has designed a general studies assessment process that leverages existing systems to collect data for decision-making purposes. We formed a team to represent academic departments for the sciences, math, and English as well as first year studies, the accreditation liaison, and institutional effectiveness. After discussion regarding what was being done, what could be assessed, and what could be optimized for better assessment, we determined a mechanism for data collection. Each department makes data-driven decisions about changes to their respective general studies courses. The office of first year studies serves as the data and decision collection point.

CONFERENCE SCHEDULE

FRIDAY, MARCH 15, 2024 (CONTINUED)

9:05AM – 9:45AM CONCURRENT SESSION 5

CHAPTER ROOM B

SACSCOC, the QEP, and M-E

Dr. Angela Walker, Talladega College (Talladega, AL)

All Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)-accredited institutions must develop a QEP (Quality Enhancement Plan) to improve student learning and success. The QEP is an essential part of the reaffirmation process. The presenter will provide a brief overview of the purpose and components of the QEP. The synergistic and interactive workshop will be a robust think tank for participants to share their QEP topics, successes, and practical strategies to overcome challenges.

9:55AM – 10:35AM CONCURRENT SESSION 6

CHAPTER ROOM A

Tempering the Ore: Helping Students Succeed at College Mathematics and English

Dr. Kelly Birchfield, Alabama Community College System (Montgomery, AL)

Since 2018, Alabama public high school student ACT math and English scores have dropped each year. Of the 2022 senior class, only 40.1% were prepared to succeed in college English and only 16.9% were prepared to succeed in college math. Many of these high school graduates come to Alabama community colleges to receive career and technical training or to prepare them to transfer to a four-year postsecondary institution. To help our students become college ready in English and math, the ACCS implemented a "Developmental Education Redesign" starting in Fall 2018. The Redesign included strategies such as acceleration (the number of developmental courses in each sequence was reduced down to one and students who were relatively less prepared were placed in higher courses) and co-requisite support (those relatively less prepared students were required to take a co-requisite support course). This presentation will share results of the first five years of the Redesign and will provide an opportunity for further discussion about the challenges surrounding developmental education.

CONFERENCE SCHEDULE

FRIDAY, MARCH 15, 2024 (CONTINUED)

9:55AM – 10:35AM CONCURRENT SESSION 6

CHAPTER ROOM A

Tempering the Ore: Helping Students Succeed at College Mathematics and English

Dr. Kelly Birchfield, Alabama Community College System (Montgomery, AL)

Since 2018, Alabama public high school student ACT math and English scores have dropped each year. Of the 2022 senior class, only 40.1% were prepared to succeed in college English and only 16.9% were prepared to succeed in college math. Many of these high school graduates come to Alabama community colleges to receive career and technical training or to prepare them to transfer to a four-year postsecondary institution. To help our students become college ready in English and math, the ACCS implemented a "Developmental Education Redesign" starting in Fall 2018. The Redesign included strategies such as acceleration (the number of developmental courses in each sequence was reduced down to one and students who were relatively less prepared were placed in higher courses) and co-requisite support (those relatively less prepared students were required to take a co-requisite support course). This presentation will share results of the first five years of the Redesign and will provide an opportunity for further discussion about the challenges surrounding developmental education.

CHAPTER ROOM B

Tips for Avoiding Pitfalls of the Most Frequent Cited SACSCOC Standards

Dr. Glenda Colagross, Alabama Community College System (Montgomery, AL)

This presentation will share methods typically used to build a case for compliance for the most cited SACSCOC standards. Strategies for writing and presenting narrative for each of the most cited standards will be also be discussed. Additionally, examples of supporting documentation that is often sought by peer reviewers on each of the standards will be shared. Common challenges for achieving a successful outcome with each of the standards will be presented. Lastly, the presenter will address questions and share knowledge gained from her experience assisting institutions with the accreditation process as well as serving as a SACSCOC peer reviewer and Board of Trustees member.

CONFERENCE SCHEDULE

FRIDAY, MARCH 15, 2024 (CONTINUED)

10:35AM – 11:00AM BREAK/HOTEL CHECKOUT

11:00AM – 11:50AM KEYNOTE ADDRESS

Beyond Waffle House: Unleashing the Full Potential of Data Teams in Organizations

Phillip Wallace, UNCF Institute for Capacity Building (Atlanta, GA)

12:00PM – 2:00PM LUNCHEON AND ANNUAL BUSINESS MEETING

CONFERENCE SCHEDULE



KEYNOTE SPEAKER

Phillip Wallace
UNCF Institute for Capacity Building
Director, Knowledge Management
www.uncficb.org

Phillip Wallace, a self-proclaimed "data guy," isn't passionate about data itself but rather about its transformative potential. He believes in how data can empower individuals to make informed decisions, address equity issues, and align efforts with strategic objectives. In his role as Director of Knowledge Management at the UNCF's Institute for Capacity Building, Phillip collaborates with historically black colleges and universities (HBCUs) to shape data strategies, offer valuable insights, and promote data literacy. His aim is to drive organizational effectiveness and enhance student success through data-driven transformations. With a wealth of experience spanning over 17 years in providing decision-support insights and leading data teams in higher education, Phillip firmly stands by three principles:

- 1) The primary goal of our data-focused endeavors is to facilitate better decision-making.
- 2) Strengthening data strategies and fostering a data-centric culture is akin to working out at the gym – cutting corners is a risky move.
- 3) It's essential to always remember that data originates from, serves, and pertains to people.

Prior to joining UNCF, Phillip held the position of Manager of Data Analysis at the California State University Chancellor's Office, where he spearheaded initiatives to automate manual reporting, deliver actionable outcomes, and enhance the team's analytical capabilities. Additionally, during his tenure as Senior Research Analyst in Strategic Planning and Institutional Research at Biola University, he collaborated with various stakeholders to generate insights, track progress towards strategic goals, and oversee data governance efforts.

PRESENTATION SCHEDULE

THURSDAY, MARCH 14, 2024

PLENARY 1: 11:00AM – 11:40AM

Alumni Hall: **Leveraging Data to Empower Growth: A Conversation with Dr. Tanjula Petty**
Ralph Garcia, Gray Decision Intelligence
Juanel Oriach, Gray Decision Intelligence
Dr. Tanjula Petty, Alabama State University (Montgomery, AL)

CONCURRENT SESSION 1: 1:20PM – 2:00PM

Room A: **Branding Your IE/IR Office – Leading with Resilience**
Dr. Christine Ross, AIR University (Montgomery, AL)

Room B: **Four Key Questions to Guide Change**
Ginny Cockerill, Greenville Tech College (Greenville, SC)

Room C: **Visualizing Course Grade Patterns**
Julia Thompson, Auburn University (Auburn, AL)
Danielle Navarrete, Auburn University (Auburn, AL)

CONCURRENT SESSION 2: 2:10PM – 2:50PM

Room A: **Investigation of Data Literacy Skills in a Two-Year College System in Relation to Leadership**
Dr. Lesley Shotts, Drake State Community and Technical College (Huntsville, AL)

Room B: **Data-informed and Data-driven Decision-making: This, That, or Both?**
Dr. Angela Walker, Talladega College (Talladega, AL)

Room C: **Time to Degree: Does Field of Study Matter?**
Dr. Iryna Muse, University of Alabama System (Tuscaloosa, AL)

CONCURRENT SESSION 3: 3:20PM – 4:00PM

Room A: **Engaging Faculty and Staff in Intercultural Competency Training, or Let's do a Podcast"**
Dr. Wendy Broyles, Troy University (Troy, AL)

Room B: **Building a Data Hub: A Model for HBCUs and Smaller Institutions**
Bryn Bakoyema, Alabama State University (Montgomery, AL)
Dr. Michael Walker-Jones, Alabama State University (Montgomery, AL)

Room C: **A Comparison of ACT Sub-scores and High School Coursework as Indicators of College Success**
Dr. Jesse Lowe, The University of Alabama at Birmingham (Birmingham, AL)
Dr. Jaret Langston, The University of Alabama at Birmingham (Birmingham, AL)

PRESENTATION SCHEDULE

CONCURRENT SESSION 4: 4:10PM – 4:50PM

- Room A: **Data-informed Growth Strategies with an Academic Program Evaluation System**
Ralph Garcia, Gray Decision Intelligence
Juanel Oriach, Gray Decision Intelligence
- Room B: **Supporting Campus Leaders**
Dr. Jim Purcell, Alabama Commission on Higher Education (Montgomery, AL)
- Room C: **Test-Optional Policies and Changes in Student Demographics and Retention**
Dr. Iryna Muse, University of Alabama System (Tuscaloosa, AL)

FRIDAY, MARCH 15, 2024

PLENARY 2: 8:15AM – 8:55AM

- Alumni Hall: **Streamline your Assessment, Planning, Accreditation, and Credentialing Activities with Xitracs.**
Dr. Stephanie Allen, Concord USA (Atlanta, GA)

CONCURRENT SESSION 5: 9:05AM – 9:45AM

- Room A: **Working our *Magic* in General Studies Assessment**
Dr. Wendy Broyles, Troy University (Troy, AL)
- Room B: **SACSCOC, the QEP, and M-E**
Dr. Angela Walker, Talladega College (Talladega, AL)

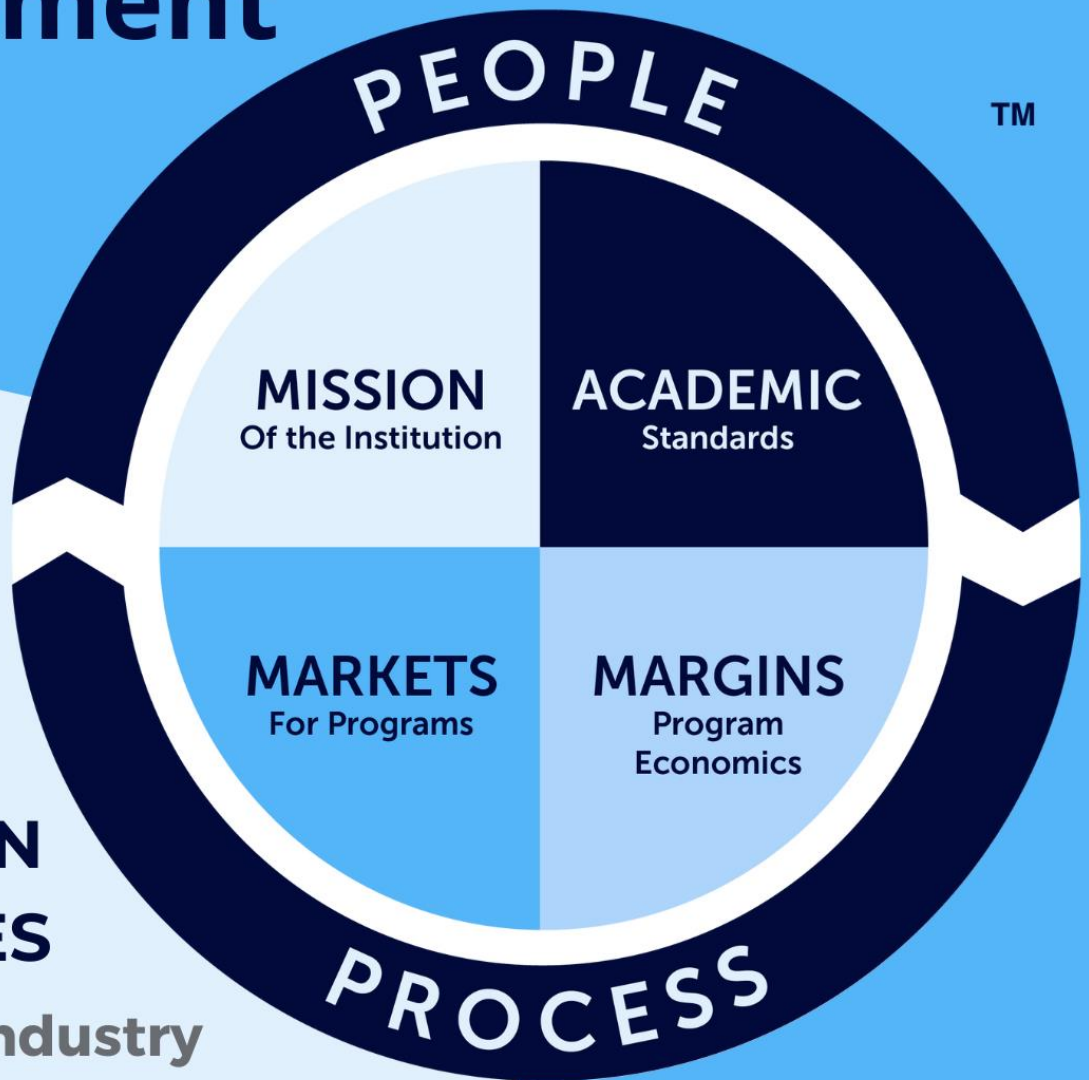
CONCURRENT SESSION 6: 9:55AM – 10:35AM

- Room A: **Tempering the Ore: Helping Students Succeed at College Mathematics and English**
Dr. Kelly Birchfield, Alabama Community College System (Montgomery, AL)
- Room B: **Tips for Avoiding Pitfalls of the Most Frequently Cited SACSCOC Standards**
Dr. Glenda Colagross, Alabama Community College System (Montgomery, AL)



GRAYTM
DECISION INTELLIGENCE

Data-Informed Academic Program Evaluation and Management



GRAY DI'S PROGRAM EVALUATION SYSTEM: PES

Bringing You Industry
Leading Data, Software and
Processes for Academic
Program Evaluation



**Proud
Sponsor**

**ALAIR
2024**



XitracsTM

Assessment ★ Planning

Accreditation ★ Credentialing



In 1944, UNCF was founded to help champion Black higher education through joint institutional fundraising, providing new scholarships, fellowships, programs and supports for our 42 member institutions so they can continue to advance their respective missions.

2006, to further our partnerships with Black colleges and universities and support their ongoing transformation and improvement, UNCF formed the Institute for Capacity Building. Since its founding, UNCF ICB has provided a range of direct support and technical assistance to 42 Black colleges and universities by:

- Promoting the adoption of best practices emerging from country's network of HBCUs and Predominantly Black Institutions.
- Advocating policy and fundraising priorities to help Black institutions and students to thrive.
- Innovating new partnerships, processes, technologies and strategies, all focused on institutional sustainability.
- Storytelling, by marshaling research, evaluation, communications, and communities of practice to offer accurate perspectives on HBCUs and Black students

WEST END HILLS

MISSIONARY BAPTIST CHURCH

“Where everybody is somebody and Christ is ALL”

www.westendhills.org



UPCOMING CONFERENCES



DENVER, CO
May 28-31, 2024
Pre-conference: May 27-28

Sponsor the 2024 AIR Forum! The
deadline to sign on is April 15.

airweb.org/sponsor



**Southern Association
for Institutional Research**

SAIR 2024 CONFERENCE
September 28 - October 1, 2024
Atlanta, GA

www.sair.org

LOOK BACK... TEN YEARS OF ALAIR

YEAR	LOCATION	VICE-PRESIDENT/ CONFERENCE CHAIR	INSTITUTION	CONFERENCE THEME
2023	Huntsville	Ms. Ginny Cockerill	The University of Alabama in Huntsville	Learning Together In Rocket City!
2022	Orange Beach	Ms. Mandy Sessions	Wallace Community College – Dothan	Pivoting To A Better Future
2021	No Conference Due To COVID-19	Dr. Jacob Pleitz	The University of Alabama	N/A
2020	Orange Beach	Ms. Lesley Shotts	J.F. Drake State Community and Technical College	A New Decade of Data
2019	Lake Guntersville	Dr. Wendy Broyles	Troy University	Reaching New Heights
2018	Orange Beach	Ms. Julianna Proctor	The University of Alabama	Learning From The Experts
2017	Auburn University at Montgomery	Ms. Kelly Birchfield	Alabama Community College System	CommUNITY!
2016	Samford University	Mr. Toner Evans	Samford University	Academ(ia) Awards: Best Practices/Performances in IR
2015	Eufaula (Wallace Community College – Dothan)	Mrs. Angel Jowers	University of West Alabama	Back To The Future
2014	Huntsville (J.F. Drake State Community and Technical College)	Dr. Annette Cederholm	Sneed State Community College	Institutional Research...and Beyond!

NOTES

[illegible]

NOTES

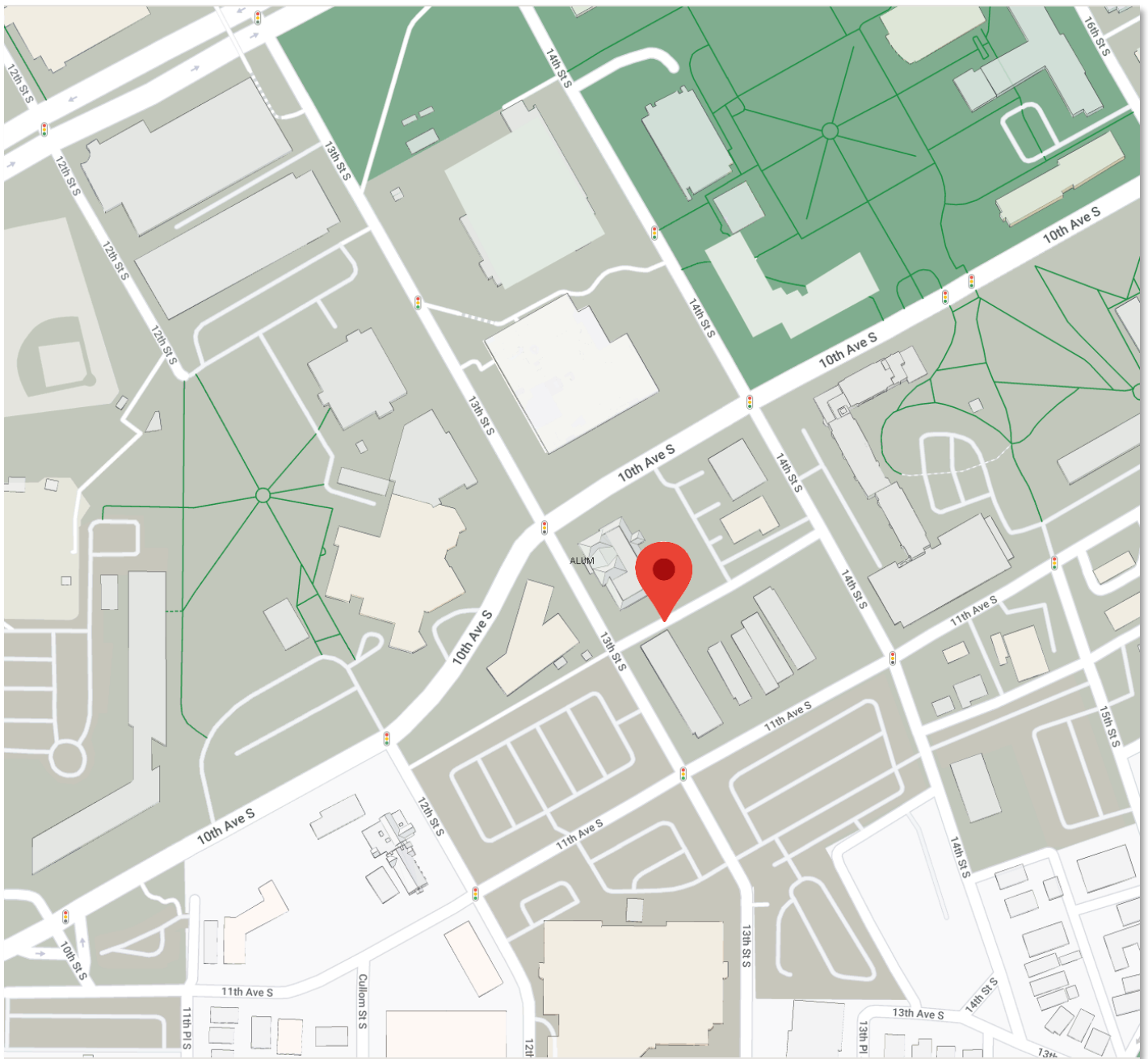
[illegible]

CONFERENCE LOCATION



UAB ALUMNI SOCIETY HOUSE

1301 10th Avenue South
Birmingham, AL 35294
(205) 934-3555



CONFERENCE LOCATION



Established on January 20, 2011, The University of Alabama at Birmingham National Alumni House serves as a welcoming hub for alumni and friends on campus. It features spaces suitable for large meetings, boardroom functions, and informal gatherings. The main room can host up to 200 guests for dinners and receptions, and there are multiple large screens where groups can watch Blazer sports events. Additionally, the 15,000-square-foot building houses the UAB Office of Alumni Affairs staff.

The house is strategically located near the center of campus, making it easily accessible to key campus facilities such as the Alys Stephens Center, UAB Campus Green, Mervyn Sterne Library, AEIVA, major classroom buildings, deans' offices, and most residence halls. The Alumni House offers 40 dedicated parking spaces with additional overflow parking available across the street.

