

# Camp ALAIR



*Reaching New Heights*

Alabama Association for Institutional Research  
Lake Guntersville State Park Lodge

# Reaching New Heights

March 6 - 8, 2019

Alabama Association for Institutional Research  
Lake Guntersville State Park Lodge

## ALAIR 2019 Conference Schedule Guntersville, Alabama

### Wednesday, March 6

4:30pm - 6:30pm Early Arrivals Registration/Meet & Greet in Hickory Lounge

### Thursday, March 7

9:00am - 4:30pm Registration in Azalea 2 Room

9:00am - 11:00am Team Building Guided Hike (meet in Lobby)

9:00am - 5:00pm Exhibits in Azalea 2 Room

1:00pm - 1:15pm Welcome in Dogwood Room

1:20pm - 2:00pm Concurrent Sessions in Azalea 3 and Dogwood Rooms

2:10pm - 2:50pm Concurrent Sessions in Azalea 3 and Dogwood Rooms

2:50pm - 3:10pm Refreshment Break in Azalea 2 Room

3:10pm - 3:50pm Concurrent Sessions in Azalea 3 and Dogwood Rooms

4:00pm - 4:40pm Concurrent Sessions in Azalea 3 and Dogwood Rooms

6:00pm - 9:00pm Special Event BBQ at Beach Pavilion

### Friday, March 8

8:15am - 8:55am Concurrent Sessions in Azalea 3 and Dogwood Rooms

9:05am - 9:45am Concurrent Sessions in Azalea 3 and Dogwood Rooms

9:55am - 10:35am Concurrent Sessions in Azalea 3 and Dogwood Rooms

11:00am - 1:30pm Luncheon with Keynote Speaker: John Dew, Quality Expert  
followed by Annual Business Meeting (Camellia Ballroom)

2:00pm - 5:30pm IPEDS Workshop, co-hosted with AIR (Dogwood Room)

## 2018 - 2019 ALAIR Executive Committee

**Julianna Proctor** - President, *The University of Alabama*

**Wendy Broyles** - Vice President/Conference Chair, *Troy University*

**Kelly Birchfield** - Past President, *Alabama Community College System*

**Hayley Johnson** - Secretary, *University of West Alabama*

**Mandy Lanier** - Treasurer, *Wallace Community College*

**Ginny Cockerill** - Member-at-Large, *The University of Alabama in Huntsville*

**Kellei Samuels** - Member-at-Large, *Tuskegee University*

**Melissa Rice** - Member-at-Large, *Snead State Community College*

**Somer Givens** - Nominating Committee, *Troy University*

**Jessica Merklin** - Nominating Committee, *University of South Alabama*

# Welcome To ALAIR 2019!

The ALAIR Annual Conference means different things to different people. For some of us, ALAIR means an opportunity to share lessons learned and pick up best practices that have recently emerged. For others, ALAIR is a chance to catch up with old friends and maybe make a few new friends. For all of us, ALAIR has a special meaning that pulls us back. Hopefully, we stay engaged year after year. Under some conditions, though, we have to take a year or two away from ALAIR due to budget constraints or other big changes at our institutions that require more focused attention. Regardless of the fact that this is someone's first or tenth annual conference, the 2018 - 2019 ALAIR executive committee is hoping that this conference will be memorable and will give us each a reason to come back next year ready to contribute to our organization's legacy.

And ALAIR is **our** organization. Membership in ALAIR means a certain level of ownership. As members, we take part in the governance of this organization, and we can take pride in making this organization the best that it can be. Without all of our participation, a small organization like ours cannot survive.

2019 marks the thirty-third annual ALAIR conference, and this year's schedule has been designed to be memorable, both for the fun we're bound to have and for the knowledge we have access to gather. Let's commit to be present for this annual conference as much as we can: attend the sessions, join the scavenger hunt, and wear team colors with pride.

Let's get competitive. Let's make some memories and make some folks jealous that they couldn't join us. Let's reach some new heights as an organization!

## AIR Forum and SAIR Conference

Professional Development and Networking Opportunities

**AIR Forum:** May 28 - 31, 2019 in Denver, CO

**SAIR Conference:** September 28 - October 1, 2019 in Greenville, SC



## General Information

The Lake Guntersville State Park Lodge offers an **open WiFi network** throughout the conference and hotel space. No password is needed to access the internet, but broad usage is likely to inhibit browsing speeds.

Our primary **conference space** is down the hall past the Lodge gift shop, which is opposite of the Lodge registration counter in the main lobby. We will move upstairs to the Camellia Ballroom for our Friday luncheon with keynote speaker followed by our annual business meeting. A map of the Lake Guntersville State Park Lodge conference space is provided on page 16 of this program.

Please note that **outside food and drink** are not permitted in the conference space. The Lodge has generously provided water and coffee in our meeting rooms, and snack and beverage vending machines are located in the hallway between concurrent sessions space. We will have a scheduled refreshment break on Thursday afternoon in our exhibit space (Azalea 2 Room).

No restrictions exist regarding outside food or drink in the hotel room space or at beach pavilion where we will have our Thursday night special event.

## Session and Conference Evaluations

Your opinion matters! Feedback is vital in our profession, and this conference is no exception. 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\\_0diuKRmDr2TfZR3](https://uah.co1.qualtrics.com/jfe/form/SV_0diuKRmDr2TfZR3)

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 March 20, 2018.

A special thanks to ALAIR Member-at-Large Ginny Cockerill from The University of Alabama in Huntsville for administering the ALAIR session/conference evaluations again for this conference!



## Our Keynote Speaker



**John R. Dew, Ed.D.**

Dr. John R. Dew retired in 2018 from Troy University as the Senior Vice Chancellor for Student Services & Administration and the institution's SACSCOC liaison. He continues to work with the Alabama Performance Excellence Program, a state affiliate of the National Baldrige Award. Prior to his work with Troy University, Dew held other quality and strategic planning positions in both higher education and in the aerospace, defense, security, and technologies industry. He earned his doctorate in education from the University of Tennessee and has authored books used by both industry and higher education professionals on the topics of quality enhancement and strategic planning, among other topics. He was a founding member and chair of the worldwide higher education Network for Change and Continuous Innovation ([ncci-cu.org](http://ncci-cu.org)), and has served as the Chair of the Education Division and the Energy and Environmental Division of the American Society for Quality. He was appointed by the Undersecretary of Education to serve on the Department of Education's Rulemaking Process in 2006. He served as one of twelve Judges for the Malcolm Baldrige National Quality Award program for 2008-2011. In 2009, Dew was elected to membership in the International Academy for Quality, the international body of academics engaged in quality sciences research and publication.

## Our Sponsors

### Gold Sponsor

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### Silver Sponsor

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Please visit our sponsor exhibit in Azalea 2 Room. Make plans to attend their session to learn more about their products and services.

Sponsor Session on Thursday afternoon:

**SAS in Dogwood at 3:10pm**



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**Wednesday, March 6**

**4:30pm - 6:30pm**

**Early Arrivals Registration/Meet & Greet** in Hickory Lounge

**Thursday, March 7**

**9:00am - 4:30pm**

**Registration and Exhibits** in Azalea 2

After you sign in and collect your conference goodies, make sure to grab instructions for the networking scavenger hunt and take advantage of our photo props. Check out our sponsors, too!

**Thursday, March 7**

**9:00am - 11:00am**

**Pre-Conference Team Building Guided Hike** (meet in Lobby)

Wear sturdy shoes and bring a bottle of water for this two-mile, two-hour hike, guided by Lake Guntersville State Park Naturalist Mike Ezell.

**Thursday, March 7**

**1:00pm - 1:15pm**

**Welcome** in Dogwood

**Thursday, March 7**

**1:20pm - 2:00pm**

**CS 01 | Special Topics/Open Discussion** (Azalea 3)

**CS 02 | About the Alabama State Parks** (Dogwood)

Mike Ezell, Park Naturalist

*Lake Guntersville State Park*

From the foothills of the Appalachian Mountains to the Gulf of Mexico, the Alabama State Parks system hosts unique landscapes rich with caves, streams and rivers, lakes and ponds, forests and fields, swamp and marsh, and white sandy beaches. These landscapes provide unique habitats to an array of plants and wildlife species. Join LGSP Naturalist Mike Ezell for an overview of the Alabama State Parks' rich natural history, and benefit from his depth of knowledge and ongoing contributions to conservation and natural resources in our state.



**Thursday, March 7**

**2:10pm - 2:50pm**

**CS 03 | Introduction to Excel Macros and Visual Basic Editor (Azalea 3)**

Jacob Pleitz, PhD, Assistant Director of Institutional Research and Assessment  
*The University of Alabama*

The current presentation provides a brief overview and introduction to the concept of Excel macros and the visual basic editor. Topics include the definition of a macro, the overview of the visual basic editor, R1C1 formula editing and examples of applying basic macros to improve work flow. Examples are provided with code logic explained.

**CS 04 | Insights to Action: Changes to Course Evaluations from a Needs Assessment (Dogwood)**

Ginny Cockerill, Assistant Director of Assessment  
*The University of Alabama in Huntsville*

Course evaluations are an integral yet controversial aspect of the evaluation processes in many institutions but can be a source of frustration for administration, faculty, and students alike. Questions of bias, reliability, and validity are regular topics for research and discussion. This session describes a Needs Assessment with an alternative approach to addressing this frustration: examining the perceptions of faculty and students (through text analysis of comments and separate focus groups) and using that feedback to develop and implement an action plan. Since IR offices often have responsibility in this area but with limited authority, this focus is on the management of the process and changes that did not require faculty approval.

**Thursday, March 7**

**2:50pm - 3:10pm**

**Refreshment Break in Azalea 2**

This refreshment break is sponsored by SAS Institute, Inc., so let's be sure to thank them for their kind support of this year's conference.

**CS 05 | Advanced Excel Macros: A Real World Example** (Azalea 3)

Jacob Pleitz, PhD, Assistant Director of Institutional Research and Assessment  
*The University of Alabama*

The current presentation applies the previously covered material to a real world example—the 2019 Carnegie Research Classification schema. Material covered includes a basic overview of the Carnegie Research categories, the methodology employed for classification, and applications of Excel macros and programming to re-create the data. Brief overviews of Excel graphing are covered as well.

**CS 06 | The SAS Platform: Orchestrate Your Analytics Journey** (Dogwood)

John Berry, Senior Systems Engineer  
*SAS Institute, Inc.*

Are there certain courses that correlate with students dropping out? Can we analytically optimize our admissions pipeline to assure our future students are the right candidates? Can we identify students who are struggling academically in order to proactively assist them? Can we determine which factors most affect students' success? Administrators are asking more complex questions and these types of questions require analytics. As with other industries, Higher Education needs an analytics platform to solve their pressing issues. At SAS, we believe that by leveraging an analytics platform, institutions can orchestrate their journey from data to tangible results. This is because an analytics platform breaks down the data, analytics, and departmental silos. It provides a way to scale and automate repeatable processes to free up resources to keep pace with ever changing business demands. It also provides a way to govern and secure both data and technology.

**Thursday, March 7**

**4:00pm - 4:40pm**

**CS 07 | Tag! You're it! Collegiate Car Tag Purchases in Alabama** (Azalea 3)

Jon Acker, PhD, Coordinator for Student Assessment

*The University of Alabama*

Collegiate car tags (a.k.a., license plates) are available for 26 institutions of higher education in the state of Alabama, and available for four schools from outside the state. All residents of Alabama who are vehicle owners can purchase these tags at their local Departments of Motor Vehicles. License plates supporting in-state schools cost an additional \$50, with \$48.75 of that money going to the school, and the remaining \$1.25 going to the county. Thus, these fees represent a charitable contribution from the purchaser to the general scholarship fund of that institution and are tax deductible. Plates for out-of-state schools also cost an additional \$50, but most of that money (\$46.25) goes to the Alabama General Fund. No money goes to those schools. The University of Alabama receives almost half of all of the collegiate tag purchases, and combined with Auburn University the two schools claim nearly four-fifths of sales. This presentation is designed to display how collegiate car tag purchases vary by school, over time and by geography.

**CS 08 | Two-Year College System Updates** (Dogwood)

Kelly Birchfield, Director of Institutional Research and Effectiveness

*Alabama Community College System*

Attendees will receive up-to-date information about two-year college initiatives, including Developmental Education Redesign, Outcomes-based Funding, and OneACCS. Also, this session will highlight some innovative and exciting activities taking place at two-year institutions. Join us to learn how the two-year system is helping Alabama citizens succeed in their education and in the workplace.

**Thursday, March 7**

**6:00pm - 9:00pm**

**Special Event BBQ** at the Beach Pavilion

Join us for barbecued beef brisket, chicken fingers, and the fixin's. Snead State Community College is offering rides for attendees who prefer not to drive themselves to the Beach Pavilion (approx. 1 mile down the mountain from the Lodge). A few extra surprises may even be in store...

**CS 09 | IA+IR=IE: Assessing the IR Office for Greater Effectiveness** (Azalea 3)

Ginny Cockerill, Assistant Director of Assessment

*The University of Alabama in Huntsville*

With the increased emphasis on assessment for non-academic units, institutional assessment and institutional research offices are increasingly being asked to assess and improve their own work; however, it can be difficult to translate the work of Institutional Research into meaningful outcomes that translate well into an assessment plan. Dr. Hirosuke Honda and his colleagues have developed a Four-Quadrant Framework as a way to conceptualize and evaluate the work of an Institutional Research office. This presentation will introduce that framework and guide participants in using it to analyze their office's workload. The concepts introduced can provide a foundation for identifying possible ways to prioritize office tasks and improve office efficiency as a stand-alone process or as part of a larger project in measuring operational (or administrative) outcomes for institutional assessment.

**CS 10 | Cultivating a Data Culture** (Dogwood Room)

Matthew Campbell, EdD, Senior Analyst

*Auburn University*

Data, data everywhere. Information nowhere. Making data readily accessible across an institution is far more than purchasing software, standing up a server, and building reports. For sure those are requirements which ultimately must be met, but an implementation that focuses on these is doomed to failure. Making data readily accessible is actually about making information readily accessible, and that is decidedly not about software or servers, or even data; it is about people. "Cultivating a Data Culture" will review Auburn University's implementation of [yet another] enterprise-wide reporting solution by discussing this implementation's successes, and its failures, with a focus on the human and organizational reasons behind each.



### **CS 11 | Collaborative Approach for Student Satisfaction Data Collection** (Azalea 3)

Bryn Bakoyéma, Director of Institutional Research

Brenda Gill, PhD, Associate Professor of Sociology

*Alabama State University*

Collaborating with faculty and students can help expand the reach and capacity of the Institutional Research office while also creating valuable learning experiences that professors can use to deepen student learning. This session will provide details of such a collaboration where the project for students in a Research Methods II class revolved around student satisfaction. As part of the class project, students helped administer and increase the response rate for the Ruffalo Noel-Levitz Student Satisfaction Inventory and conducted solution-oriented focus groups.

### **CS 12 | Enhancing Accountability in Alabama's Public Colleges and Universities** (Dogwood)

Yardley Bailey, PhD, Assistant Vice Chancellor for Academic and Student Affairs/Director of Institutional Research

*The University of Alabama System Office*

Alabama is continuously challenged to provide revenue to adequately fund education and general operations. There may be a general distrust that Alabama's colleges and universities are operating as efficiently and as transparently as possible. Alabama's governmental leaders have engaged senior administrators at its colleges and universities to identify and agree to begin collecting data in anticipation of a future performance-based funding model. This session will provide an overview of these first steps that will impact the workload of Alabama's post-secondary IR professionals.

**Friday, March 8**

**9:55am - 10:35am**

**CS 13 | Special Topics/Open Discussion** (Azalea 3)

**CS 14 | Pearls of Wisdom: How Irritations Turn into Something Valuable**  
(Dogwood)

Debbie Dailey, Director of Institutional Research and Effectiveness

Teresa Hall, Senior Institutional Research Analyst

*Birmingham-Southern College*

Cara Mia Braswell, PhD, Assistant Provost Institutional Effectiveness and Accreditation

*Auburn University at Montgomery*

Toner Evans, Director of Institutional Research and Analytics

*Samford University*

Insights and lessons learned from a panel of ALAIR past presidents to help you add luster to your career and beyond.

**Friday, March 8**

**11:00am - 1:30pm**

**Luncheon with Keynote Speaker: John Dew, Quality Expert**  
**followed by Annual Business Meeting** (Camellia Ballroom)

**Friday, March 8**

**2:00pm - 5:30pm**

**IPEDS Workshop, co-hosted with AIR** (Dogwood)

**Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness**

Erez Lenchner and Eileen Brennan, instructors

This workshop introduces the fundamentals of benchmarking as a measure of institutional effectiveness. It is designed for individuals with little to no experience in benchmarking studies. Participants use data from the IPEDS Surveys, Data Feedback Reports, and the "Use of Data" section of the NCES website to learn about the types of comparison groups that can be constructed. Exercises demonstrate establishment of key performance indicators (KPIs) and identification of variables to refine comparison groups.

## Past ALAIR Conference Locations

2018	Orange Beach
2017	Auburn University at Montgomery (AUM with Alabama Community College System)
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

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

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

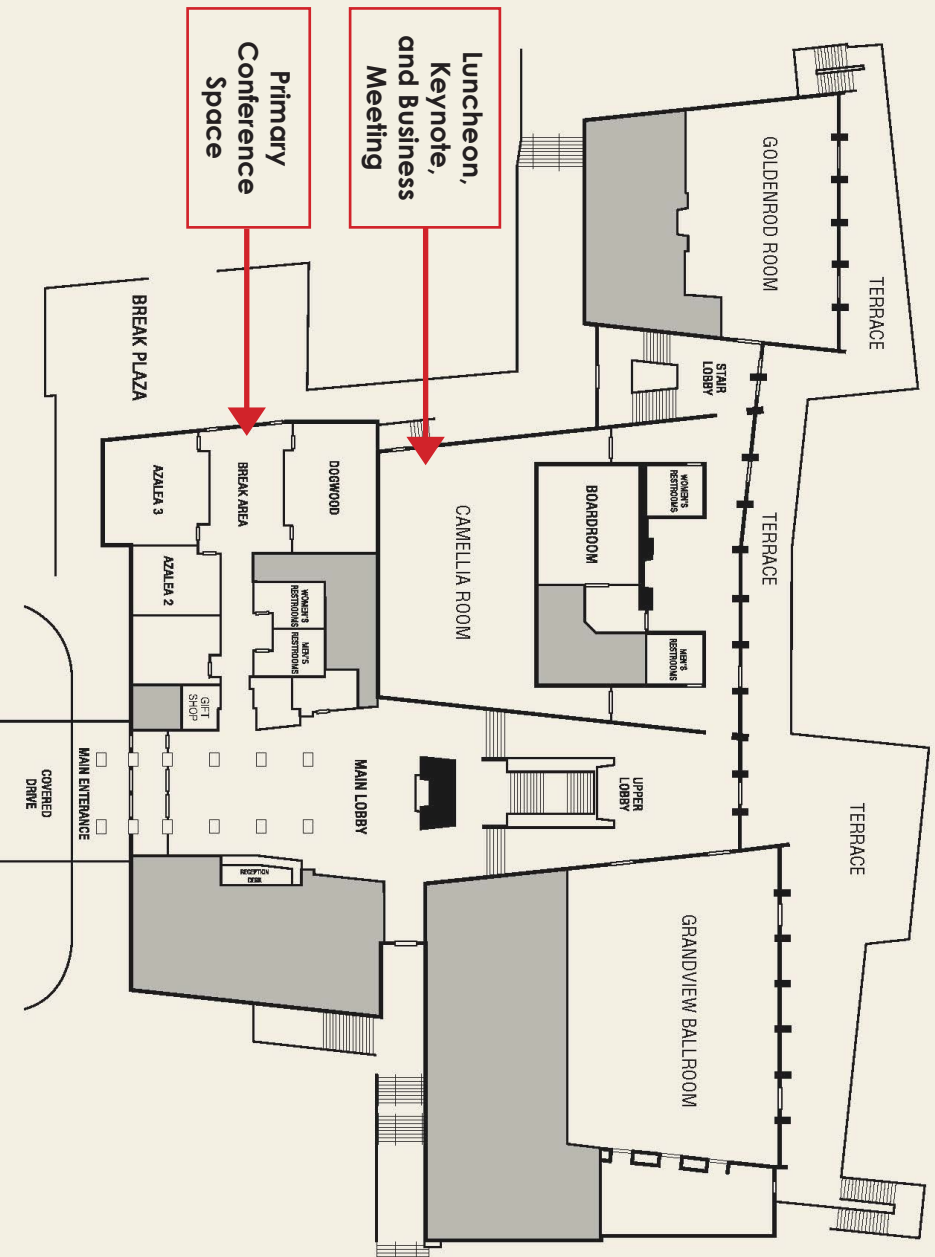
Award established in 1992



# Notes



Floorplan



*Many thanks!*

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