



Learning from the Experts Conference

Sharing knowledge across the state of Alabama

2018

**Alabama Association for Institutional Research
Orange Beach, Alabama
April 12 and 13, 2018**

Welcome to the 2018 ALAIR Conference

“Learning from the Experts”

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2018 Conference Schedule

Hampton Inn & Suites

Orange Beach, AL

Thursday, April 12

10:00 a.m. – 4:30 p.m.

Registration – Lobby

10:00 a.m. – 5:00 p.m.

Exhibits – Lobby

1:00 p.m. – 1:15 p.m.

Welcome

1:20 p.m. – 2:00 p.m.

Concurrent Sessions

2:10 p.m. – 2:50 p.m.

Concurrent Sessions

2:50 p.m. – 3:10 p.m.

Refreshment Break

3:10 p.m. – 3:50 p.m.

Concurrent Sessions

4:00 p.m. – 4:40 p.m.

Concurrent Sessions

5:45 p.m. – 9:15 p.m.

Shuttle to/from Event

6:00 p.m. – 9:00 p.m.

Special Event (Buffet 6:30)

Friday, April 13

6:00 a.m. – 10:00 a.m.

Hampton Hot Breakfast

8:00 a.m. – 2:00 p.m.

Exhibits - Lobby

8:15 a.m. – 8:55 a.m.

Concurrent Sessions

9:05 a.m. – 9:45 a.m.

Concurrent Sessions

9:55 a.m. – 10:35 a.m.

Concurrent Sessions

10:35 a.m. – 11:00 a.m.

Room Setup Break

11:00 a.m. – 11:40 a.m.

Keynote Address

11:40 a.m. – 12:00 p.m.

Caterer Setup Break

12:00 p.m. – 1:15 p.m.

Luncheon/Business Meeting

2:00 p.m. – 5:30 p.m.

IPEDS Workshop

“Never become so much of an expert that you stop gaining expertise. View life as a continuous learning experience.” – Denis Waitley

Welcome

Words of wisdom from WIRED.com dealing with our conference theme, *Learning From The Experts*.

Successful societies have always respected what the wise can teach us. But it's not easy to learn directly from people whose grasp of any subject well exceeds our own, in part because person-to-person learning is easily supplanted by online engagement.

Something important happens as we discuss, practice, and hone our skills together. Real learning is like a spark transferred. Going online is practically a reflex for us, but if our learning is confined there what's lost is rich perspective and valuable hands-on experience.

If you know where to look you can find sculptors, farmers, astronomers, welders, storytellers, clock repair experts, and *institutional researchers* right in your community.

People rarely turn us down when we request the chance to learn from them. Perhaps the desire to pass along wisdom and experience to the next generation is encoded in our genes. If someone possesses knowledge or abilities you'd like to gain, try asking. Thus we, at ALAIR, asked with the *Learning from the Experts Survey* to help facilitate you sharing your knowledge.

Welcome to the 2018 ALAIR Conference and welcome to Orange Beach!

General Information

WiFi

Hampton guests may use their room information to access the complimentary WiFi throughout the hotel. Non-Hampton guests may use “**happy2018**” as the WiFi access code in the conference space.

Conference Space

The ALAIR conference space is located across from the Hampton Inn & Suites registration desk. The space has a divider which splits the conference room into Emerald A (side **A**way from the beach) and Emerald B (side closest to the **B**each). The ALAIR registration table is located in the lobby just outside of Emerald A and our sponsors are located in the lobby just outside of Emerald B. (See map, page 19)

AIR Forum and SAIR Conference



Norfolk, VA
October 6-8, 2018

Professional Development and Networking Opportunities



Orlando, FL
May 29- June 1, 2018

The Learning from the Experts Survey

You don't have to consider yourself an "expert" to complete the ALAIR "Learning from the Experts" survey. We're just looking for members willing to help others in specific areas of our profession. What a wonderful resource for new members in our state!

For an entry into our \$250 drawing, please remember to complete the ALAIR "Learning from the Experts" survey at https://universityofalabama.az1.qualtrics.com/jfe/form/SV_bQwf1ciP3Cp9N8F.

***"We are all experts in our own little niches."** – Alex Trebek*

Session and Conference Evaluations

Your opinion matters!

We all know how important feedback can be to our profession. Please complete your session and conference evaluations by using the QR code below or by going to this website https://uah.co1.qualtrics.com/jfe/form/SV_7VhdDtHwcvZHXP.

You will be able to access the survey after each session, or you can complete multiple session evaluations at one time. The session/conference evaluations will be **open through April 30, 2018**.

After you have completed the evaluations for all sessions that you attended, please complete the "General Conference" evaluation. At that time, please close the survey to keep your responses anonymous. Then, enter the survey one last time and select DRAWING at the bottom of the list of sessions. By submitting your name and email address, you will be entered into a **drawing for \$250**.

For an additional entry into the \$250 drawing, please remember to complete the ALAIR "Learning from the Experts" survey https://universityofalabama.az1.qualtrics.com/jfe/form/SV_bQwf1ciP3Cp9N8F.

* ALAIR Board Members and Sponsors are not eligible for the \$250 drawing.

*A special thanks to ALAIR Member-at-Large Ginny Cockerill from The University of Alabama in Huntsville. Not only did Ginny build the ALAIR session/conference evaluations for this conference, she generously volunteered to present three of our sessions. **THANK YOU, GINNY!***



Our Keynote Speaker



Dr. Jim Purcell

Dr. Jim Purcell is the Executive Director of the Alabama Commission on Higher Education (ACHE) and served in similar capacities in Rhode Island, Louisiana and Arkansas. He is the first person to have served as the state higher education executive officer in four states. His previous work includes serving as IR director at a community college, university, private college and at the state level. He is a former President of SAIR, LAIR (Louisiana AIR), and GAIRPAQ (Georgia Association of Institutional Research, Planning, and Quality). Over his career he has authored several articles, book chapters and presented more than a 100 papers at conferences. In 2009 he was also the recipient of the SAIR Distinguished member award and was the youngest person to have received the award. He has degrees from Auburn University, University of Montevallo and The University of Alabama.

Our Sponsors

Platinum Sponsor

Steve Rager and Wes Rehm, SAS
Co-sponsor of the Special Event



Gold Sponsors

Misty Hoover, Alliant Data Systems
Griffin Brock and Will Miller, Campus Labs
Sponsors of Thursday's Refreshment Break



Silver Sponsor



Our Platinum Sponsor - SAS



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THE POWER TO KNOW®

*Please visit our sponsors located in the hotel lobby.
Make plans to attend their sessions to learn more about their
products and services.*

Sponsor Sessions – Thursday, April 12th

Alliant Data Systems in Emerald B at 1:20 p.m.

Campus Labs in Emerald A at 3:10 p.m.

SAS in Emerald B at 3:10 p.m.

“An investment in knowledge pays the best interest.” – Benjamin Franklin

Our Gold Sponsors – Alliant Data Systems and Campus Labs
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Data Driven Innovation

Special Event at Ole River Grill

17400 Perdido Key Drive, Pensacola, FL

A ten-minute ride from the hotel, Ole River Grill is the spot for relaxing waterfront dining with friends and family. Our special event includes a seafood buffet with fish, oysters, shrimp, seasonal vegetables, dirty rice, salad and soda. The buffet will begin at 6:30 p.m. A live band will round out our evening of fun. Please remember to check in onsite (lower level ALAIR table) and receive a wristband for admittance to this event.



Old S.A.L.T.S. Shuttle

We have arranged for shuttle bus transportation to/from the special event. You may board the Old S.A.L.T.S. shuttle bus at the entrance of our conference hotel, Hampton Inn & Suites. The shuttle will run continuously from 5:45 p.m. through 9:30 p.m. **Last pickup from the Ole River Grill is at 9:15 p.m.** The bus holds 30-35 people comfortably, so please plan your return knowing we have over 50 attendees at the event. 😊



Miss the bus or just want to stay longer? Contact [uber.com](https://www.uber.com) or call Coast Cab at (251) 550-0500.

Conference Schedule

Thursday, April 12, 2018

10:00 a.m. – 4:30 p.m. **Conference Registration - Lobby**

10:00 a.m. – 5:00 p.m. **Sponsor Exhibits - Lobby**

1:00 p.m. – 1:15 p.m. **Welcome (Emerald A and B)**

1:20 p.m. – 2:00 p.m. **Concurrent Sessions**

Performance-Based Funding: Coming Soon To A Campus Near You? (Emerald A)

Dr. Yardley Bailey, Assistant Vice Chancellor and Director of Institutional Research

The University of Alabama System Office

Facilitator: Jon Acker

Alabama, like most states, has continuously been challenged to find revenue to adequately fund education and general operations. Legislative leaders, many that may not understand the programmatic and administrative costs of institutions of higher education, search for ways to prioritize current and future funding for both PK-12 and higher education institutions. The emergence of increased workforce development programs place additional pressure on the usual and customary revenue streams available to higher education. Some may also imply a general distrust that Alabama's colleges and universities are operating as efficiently and as transparently as possible.

Recently, Alabama's governmental leaders have formally investigated performance-based funding models used in other states. If performance-based funding is mandated through legislation for Alabama's institutions of higher education, there will likely be serious financial ramifications for some, especially considering the state's traditional education funding sources. This session will provide a history of performance-based funding frameworks in the U.S. and model how various metrics could affect different types of institutions based on their mission, role, and scope.

Alliant User Group – CampusKey Administrative Software (Emerald B)

Misty Hoover, Senior Customer Support Specialist

Alliant Data Systems, Inc. (Sponsor)

Facilitator: Kelly Birchfield

Alliant Users Groups are a beneficial way to increase the knowledge and expertise of your staff in working with our CampusKey administrative software system. Join us as we share ideas on best practices, discuss enhancements, and answer questions. Our continued goal is to improve our products and our processes on a daily basis and we look forward to working with you to help improve your efficiency.

“Always walk through life as if you have something new to learn and you will.”

— Vernon Howard

“Tell me and I forget, teach me and I may remember, involve me and I learn.”

— Benjamin Franklin

Conference Schedule

Thursday, April 12, 2018 *(continued)*

2:10 p.m. – 2:50 p.m.

Concurrent Sessions

Using Data to Improve Student Success in the Classroom (Emerald A)

Lindsay Hutcherson, Director of Institutional Effectiveness, Planning, and Research

Coastal Alabama Community College – Bay Minette

Facilitator: Hayley Johnson

This session will share how a community college is collecting and sharing data to improve student success within the classroom. Coastal Alabama takes data already available through DAX and Alliant Data Systems to create a report that provides Instructional Officers with the necessary tools to make data-informed decisions and improvements within the classroom.

Become an Expert in Excel: Tips for Making your Reports Excel-lent (Emerald B)

Ginny Cockerill, Assistant Director of Assessment

The University of Alabama in Huntsville

Facilitator: Kelly Birchfield

Microsoft Excel is commonly available on many campuses, but many users are unaware of some of its most powerful features. This presentation will highlight some of the key features and formulas available to save time and improve the look of reports or other documents in Excel. A brief overview of pivot tables and how they are used to develop some helpful reports at UAH will be demonstrated. A basic knowledge of Excel (columns, rows, cells, basic data entry) is suggested but not required.

2:50 p.m. – 3:10 p.m.

Refreshment Break (Emerald A and B)

Sponsored by Alliant Data Systems and Campus Labs



3:10 p.m. – 3:50 p.m.

Concurrent Sessions

Beyond Compliance: Turning Your Data into Action (Emerald A)

Will Miller, Associate Vice President, Campus Adoption

Campus Labs (Sponsor)

Facilitator: Kelly Birchfield

Campus Labs empowers institutions to make valuable connections with their data. We offer a complete set of integrated solutions for areas such as assessment, retention, teaching and learning, student engagement, and institutional effectiveness. We're proud to serve more than 1,300 public and private colleges and universities.

Conference Schedule

Thursday, April 12, 2018 *(continued)*

3:10 p.m. – 3:50 p.m.

Concurrent Sessions *(continued)*

SAS Visual Analytics – Data Visualization for Institutional Research (Emerald B)

Wes Rehm, SAS Pre-Sales Manager

Steve Rager, SAS Senior Account Executive

Dr. Jacob Pleitz, Assistant Director of Institutional Research and Assessment

The University of Alabama

Facilitator: Toner Evans

Wouldn't it be powerful to have a crystal ball? Data visualization will get you close and at a blistering speed. SAS Visual Analytics provides a modern, integrated environment for governed discovery and exploration. Users, including those without advanced analytical skills, can examine and understand patterns, trends and relationships in data. It's easy to create and share reports and dashboards that monitor institutional performance. Automated, easy-to-use analytics and visualizations help everyone get insights from data to better solve complex business problems.

Dr. Jacob Pleitz from the IR office at The University of Alabama will present how SAS Visual Analytics is being used to provide detailed visualizations, dashboards and reports to the executives at The University of Alabama.

4:00 p.m. – 4:40 p.m.

Concurrent Sessions

Who's Afraid of the Big Bad "A" Word?...WE ALL ARE (Emerald A)

Dr. Kellei Samuels, Associate Vice President for Institutional Effectiveness, Research, Assessment and Planning, and Jeanette Moss-Smith

Tuskegee University

Facilitator: Wendy Broyles

The words assessment and accreditation often strike fear among professionals in higher education. The terms accreditation and assessment have become synonymous with change. Assessment is also associated with math, an even more unwelcome concept for some. The prevailing thought about accreditation or the process of reaffirmation is one associated with overwhelming effort and time. This presentation is designed to give an introduction on how to successfully manage the accreditation process and to dispel common reaffirmation myths.

Google Drive: A No-Cost Assessment Tool (Emerald B)

Andrew Davis, Director of Institutional Effectiveness

Enterprise State Community College

Facilitator: Kelly Birchfield

In this presentation, I'll share some of the ways I use Google Drive and the G-Suite of free applications to replicate the functionality of other IR and assessment products. These processes include gathering data, delivering surveys, collaborating on report writing, and presenting information. I think this will be especially helpful for IR employees who, like myself, are at smaller institutions with limited funding.

Conference Schedule

Thursday, April 12, 2018 *(continued)*

5:45 p.m. – 9:15 p.m.

Shuttle to/from Special Event *(front of hotel)*

6:00 p.m. – 9:00 p.m.

Special Event – Ole River Grill Seafood Buffet and Entertainment
Co-sponsored by SAS

**Last Shuttle Pickup
at Ole River Grill is
9:15 p.m.**



Friday, April 13, 2018

6:00 a.m. – 10:00 a.m.

Hampton Hot Breakfast (included in room rental)

8:00 a.m. – 2:00 p.m.

Sponsor Exhibits - Lobby

8:15 a.m. – 8:55 a.m.

Concurrent Sessions

Dashboards on a Dime (Emerald A)

Dr. Jacob Pleitz, Assistant Director of Institutional Research and Assessment

The University of Alabama

Facilitator: Kelly Birchfield

This presentation provides a brief demonstration of how to create Dashboards in Microsoft Excel using a combination of Pivot Tables and Slicers. Offices of Institutional Research and Assessment are consistently finding themselves pressured to present larger and more complex amounts of data to invested stakeholders and decision makers. Given this challenge, many offices have turned to dashboards as effective mediums of data communication. Unfortunately, many data programs for dashboards creation can be costly or are not available to most IR shops. Given this limitation, it is helpful to see how to create effective dashboards when expensive programs are not available. The process of dashboard creation, including data layout, pivot table concepts, and slicer placement will be presented along with helpful tips for best practices.

Improving the Quality of Co-Curricular Assessment: A Meta-Assessment Approach (Emerald B)

Dr. Abbygail Langham, Director of Assessment and Strategic Planning

Emily Wilkins, Graduate Assistant, Student Affairs Assessment and Planning

Auburn University

Facilitator: Wendy Broyles

The last phases of the assessment cycle are to report and share; however, how do we know we have prepared well-crafted and comprehensive documents for these stages? How do we assess that reports are robust for accreditation and institutional reporting? This session will address an innovative peer review meta-assessment approach to strengthening co-curricular assessment reports.

Conference Schedule

Friday, April 13, 2018 *(continued)*

8:15 a.m. – 8:55 a.m.

Concurrent Sessions *(continued)*

Improving the Quality of Co-Curricular Assessment: A Meta-Assessment Approach (Emerald B)

Dr. Abbygail Langham, Director of Assessment and Strategic Planning

Emily Wilkins, Graduate Assistant, Student Affairs Assessment and Planning

Auburn University (continued)

According to Schuh, Biddix, Dean, & Kinzie (2016) the final step in assembling comprehensive assessment reports requires capturing the attention of the audience while presenting information in a way that drives improvement. One should focus on the what, how, and to whom of assessment reporting. Meta-assessment provides an avenue for seeing that key elements of the reports are robust. McDonald (2010) notes that “meta assessment goes beyond assessment in that it examines not only the elements of assessment but also the necessary and sufficient conditions as well as the needs of the assessment” (p. 119). Considering the complexity of higher education assessment activities today, it is advantageous for assessment leaders to utilize accepted standards to guide processes, including reporting (Ory, 2005). The use of standards, such as the ACPA/NASPA Professional Competency Areas for Student Affairs Educators, is helpful when incorporating a meta-assessment review process among staff. One aspect of a mature culture of evidence, within any area of the campus, involves the use of peer review (Culp & Dungy, 2012). Combining meta-assessment and peer review processes allows for an in-depth examination of the elements reported as well as the quality of the report.

This presentation explores the development of a Quality of Co-Curricular Assessment Rubric to conduct a peer review using a meta-assessment approach for reviewing annual effectiveness reports within a division of student affairs. This take on annual reporting serves multiple purposes: ensuring reports are consistent across departments; incorporating accreditation requirements within the document; providing an outlet for receiving feedback; offering a quantifiable instrument to measure progress in report comprehensiveness longitudinally; making use of Campus Labs’ technology to streamline the review process; increasing staff familiarity with departmental outcomes across the division; incentivizing buy-in with an assessment award for quality of reporting; closing the assessment loop; and setting the stage for informed decision-making and improvement. Additionally, this approach helps staff to “bridge the gap” between academic affairs and student affairs, as both areas at the presenters’ institution measure student learning outcomes at the program level through peer review using quality of assessment rubrics geared towards their professional realms. The process of peer-reviewed meta-assessment to review effectiveness reports in a quantifiable way is an innovative approach for higher education professionals. Attendees of this session will gain insight into a rising best practice for which they can adapt and establish at their own institutions in both curricular and co-curricular settings.

“An expert is a man who has made all the mistakes which can be made, in a narrow field.” – Niels Bohr

Conference Schedule

Friday, April 13, 2018 *(continued)*

9:05 a.m. – 9:45 a.m.

Concurrent Sessions

Revisiting Assessment Best Practices: Navigating Focus Group Data (Emerald A)

Dr. Channing Ford, Assistant Director, Office of Teaching, Learning, and Assessment (OTLA)

Emily Wilkins, Graduate Assistant, Student Affairs Assessment and Planning

Auburn University

Facilitator: Hayley Johnson

Focus groups continue to serve as effective mechanisms for assessing curricular and co-curricular learning experiences while providing researchers a means to gain robust descriptions of the populations being examined (Schuh, Biddix, Dean, & Kinzie, 2016). Focus groups also allow for continuous assessment, as the data collection period never ends but instead helps researchers refine and enhance the subject matter being examined (Krueger & Casey, 2009). Lastly, the integration of this qualitative approach allows researchers to focus on the significance of the research, to understand the viewpoints of the population being explored, and to assess how results impact the initial research question without being impeded by the expectations quantitative researchers impose when looking at population data (Denzin & Lincoln, 2017).

As a follow-up to the 2017 ALAIR Best Presentation session, the presenters will build upon the idea of incorporating focus groups as assessment methods by exploring the next steps of the assessment process: data collection, analysis, and evidence-based reporting. This session will include a theoretical framework supported by the researchers' ongoing projects that are currently incorporating this assessment process. Attendees will benefit from presenters expertise in this area through a work-share and active discussion approach.

References:

Denzin, N. K., & Lincoln, Y. S. (2017). *The Sage handbook of qualitative research* (5th ed.). Los Angeles: SAGE.

Krueger, R. A., & Casey, M. A. (2009). *Focus groups: A practical guide for applied research* (4th ed.). Los Angeles: SAGE.

Schuh, J. H., Biddix, J. P., Dean, L. A., & Kinzie, J. (2016). *Assessment in student affairs* (2nd ed.). San Francisco: John Wiley & Sons.

Three Ten-Minute Mini Sessions (Emerald B)

#1 Know Your Source: ACHE Student Source Survey

Dr. Jon Acker, Coordinator for Student Assessment

The University of Alabama

Facilitator: Jon Acker

This is a quick-and-dirty presentation on the data available through the ACHE Student Source Survey. Examples of maps and graphs will be provided depicting how this data can be utilized.

“Learning is a treasure that will follow its owner everywhere.”
— Chinese Proverb

Conference Schedule

Friday, April 13, 2018 *(continued)*

9:05 a.m. – 9:45 a.m.

Concurrent Sessions *(continued)*

Ten-Minute Mini Sessions (Emerald B) - *continued*

#2 Too Many Moving Parts: Tracking Curricular Change

Wendy Broyles, Director of Assessment and Compliance

Troy University

Facilitator: Jon Acker

Institutional effectiveness professionals work to track curricular changes for various reasons. We need to know a full slate of academic programs to report to SACSCOC, and we need to know which programs need to be assessed, but we may also serve as gatekeepers for marketing academic programs by location. Troy University's office of Institutional Research, Planning & Effectiveness (IRPE) has worked with our academic leaders to convert our internal approval process to an electronic system. Further, within our office, we track these changes via an electronic Kanban system through implementation. Join a 10-minute overview of how TROY is using electronic tools to track our many moving pieces.

#3 Growing Teeth: Unenforceable Required Testing for Gen Ed Assessment

Wendy Broyles, Director of Assessment and Compliance

Troy University

Facilitator: Jon Acker

Use of standardized testing to assess general education outcomes involves a broad range of challenges. One such challenge is how to enforce a required test when limited funds to support the effort drive the sampling model. Students learn quickly how to avoid taking the test or do not give the test their serious effort, and faculty and staff begin to discourage students from "wasting" their time on the test. Troy University's office of Institutional Research, Planning & Effectiveness (IRPE) is exploring options to collaborate with other offices across campus to change perceptions. Join a 10-minute introduction to our current approach and proposed changes, including how we hope to achieve buy-in from all corners of the University.

9:55 a.m. – 10:35 a.m.

Concurrent Sessions

Easing Your Assessment Activities with Microsoft Excel (Emerald A)

Dr. Elizabeth Sheaffer, Associate Dean for Assessment and Accreditation and Associate Professor

Samford University

Facilitator: Toner Evans

The higher education workforce is a conglomerate of staff and faculty with varying levels of technical skills. Have you ever wondered about the "other" features available in Microsoft Office products? With a little training and practice, you'll soon discover those "other" features can greatly improve the quality and efficiency of your tasks. Excel tips will be presented using assessment examples, but the skills are applicable to numerous job types and responsibilities.

Conference Schedule

Friday, April 13, 2018 *(continued)*

9:55 a.m. – 10:35 a.m.

Concurrent Sessions *(continued)*

Easing Your Assessment Activities with Microsoft Excel (Emerald A)

Dr. Elizabeth Sheaffer, Associate Dean for Assessment and Accreditation and Associate Professor
Samford University (continued)

While participants are encouraged to bring laptops, everyone is welcome to attend – you never know what you might learn! Sample skills to be covered include calculating dates; using conditional formatting to highlight important values and find duplicate records; and applying security features. Training aids will be provided.

This will be an interactive session. The presentation will include both rationale, technique, and hands-on practice (if participants have a laptop). The learning outcomes for the session include the following:

1. Generate new data by writing formulas.
2. Highlight key data by utilizing conditional formatting.
3. Allow/restrict editing via security settings.

Meta-Assessment Roundtable: Experts across Alabama (Emerald B)

Ginny Cockerill, Assistant Director of Assessment

The University of Alabama in Huntsville

Facilitator: Ginny Cockerill

Institutional assessment is receiving more and more emphasis by both internal and external stakeholders across the US as institutions seek to improve the effectiveness of their various programs. For many institutions, this raises an important question: how do we know if the institutional assessment process itself is effective? In this session, representatives from four institutions across Alabama will describe how that question is answered on their respective campuses. Each institution will present a brief overview of their process followed by a time for questions. Attendees will receive a handout packet with information from each institution.

Presenting Institutions:

Auburn University, Dr. Abbygail Langham, Director of Assessment and Strategic Planning

J.F. Drake State Community & Technical College, Lesley Shotts, Acting Director of Institutional Effectiveness

The University of Alabama, Julianna Proctor, Associate Director of Institutional Research & Assessment

University of North Alabama, Dr. Molly Vaughn, Interim Director of Institutional Research

10:35 a.m. – 11:00 a.m.

Room Setup Break

There's time to check out of the hotel or take a short walk on the beach while we prepare the conference space for the keynote address and luncheon.

Conference Schedule

Friday, April 13, 2018 *(continued)*

11:00 a.m. – 11:40 a.m. Keynote Address

Guiding Organizational Improvement (Emerald A and B)

Dr. Jim Purcell, Executive Director

Alabama Commission on Higher Education (ACHE)

Facilitator: Julianna Proctor

IR and IE offices can play an important role in optimizing institutional success. Choosing to advocate for change can yield great dividends, but it can also yield strong resistance. The presenter will give their perspective on the role of IR and IE staff and how they can become influential advocates for progress.

11:35 a.m. – 12:00 p.m. Caterer Setup Break

12:00 p.m. – 1:15 p.m. ALAIR Luncheon and Annual Business Meeting

2:00 p.m. – 5:30 p.m. Post-Conference Workshop

AIR Co-hosted Workshop - IPEDS Student Financial Aid Training (Emerald B)

Donyell Francis, Instructor, and Wes Marburger, Assistant Instructor

Association for Institutional Research (AIR)

This new workshop provides foundational training for completing the IPEDS Student Financial Aid Survey using an integrated approach to managing, storing, and extracting financial aid data required for survey completion. Topics include an overview of financial aid concepts and how they intersect IPEDS, how to effectively create frozen data files from enrollment and financial aid systems, how to use these files to answer the respective sections of the survey, and how the files can be leveraged to address additional internal reporting needs. The workshop concludes with exercises focused on how IPEDS financial aid data are used for external purposes as well as for internal benchmarking.

NOTE: You must be pre-registered through the AIR website for this workshop (laptop required).

“People wonder why first-time directors can make a brilliant picture, then suck on the second one. It’s because they’re a little terrified the first time, so they listen to all the experts around them.”

– James Caan

ALAIR History

Past ALAIR Conference Locations

Conference Year	Conference Location and Host
2017	Auburn University at Montgomery (AUM and Alabama Community College System)
2016	Samford University
2015	Eufaula (Wallace Community College Dothan)
2014	Huntsville (J.F. Drake State Community and Technical College)
2013	The University of Alabama
2012	Faulkner State Community College
2011	Troy University
2010	Florence (University of North Alabama)
2009	Opelika (Auburn University)
2008	Jacksonville State University
2007	Alabama A&M University
2006	The University of Alabama
2005	Faulkner State Community College

For a complete list of past conference locations and other historical ALAIR information, please visit <https://alair.org>.

The Joseph T. Sutton Leadership Award Recipients (established 1992)

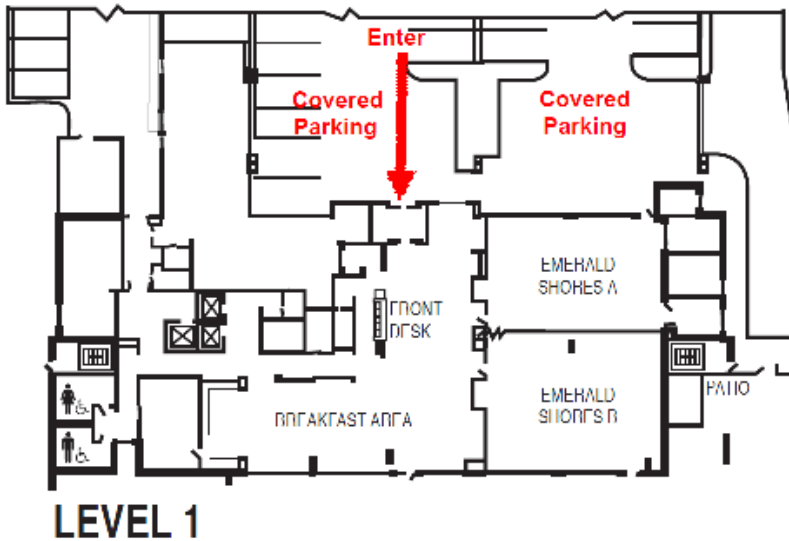
Year	Name	Institution
2016	Mimi Johnson	Trenholm State Community College
2015	Andrew Luna	University of North Alabama
2014	Alicia Simmons	Jacksonville State University
2009	Mary Beth Adams	University of Alabama at Birmingham
2005	Janis Colee Lowther	Alabama Commission on Higher Education (ACHE)
2004	William "Bill" Fendley	The University of Alabama
2003	Hannelore H. Delbridge	The University of Alabama
2002	Jim Eck	Samford University
2001	Myrtes Dunn Green	Stillman College
2000	Sam Lowther	Auburn University
1999	Harriott Calhoun	Jefferson State Community College
1998	Ed Rutledge	Alabama Commission on Higher Education (ACHE)
1997	Deborah Dailey	University of Alabama at Birmingham
1996	Al Searway	Jacksonville State University
1995	Kay Staub	The University of Alabama
1994	Alfred Yeager	University of South Alabama
1993	Gerald Leischuck	Auburn University

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"An expert is one who knows more and more about less and less."

– Nicholas M. Butler

**Alabama Association for Institutional Research
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Thank you for joining us!

