



2020 ALAIR CONFERENCE

A New Decade of Data

March 11 - 13, 2020

Alabama Association for Institutional Research
Hampton Inn & Suites, Orange Beach, Alabama

ALAIR 2020 Conference Schedule Orange Beach, Alabama

Wednesday, March 11

8:30am-4:30pm	Preconference IPEDS Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success Workshop
4:30pm-6:30pm	Early Arrivals Registration

Thursday, March 12:

8:00am	Registration Opens
9:00am-11:00am	Sandcastle Team Building Preconference
10:00am-5:00pm	Exhibits – Lobby
1:00pm-1:15pm	Welcome
1:20pm-2:00pm	Concurrent Sessions
2:10pm-2:50pm	Concurrent Sessions
2:50pm-3:10pm	Refreshment Break
3:10pm-3:50pm	Concurrent Sessions
4:00pm-4:40pm	Concurrent Sessions
5:30pm-8:30pm	Shuttle to/from Event
6:00pm-8:00pm	Thursday Night Special Event: The Hangout

Friday, March 13:

6:00am-10:00am	Hampton Hot Breakfast
8:00am-12:00am	Exhibits – Lobby
8:15am-8:55am	Concurrent Sessions
9:05am-9:45am	Concurrent Sessions
9:55am-10:35am	Concurrent Sessions
10:35am-11:00am	Room Setup Break
11:00am-11:30am	Keynote Address
11:30am-12:00pm	Caterer Setup Break
12:00pm-1:00pm	Luncheon/Business Meeting

AIR Forum and SAIR Conference

Professional Development and Networking Opportunities

AIR Forum: May 25-29, 2020 in New Orleans, LA

SAIR Conference: September 26-29 in Point Clear, AL

Welcome

A new decade is an opportunity for contemplation. This year's conference theme, ***A New Decade of Data***, was selected to reflect the challenges and opportunities we and our organizations are facing in an increasingly data-centric world. Thank you to all the presenters who have so generously agreed to share their expertise with us.

The annual conference offers both opportunities for learning and connection with other professionals in the field of institutional research, effectiveness and assessment. ALAIR is your organization. Without each one of you, it would not exist. Please consider becoming involved by presenting at the conference, participating on the listserv, hosting the annual conference or serving on the board.

Thank you for attending ALAIR's thirty-fourth annual conference. We are so happy to have you join us!

2019-2020 ALAIR Executive Committee

Wendy Broyles	President, Troy University
Lesley Shotts	Vice President/Conference Chair, J.F. Drake State Community and Technical College
Julianna Proctor	Past-President, The University of Alabama
Hayley Johnson	Secretary, University of West Alabama
Nareiko Stephens	Treasurer, Jefferson State Community College
Andrew Davis	Nominating Committee, Enterprise State Community College
Jessica Carroll	Nominating Committee, Wallace Community College - Selma
Somer Givens	Member-at-Large, Auburn University
Mattie Hudson	Member-at-Large, Wallace State Community College - Hanceville

General Information

WiFi

Hampton guests may use their room information to access the complimentary WiFi throughout the hotel. Non-Hampton guests may use “happy2020” 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.

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://auburn.qualtrics.com/jfe/form/SV_bP1YuGwgN5pyEcZ?Q_CHL=qr

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, 2020.

A special thanks to ALAIR Member-at-Large Sommer Givens from Auburn University for administering the ALAIR session/conference evaluations again for this conference!





Prepare that future-ready workforce

- ✓ Program Review & Development
- ✓ Education & Career Planning
- ✓ Alumni Outcomes Data



Economicmodeling.com



Special Event

Join us Thursday evening at The Hangout for our special event, co-sponsored by Emsi from 6:00 PM to 8:00 PM. Our special event includes a seafood buffet with fish, shrimp, roasted potatoes, cheese grits, hush puppies, salad, tea, water, and dessert.

A vegetarian option is available. The buffet starts at 6:15 PM. Located at 101 E. Beach Blvd, Gulf Shores, AL, The Hangout is approximately 10 minutes from the hotel. A shuttle to and from the event will be available from 5:30 PM to 8:30 PM.

Our Keynote Speaker



Nuria M. Cuevas, Ph.D.

Dr. Nuria M. Cuevas joined the Southern Association of Colleges and Schools (SACSCOC) in October 2011 after more than 20 years of experience in higher education. She has served as professor, dean, and vice provost at universities and professional schools. Dr. Cuevas has published numerous articles focusing on assessment and educational effectiveness practices in peer-reviewed journals, has presented at national and international conferences, and has conducted institutional effectiveness workshops and training sessions for various colleges and universities. Dr. Cuevas earned a Ph.D. in Evaluation and Measurement from Kent State University (Ohio), the M.S. in Educational Foundations from The University of Memphis (Tennessee), and a B.A. in music from Southwestern Union College (Texas).

Our Sponsors

Platinum Sponsors



Jordan Denton

Manager, Customer Engagement

Kathy Farrelly

Director, Customer Engagement



Brent Belschner

Account Manager

**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, March 12

**Weave - Retaining Roots and Facilitating Growth: Pressing
Forward With Common Priorities in Emerald at**

Emsi - A New Geography of Skills in Emerald at

Improvement, Simplified.



Accreditation



Assessment



Credentials Management



Program Review



Strategic Planning



 **Weave®**

(877) 932-8340

www.WeaveEducation.com

Wednesday, March 11

4:30pm - 6:30pm

Early Arrivals Registration

Thursday, March 12

8:00am

Registration Opens

Thursday, March 12

9:00am - 11:00am

Pre-Conference Sandcastle Team Building - Come Join us for some fun in the sand! Learn to build sandcastles and work as a team. Our instructor will be Mr. David Robertson. Limited to 35 participants on a first-come, first-served basis.

Thursday, March 12

1:00pm-1:15pm

Welcome in (Emerald)

Thursday, March 12

1:20pm-2:00pm

CS 01 | SQL Joins and Other Data Processing Tips (Emerald A)

Anran Xing and Michelle Tin – The University of Alabama

Using visual examples of data tables and code to demonstrate the following types of SQL joins: Left Join, Right Join, Inner Join, Outer Join, and Full Join to select and subset data based on matching and non-matching conditions. Code examples for the presentation will be constructed in Base SAS, but the SQL code will be valid for any relational database platform that utilizes SQL.

Alternative methods of performing the same data selections with different SQL code will be presented, in addition to other useful SQL statements and functions.

Thursday, March 12

1:20pm-2:00pm

CS 02 | Increasing Retention of Remedial Students by Providing Institutional Support (Emerald B)

Tamara Jones and Jonathan Broyles – Troy University

A considerable number of students entering college are not prepared to enroll in college-level math or English courses; in Alabama, 28% require remediation. The remedial population at Troy University is 15% of the campus population. With increased remedial enrollments, the university repurposed a class to help students adjust more quickly to the rigors of college-level work. The previous iteration of this course introduced essential topics, but the redesign allowed for more considerable discussion of metacognitive learning strategies, self-awareness, self-management, and the necessity of forming deeper connections with peers and university employees. As a result, the retention of remedial students increased.

Thursday, March 12

2:10pm-2:50pm

CS 03 | Institutional Effectiveness, The First Year (Emerald A)

Lisa Kimble – Jefferson State Community College

This presentation provides a brief recap of learnings and experiences from my first year in the Institutional Effectiveness Department at Jefferson State Community College. For many new Research Assistants and Analysts, the first year is a challenge. Requiring from them the ability to understand, process, and integrate many resources and practices for gathering, manipulating and sharing data. Added to this steep learning curve, is the necessity to engage with many people both internal and external, and to review and effectively curate the information gathered. Given this reality, it is helpful to see how an effective focus on the elements of data management can start you on the road to a successful and rewarding career. The experiences and take-aways of a newcomer to IE, including data requests and fulfillment considerations, key data management concepts, and the fundamentals of data will be presented along with helpful tips for best practices.

Thursday, March 12

2:10pm-2:50pm

CS 04 | Retaining Roots and Facilitating Growth: Pressing Forward With Common Priorities (Emerald B)

Kathy Farrelly and Jordan Denton - Weave

Although priorities haven't changed, best practices have. We understand the obstacles institutions commonly face, and more importantly, how to grow beyond them. Time efficiency, transparency, communication, collaboration, consistency, and ease-of-completion are just a few, and we have stories to share around them all. Join us for a discussion focusing on these topics and learn a bit about Weave as well as the complimentary resources we offer to the higher ed community.

Thursday, March 12

2:50pm-3:10pm

Refreshment Break

Thursday, March 12

3:10pm-3:50pm

CS 05 | Riding the Waves of Productivity: Tips and Tricks for Office Organization and Efficiency (Emerald A)

Hayley Johnson – University of West Alabama

Ever Opened Up Your email and been overwhelmed at the number of emails glaring back at you? Ever attended a meeting only to misplace your notepad and notes the next day? In this interactive session, the presenter will walk through some "tips and tricks" of managing and excelling at office productivity and efficiency using low tech and high tech practices. In the second half of the session, attendees will be encouraged to share their favorite "tip and/or trick" for productivity and efficiency. Two lucky session attendees will receive a prize!

Thursday, March 12

3:10pm-3:50pm

CS 06 | A New Geography of Skills (Emerald B)

Brent Belschner – EMSI

In *The New Geography of Jobs*, economist Enrico Moretti proposed a fascinating thesis. What if America's most important economic shifts were occurring at a regional rather than national level? What if the economies of "brain hubs" like New York and Boston were profoundly different from those of former manufacturing capitals? Seven years later Strada Institute for the Future of Work and Emsi have proposed an exciting new extension of this hypothesis: *A New Geography of Skills*. We offer two groundbreaking insights, each with the potential to reshape the way we think about work. First: skills, rather than credentials, are the basic units which define the economy, and the crucial connection between people and work. Secondly, those skills--and thus, the roles in the economy that they define--manifest differently in different regions. Please join me to discuss the cutting-edge work Emsi is doing with skills and how this interacts with traditional labor market data and higher education programs.

Thursday, March 12

4:00pm-4:40pm

CS 07 | The "New" SACS COC Standards: Discussing the Latest Updates and Changes (Emerald A)

Ginny Cockerill - UAH

In December 2017, SACS COC adopted a new set of Principles of Accreditation. These Principles represented primarily a re-organization and re-combination of the existing standards; however, some standards or standard elements were removed and some added. In addition, SACS COC has also issued several supplementary documents since that time that have expanded or clarified the expectations for several standards.

This presentation will start with a brief overview of the changes to the Principles in 2017 and how they compare to the previous principles. Following this introduction, most of the time will be spent reviewing the changes and updates presented at the

December 2019 Annual Meeting. Topics such as the expanded expectations for standard 8.1 Student Achievement and how changes at the federal level may impact future accreditation will be discussed.

Thursday, March 12

4:00pm-4:40pm

CS 08 | Introduction to Power BI: Making Visualizing Data More Accessible (Emerald B)

Michelle Tin – The University of Alabama

Microsoft Power BI can be an impressive but intimidating tool. In this presentation, the basic functionality of the free version of Power BI Desktop will be demonstrated. Using publicly accessible data such as enrollment demographics from IPEDS, the ease of data management and transformation in Power BI will be shown in addition to exploring the different ways of visualizing data. Everything demonstrated can be reproducible by anyone, not just data scientists, emphasizing the widely available options for data presentation and visualization.

Thursday, March 12

5:30pm-8:30pm

Shuttle to/From Event

Thursday, March 12

6:00pm-8:00pm

Special Event at The Hangout

Come join us at The Hangout for some fun and great food.

Friday, March 13

8:15am-8:55am

CS 09 | Renegade Your Stress Away (Emerald A)

Angel Jowers – UWA

Ever feel like you “Tik” when you should “Tok”? Or like you could “Snap” instead of “Chat”? Just because you feel like you need to be everywhere in an “INSTA”nt, should you? This presentation takes a light and humorous look at stress and burn out. Through fun activities and lively discussion, audience members will gain a better understanding of the causes and symptoms of stress and how to better manage it. Participants will be engaged, enlivened, and energized leaving the workshop with simple but effective tools to “Renegade” the stress away.

Friday, March 13

8:15am-8:55am

CS 10 | Getting Things Done: Remaining Productive with Finite Time and Attention (Emerald B)

Andrew Davis – Enterprise State Community College

Does your to-do list seem to get bigger every week? Too many meetings and not enough time to do “real” work? This session will explore ways to maximize productivity in stressful times.

Friday, March 13

9:05am-9:45am

CS 11 | A New Decade of NSSE Data (Emerald A)

Toner Evans- Samford University

Are you considering participating in NSSE or are in the current collection cycle and want to learn more about what to expect from the results and how to make best use of the data? This session will look at the process from submitting a population to making use of the data. This is an interactive session and attendee participation is highly encouraged.

Friday, March 13

9:05am-9:45am

CS 12 | Open Discussion Forum (Emerald B)

Got questions? A new resource you can't wait to tell your colleagues about. Want to talk about the latest data trends? This is the session for you! Please join your peers for an open discussion and networking.

Friday, March 13

9:55am-10:35am

CS 13 | Planning doesn't have to be a Beast (Emerald A)

Mandy Lanier and Melody Wicker-- Wallace Community College

This session will cover the planning process, which includes a college-wide effort, implemented at Wallace Community College Dothan. We will discuss how we use SPOL, our planning software, to collect information linked to our strategic initiatives and strategic plan. With the effort and support of all college personnel, planning can be a beautiful process.

Friday, March 13

9:55am-10:35am

CS 14 | Helping Your Data Speak for Itself: Strategies for Effective Data Visualization (Emerald B)

Ginny Cockerill – UAH

As demands for data-based decision making continue to increase, the accurate collection and the appropriate reporting of that data becomes more and more important. However, it is often difficult to know how best to report the data to help in these decision-making process. Even with the many data visualization tools available, knowing how to use them to tell the best story with the available data can be frustrating. This presentation will touch briefly on the importance of data visualization but will then provide an in-depth look at each of the nine basic types of data visualization. (These are described by Stephanie Evergreen in her book Effective Data Visualization: The Right Chart for the Right Data.) The examples in the presentation will all be created with Excel, although the ideas behind them can be used with any data visualization tool.

Friday, March 13

10:35am-11:00am

Room Setup Break

Friday, March 13

11:00am-11:30pm

Keynote Address (Emerald Room)

Friday, March 13

11:30am-12:00pm

Caterer Setup Break

Friday, March 13

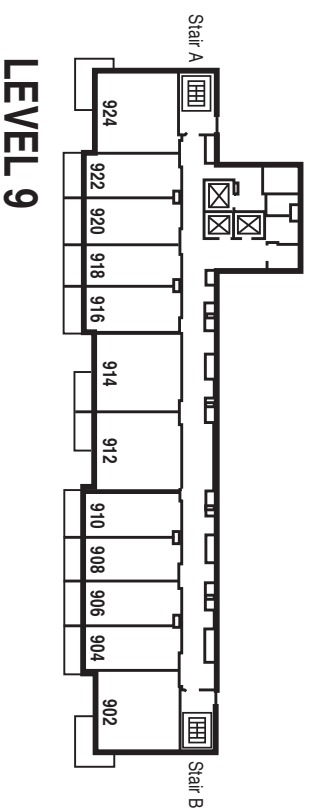
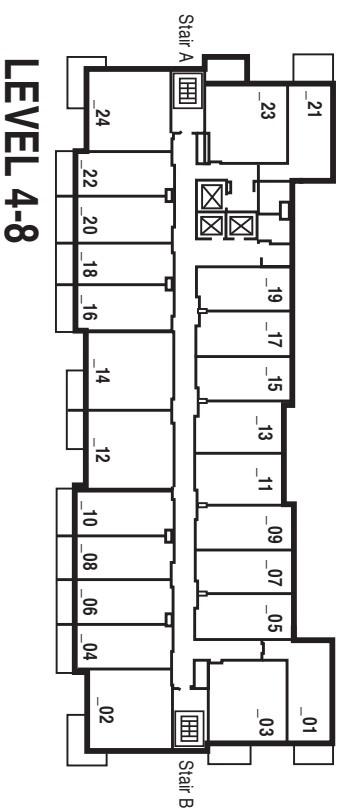
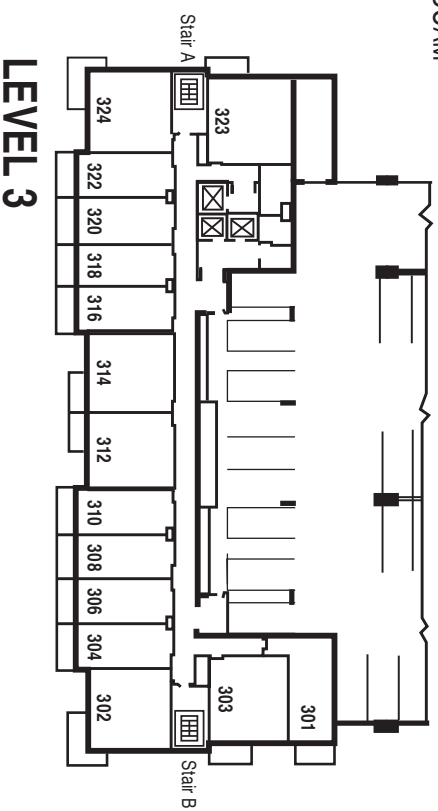
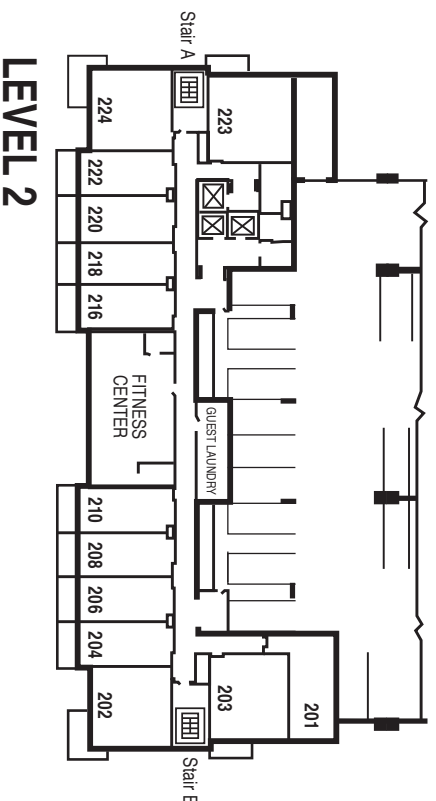
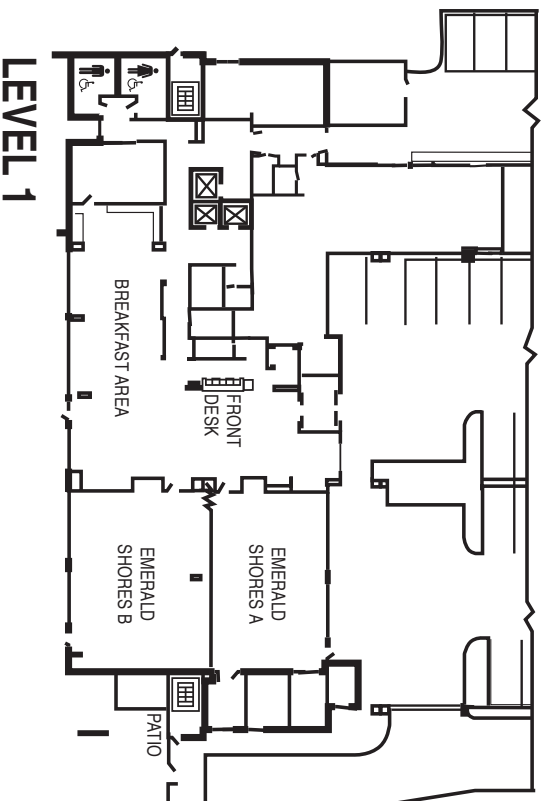
12:00am-1:00pm

Luncheon/Business Meeting



ORANGE BEACH, AL

Check-In 4:00PM • Check-Out 11:00AM



Hampton Inn & Suites • 25518 Perdido Beach Blvd. • Orange Beach, AL 36561 • Phone: 866-539-0036 • Fax: 251-923-4401

Past ALAIR Conference Locations

2019	Lake Guntersville
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

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



A New Decade of Data

March 11 - 13, 2020

**Alabama Association for Institutional Research
Hampton Inn & Suites, Orange Beach, Alabama**