



2017

CommUNITY!

Conference

Auburn University at Montgomery
Alabama Community College System
March 9 and 10, 2017

Alabama Association for Institutional Research

Welcome to ALAIR 2017!

Welcome back to our returning friends and colleagues, and greetings to you new attendees – we look forward to meeting all of you this week, and seeing you again in the years to come.

I recently attended a wonderful lecture given by Dr. Billie Anderson, Associate Professor of Pharmaceutical Sciences in the College of Pharmacy and the Hagerman Endowed Chair of Informatics at Ferris State University. Dr. Anderson is a recognized expert in the fields of Data Analytics and Informatics, and her discussion was informative and energizing.

As I sat there with my team members, I thought about decision-making, decision-makers, data-informed strategies, etc., and the changes that our office is going through with regards to our role at Samford. No longer OIE (Office of Institutional Effectiveness), we have now embraced the responsibilities of research and assessment (OIRAE). One thing Dr. Anderson mentioned was getting ‘buy-in’ from source to consumer by means which allow practical use of any delivered information. It is incumbent on us to embrace and apply this fast moving pace of change to our thinking, as well as our systems, as new technologies demand new policies and procedures for everything from safety and accuracy of data to efficacy and substance of reporting. This made me think of our upcoming conference.

This year’s conference theme, **COMMUNITY!**, was chosen to emphasize the importance of networking and collaboration among all postsecondary education professionals who are responsible for helping students learn and succeed, and who recognize the importance of using data in the decision-making process.

If asked, I am sure we would all say we do a fairly good job at partnering/communicating with others in our office and within our own institution, to ensure our clients receive practical information for executive policy-making.

But what about partnering outside of our institution?

Swing and Ross say the following about building and supporting an institutional research function; “Building the function requires coaching and *professional development* of employees across the institution in a purposeful and intentional process that increases capacity for data-informed decisions to permeate the institution.”¹

I might add that the function is magnified and multiplied by the sharing of knowledge and experience across institutions. In The Book of Proverbs, it states ‘As iron sharpens iron, so one person sharpens another.’ Which is why we all are here now.

We have a truly outstanding conference agenda this year! I’d like to recognize our Vice President and Program Chair Kelly Birchfield (Alabama Community College System) and her staff, as well as Auburn University at Montgomery (AUM), who have put together a schedule of relevant and meaningful sessions with respected and dynamic presenters.

And now, on behalf of over 30 attending institutions, 15+ presenters, approximately 70 attendees, including 28 newcomers, and all current and future beneficiaries of our work, welcome and thank you in advance for investing in all our futures.

Let the sharpening begin!

Toner Evans
President, 2016-2017

Swing, R. L., and Ross, L. E. (2016). Statement of Aspirational Practice for Institutional Research. Association for Institutional Research, Tallahassee, Florida. Retrieved 2/24/2017 from <http://www.airweb.org/aspirationalstatement>.

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Conference Schedule

Thursday, March 9, 2017

10:00 a.m. – 2:00 p.m.	Registration
12:30 p.m. – 12:45 p.m.	Welcome Opening
12:45 p.m. – 1:15 p.m.	Session Concurrent
1:20 p.m. – 2:05 p.m.	Sessions
2:40 p.m. – 4:30 p.m.	Capitol Tour/Goat Hill Museum Store
4:45 p.m. – 6:30 p.m.	Dinner/Networking
7:30 p.m. – Until	Sherlock Holmes

Friday, March 10, 2017

9:00 a.m. – 9:45 a.m.	Concurrent Sessions
10:00 a.m. – 10:45 a.m.	Concurrent Sessions
11:00 a.m. – 11:45 a.m.	Concurrent
12:00 p.m. – 1:30 p.m.	Sessions Business
2:00 p.m. – 5:30 p.m.	Lunch IPEDS

Workshop

ALAIR would like to extend a huge thank you to Auburn University at Montgomery and the Alabama Community College System for hosting our **CommUNITY!** conference this year.



Information

WIFI

AUM WIFI Code – Use “Warhawk SE” and the password 20se@aum17

ACCS WIFI Code – Use “psequest” and the password RSTgst2010!

Maps and Directions

Maps and directions are located in the back of this program.

Focus on Networking and Win a Prize!

This year, we are emphasizing the importance of working together. We encourage you to meet as many of your colleagues as possible. Give us evidence that you have met your professional peers and you may win a prize. Have another attendee of the conference (from a different institution) clearly write their name, title, and e-mail address on the back of your business card and drop it in the fishbowl in the Exhibitor and Break Room. The number of contacts will be tallied and you may win a cash prize! Winners will be announced at the end of the business lunch (you do not have to be present to win), and cards will be returned to their owners.

First Prize - \$50.00

Second and Third Prizes - \$25.00

***Vendors and Board Members are not eligible to win prizes.**

Tour of the Alabama State Capitol

If you plan on joining us for a tour of the capitol, please be at the steps of the Alabama Community College System by 2:40 p.m. on Thursday, March 9th. We must get a headcount before checking in at the Capitol, and we must also be checked through security. No Backpacks or Bags Allowed! Please leave all bags in your vehicle. Weapons are prohibited.

Parking is in the Alabama Community College System lot on Adams Avenue. Please use parking code 60786#.

Sherlock Holmes

Meet our group in the Grand Lobby of the Alabama Shakespeare Festival at 7:00 p.m. on March 9th.

IPEDS Workshop

You must be pre-registered for this workshop. Bring a laptop or computing device with you to the workshop.

Thursday, March 9, 2017

10:00 a.m. – 2:00 p.m. Registration – Outside of Room 223, Taylor Center, AUM

12:30 p.m. – 12:45 p.m. Welcome – Room 230, Taylor Center, AUM

Dr. Carl Stockton, Chancellor, Auburn University at Montgomery

Mr. Toner Evans, ALAIR President, Assistant Director, Office of Institutional Research, Assessment and Effectiveness, Samford University

12:45 p.m. – 1:15 p.m. Opening Session – Legislative Update - Room 230, Taylor Center, AUM

Mr. Scott Dillard, Director for Development, University of Montevallo

1:20 p.m. – 2:05 p.m. Concurrent Sessions

Newcomer's Welcome – Room 223, Taylor Center, AUM

Office of Institutional Research, Assessment and Effectiveness, Samford University

Ms. Karen Braddock, Analyst I; **Mr. Toner Evans**, Research Analyst; **Ms. Karen Hamby**, Director; **Mr. Kyle Prince**, Analyst II; **Ms. Melanie Trimble**, Assistant Research Analyst

Participants will gain valuable insight from IR veterans and learn about ALAIR, AIR, and SAIR. Great networking opportunities. Members with three years or less of IR experience are encouraged to attend.

Data: Quality or Quantity? Both! – Room 222, Taylor Center, AUM

Mr. Richard Fiore, Special Assistant to the Chancellor for Special Projects, Data, and Research, Alabama Community College System

As systems and data sources are increasingly interwoven, the need for quality data has become more crucial than ever. When working across multiple systems or even multiple agencies, disciplines or domains, the opportunity for new analyses and operational benefits are tremendous. However, the need to ensure these data are accurate, compatible and correctly interpreted—especially when different privacy, legal, political and other considerations are taken into account—is an area where those responsible for data, research and technology systems simply cannot afford to overlook.

Thursday, March 9, 2017

2:40 p.m. – 4:30 p.m.

Tour of Alabama State Capitol/Goat Hill Museum Store, 600 Dexter Avenue, Montgomery

Completed in 1851, this National Historic Landmark is a museum of state history and politics. Additions to the building were made several times. The Capitol was restored in 1992. The Confederacy began in the original Senate chamber and the Selma to Montgomery 1965 Voting Rights March ended on the street in front of the building. Today, the governor and other executive branch officers still occupy offices in the Capitol.

4:45 p.m. – 5:00 p.m.

Welcome – 3rd Floor, Alabama Community College System, 135 South Union Street, Montgomery

Dr. Russ Rothamer, Chief Academic Officer, Alabama Community College System

5:15 p.m. – 6:00 p.m.

Dinner/Networking – 3rd Floor, Alabama Community College System

7:30 p.m. - Until

Sherlock Holmes – Alabama Shakespeare Festival, 1 Festival Drive

This gripping tale of the world's most famous detective features amazing twists and turns, accompanied by a healthy dose of comedy.

Adapted by **Geoffrey Sherman**

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Remember: Take some time to visit our vendor exhibitors,
and while you are there, put networking business cards in
the fish bowl to win a prize!

Friday, March 10, 2017

9:00 a.m. – 9:45 a.m.

Concurrent Sessions

A Psychometric Evaluation of the Student Teacher Assessment System at UNCG Using Structural Equation Modeling – Room 222, Taylor Center, AUM

Dr. Lucas Eric Stern, Analyst I, Enrollment Services, *Auburn University*

The skills and attitudes of student teachers are evaluated based on a number of criteria at the University of North Carolina at Greensboro (UNCG). Structural equation modeling was used to compare the appropriateness of five confirmatory factor analysis to model this data. The most appropriate model was used to explore item quality. Differences were examined between teacher candidate evaluators and a differential item functioning (DIF) analysis compared items between elementary evaluators and secondary/middle evaluators by the use of a multiple indicator-multiple cause model.

The six-factor correlated model best represented the data. The model showed good evidence for the reliability of all six factors. Evidence was found of high inter-rater reliability for one of the instruments used but not the other. A few items were shown to potentially be interpreted differently between secondary/middle evaluators and elementary evaluators.

Program Tracking: A Complex Solution to a Simple Problem – Room 223, Taylor Center, AUM

Mr. Andrew Davis, Director of Institutional Effectiveness and Planning, *Enterprise State Community College*

It's important that administrators are able to accurately track where their programs are being offered. Identifying how much of a program your institution offers at a specific instructional site may sound easy, but in truth it can be challenging. This presentation describes the process of building an Excel-based program that will provide dynamic information on the percentage of programs offered at different locations. Arguably more importantly, the presentation shows some advanced Excel techniques that will be applicable to other areas of institutional research.

10:00 a.m. – 10:45 a.m.

Concurrent Sessions

Special Interest Group – The One Stop Shop – Room 223, Taylor Center, AUM

Ms. Mandy Lanier, Director of Institutional Effectiveness, *Wallace Community College - Dothan*

Is your office the One Stop Shop for your institution? Do you only have one or two people in a combined IE/IR/Analytics department? This session will allow attendees to share best practices, ideas, and address issues we face in our One Stop Shop.

10:00 a.m. – 10:45 a.m. Concurrent Sessions (Continued)

Assessment Best Practices: Using Focus Groups to Gain Insight and Implement Changes to the Curricular and Co-Curricular – Room 222, Taylor Center, AUM

Dr. Channing R. Ford, Assistant Director, Office of Teaching, Learning, and Assessment, Harrison School of Pharmacy and **Ms. Emily Wilkins**, Graduate Assistant, Office of Assessment and Strategic Planning, Division of Student Affairs, *Auburn University*

By embracing assessment strategies that may be outside the traditional norm, assessment leaders can serve as the university resource for determining the appropriate assessment methodology and lending support to collect data efficiently. This presentation will explore the different ways focus groups can assess important issues within curricular and co-curricular settings. The session will explore how focus groups have been used within higher education, as well as provide an opportunity for attendees to ask questions and discuss potential implementation strategies.

11:00 a.m. – 11:45 a.m. Concurrent Sessions

Creating an IE Brand at Your Institution – Room 222, Taylor Center, AUM

Dr. Mimi Johnson, Director, Office of Institutional Research and Advancement, Ms. Eboni Love-Eiland, Assessment and Accountability Coordinator, Office of Institutional Research and Advancement, *Trenholm State Community College*

Alliant Data Systems – Room 223, Taylor Center, AUM

Ms. Misty Hoover, Senior Customer Support Specialist, and **Ms. Jenny Faulk**, COO, *Alliant Data Systems*

Alliant Data Systems offers a complete college ERP package, CampusKey, that manages virtually every aspect of the college environment from recruiting to alumni tracking; admissions to financial aid. CampusKey integrates both business office and student services into one cohesive system and was specifically designed to meet the needs of both two-year and private four-year colleges.

12:00 p.m. – 1:30 p.m. Business Lunch – Room 221, Taylor Center, AUM

Friday, March 10, 2017

2:00 p.m. – 5:30 p.m.

IPEDS Workshop – Room 223, Taylor Center, AUM

IPEDS Data as the Public Face of an Institution

Ms. Carolyn Mata, Director of Research, *Georgia Independent College Association*

Ms. Nancy Floyd, Director of Institutional Analytics, *North Carolina State University*

The Association for Institutional Research ([AIR](#)) and ALAIR are co-hosting a half-day IPEDS Workshop for data providers and users. Financial support for this workshop is provided by the National Center for Education Statistics ([NCES](#)).

This workshop stresses the importance of accuracy and consistency in data reported to IPEDS. Examples of real IPEDS data used in the public domain are incorporated, enabling participants to understand the role of governmental and non-governmental entities in IPEDS reporting. The workshop includes presentations, discussions, exercises, and demonstrations using IPEDS data tools and resources.

You must be pre-registered for this workshop. Bring a laptop or computing device with you to the workshop.



Alabama Supercomputer Authority
Internet and Technology for Education

ALAIR History

Past Conference Locations

2016:	Samford University
2015:	Wallace Community College
2014:	J.F. Drake State Community and Technical College
2013:	The University of Alabama
2012:	Faulkner State Community College (Fairhope)
2011:	Troy University
2010:	University of North Alabama
2009:	Auburn University
2008:	Jacksonville State University
2007:	Alabama A&M University
2006:	The University of Alabama
2005:	Faulkner State Community College (Fairhope)
2004:	University of Alabama at Birmingham
2003:	Troy University (Montgomery)
2002:	Samford University
2001:	University of North Alabama

Past Recipients of the Sutton Award

2016:	Dr. Mimi Johnson, Trenholm State Community College
2015:	Dr. Andrew Luna, UNA
2014:	Dr. Alicia Simmons, Jacksonville State University
2009:	Mrs. Mary Beth Adams, UAB
2005:	Mrs. Janis Colee Lowther, ACHE
2004:	Dr. William (Bill) Fendley, University of Alabama
2003:	Ms. Hannelore H. Delbridge, University of Alabama
2002:	Dr. Jim Eck, Samford University
2001:	Dr. Myrtes Dunn Green, Stillman College
2000:	Mr. Sam Lowther, Auburn University
1999:	Dr. Harriott Calhoun, Jefferson State CC
1998:	Mr. Ed Rutledge, ACHE
1997:	Mrs. Deborah Dailey, UAB
1996:	Dr. Al Searway, Jacksonville State University
1995:	Dr. Kay Staub, University of Alabama
1994:	Mr. Alfred Yeager, University of Alabama
1993:	Dr. Gerald S. Leischuck, Auburn University

Upcoming Conferences



SAIR 2017 Conference
October 7-10, 2017
At the Worthington Renaissance in Fort Worth, TX



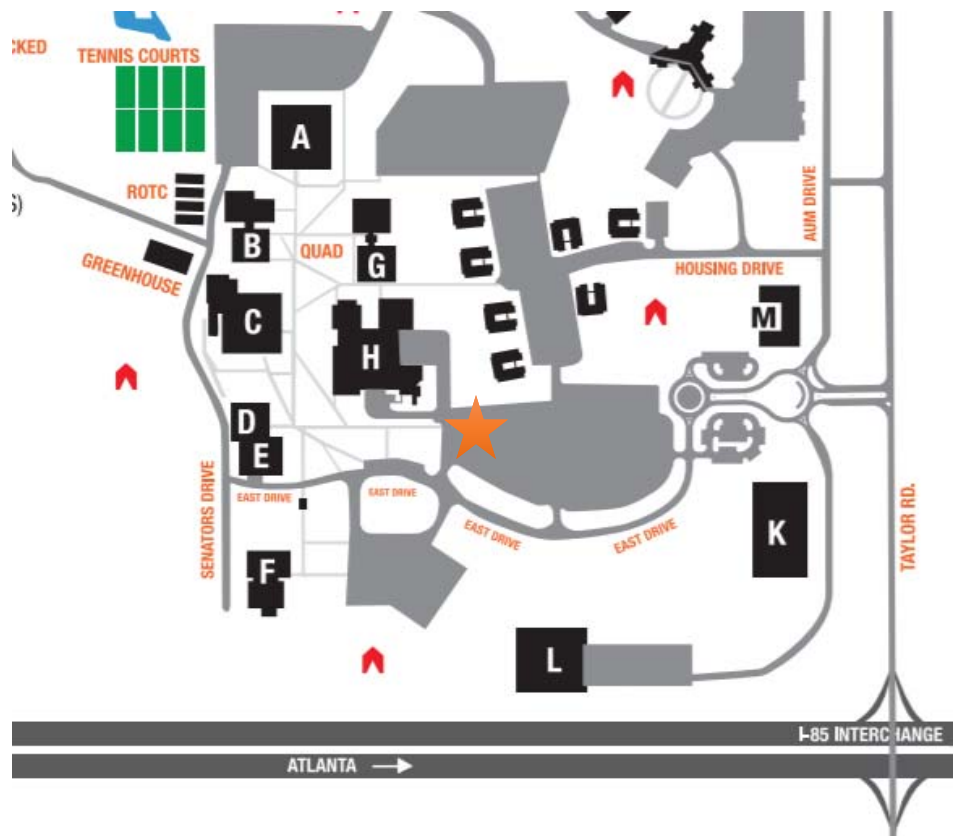
AIR Forum 2017
May 29 – June 2
Washington Marriott Marquis, Washington, DC

Maps and Directions

To AUM

(7400 East Drive, Montgomery, Alabama 36117)

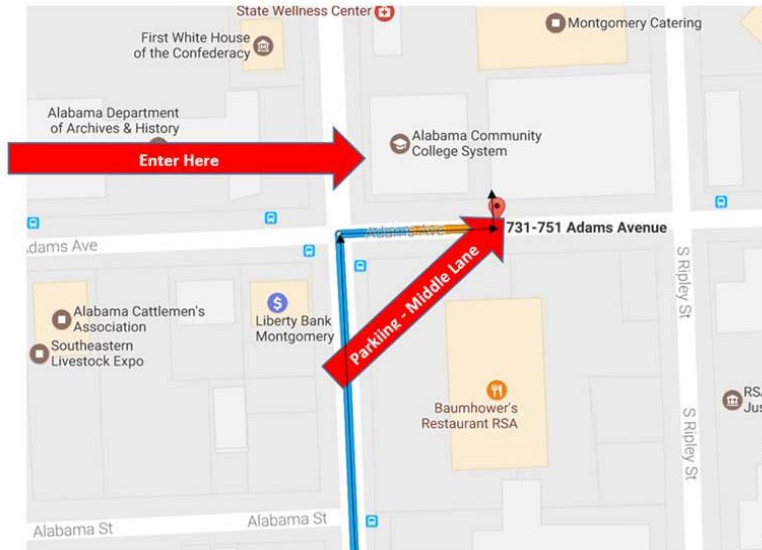
- From Auburn: Take I-85 South to Montgomery. Take Exit 9/Taylor Road. Turn right off the exit ramp onto Taylor Road. Turn left at the next traffic light onto East Drive; the AUM entrance sign is visible on your left. University buildings are straight ahead. Park in the lot on the right. The conference is in Taylor Center (building H).
- From Birmingham: Take I-65 South to Montgomery. Take I-85 North toward Atlanta. Take Exit 9/Taylor Road. Turn left off the exit ramp onto Taylor Road. Cross over the interstate and turn left at the second traffic light onto East Drive, the AUM entrance sign is visible on your left. University buildings are straight ahead. Park in the lot on the right. The conference is in Taylor Center (building H).
- From Mobile: Take I-65 North to Montgomery. Take I-85 North toward Atlanta. Take Exit 9/Taylor Road. Turn left off the exit ramp onto Taylor Road. Cross over the interstate and turn left at the second traffic light onto East Drive, the AUM entrance sign is visible on your left. University buildings are straight ahead. Park in the lot on the right. The conference is in Taylor Center (building H).
- From Troy: Take U.S. Hwy. 231 toward Montgomery at AL. Hwy. 271/Taylor Road turn Right. Continue on AL. Hwy 271/Taylor Road, cross over Interstate 85 and turn left at the second traffic light onto East Drive, the AUM entrance sign is visible on your left. University buildings are straight ahead. Park in the lot on the right. The conference is in Taylor Center (building H).
- From Selma: Take U.S. Hwy. 80 t Montgomery. Take I-65 North to I-85 North toward Atlanta. Take Exit 9/Taylor Road. Turn left off the exit ramp onto Taylor Road. Cross over the interstate and turn left at the second traffic light onto East Drive, the AUM entrance sign is visible on your left. University buildings are straight ahead. Park in the lot on the right. The conference is in Taylor Center (building H).



Maps and Directions

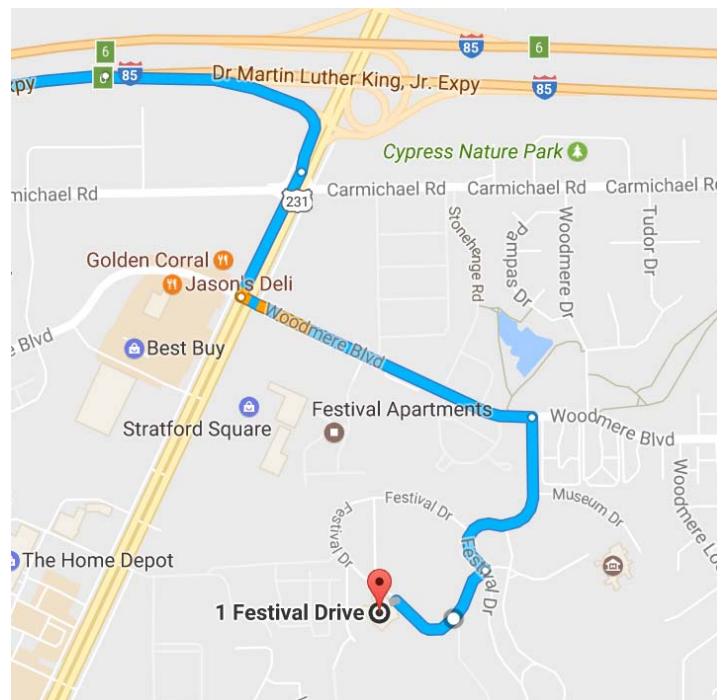
To Parking for Alabama State Capitol Tour and the ACCS (135 South Union Street, Montgomery, 36103) From AUM

Take a right from AUM onto Taylor Road. Get on I-85 South. Get off S. Union Street (Exit 1) and take a right. In ½ mile, take a right on Adams Avenue. The parking garage is on the left.



To the Alabama Shakespeare Festival from the ACCS

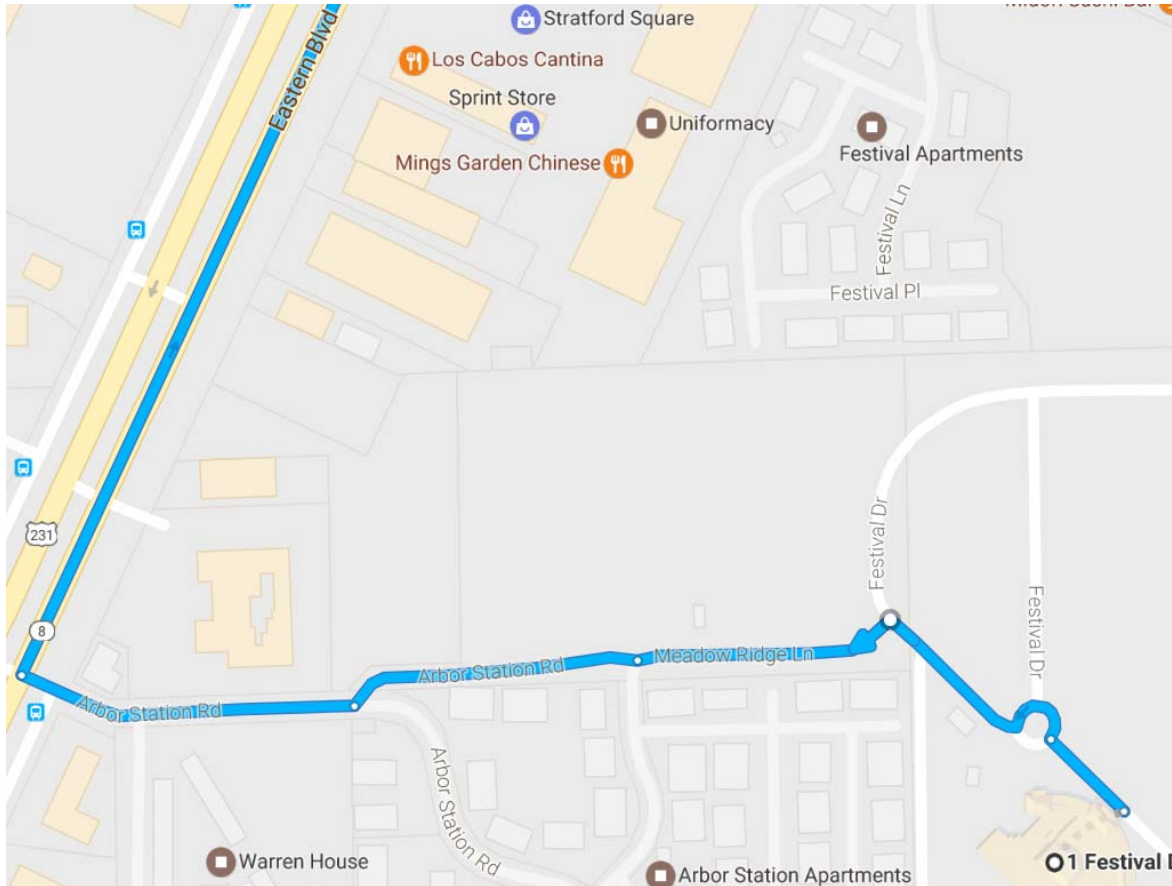
Take a right out of the parking garage, and then take a left on S. Decatur Street. In about six blocks, go under the interstate and take a left on to Arba Street (stay in the right 2 lanes). Go straight and enter the interstate. Take exit 6 (in the right 2 lanes) to get on the Eastern Boulevard. Take the second left (using the left 2 lanes) onto Woodmere Boulevard. In ½ mile, turn right onto Festival Drive. Then, turn right onto Museum Drive and continue onto Festival Drive. The Festival will be on the left.



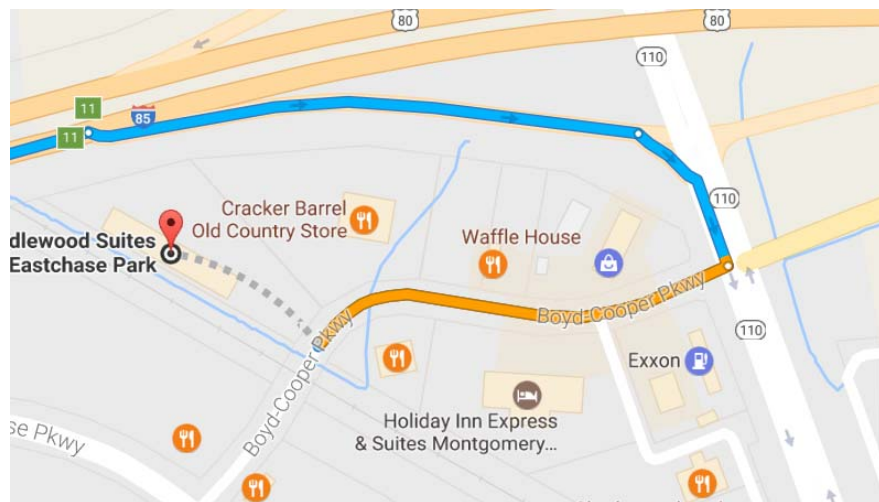
Maps and Directions

To EastChase Hotels from the Alabama Shakespeare Festival

Head northwest on Festival Drive. At the traffic circle, take the 2nd exit and say on Festival Drive. Turn left onto Meadow Ridge lane, and continue onto Arbor Station Road. Take a right to continue onto Arbor Station Road. Turn Right onto the Eastern Boulevard. Turn right onto I-85 N.



In 4 miles, take Exit 11 onto Chantilly Parkway. Take the First Right on Boyd Cooper Parkway. Holiday Inn Express is on the left and Candlewood Suites is on the right.



**ALAIR would like to extend special
thanks to:**

**The Alabama Community College Association
*Registration Bags and Printing***

**Campus Labs
*Networking Prizes***

**ALAIR would like to extend special
thanks to:**

**Auburn University at Montgomery
Bevill State Community College
Jefferson State Community College
Southern Union Community College
Trenholm State Community College
*Promotional Items***

