

# Pivoting To A Better Future



Alabama Association for Institutional Research  
Orange Beach, Alabama  
March 23-25, 2022

# Welcome to the 2022 ALAIR Conference

## "Pivoting To A Better Future"



### ALAIR Executive Committee

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Jacob Pleitz  
*The University of Alabama*

#### Vice President/Conference Chair

Mandy Sessions  
*Wallace Community College - Dothan*

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Melody Wicker  
*Wallace Community College – Dothan*

#### Nominating Committee

Jeffrey Guenther  
*Athens State University*

Lindsay Hutcherson  
*Coastal Alabama Community College*

### 2022 Conference Schedule

Springhill Suites at The Wharf  
Orange Beach, AL

#### Wednesday, March 23

4:30 p.m. – 6:00 p.m.

Registration

6:30 p.m. – Until

Early Arrival Dinner

#### Thursday, March 24

6:00 am – 9:00 am

Springhill Suites Hot Breakfast

7:30 a.m. – 4:30 p.m.

Registration

8:00 a.m. - 12:00 p.m.

Pre-conference Workshop

10:00 a.m. - 5:00 p.m.

Sponsor Exhibits

1:30 p.m. - 1:45 p.m.

Welcome

1:50 p.m. - 2:30 p.m.

Concurrent Sessions

2:35 p.m. – 3:15 p.m.

Sponsor Session

3:15 p.m. - 3:30 p.m.

Refreshment Break

3:30 p.m. - 4:10 p.m.

Concurrent Sessions

4:15 p.m. - 4:55 p.m.

Concurrent Sessions

5:30 p.m. - 9:30 p.m.

Shuttle to/from Event

5:30 p.m. - 9:00 p.m.

Special Event

#### Friday, March 25

6:00 am – 9:00 am

Springhill Suites Hot Breakfast

8:00 a.m. - 2:00 p.m.

Sponsor Exhibits

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.

Sponsor Session

10:35 a.m. - 11:00 a.m.

Break/Check-out

11:00 a.m. - 11:45 a.m.

Keynote Address

11:45 a.m. - 12:00 p.m.

Lunch set up

12:00 p.m. - 1:15 p.m.

Luncheon/Business Meeting



## Session and Conference Evaluations

Your opinion matters!

We all know how important feedback can be to our profession. Please complete your session evaluation by using the QR code included with the session description in this program.



How  
We  
Do it?

To complete the overall conference evaluation use the QR code below.

P.I.V.O.Ting



To A Better  
Future



## Our Keynote Speaker

### John S. Riley



As a motivational speaker and humorist, John S. Riley reaches thousands each year. In nearly 4 decades, he has addressed over 10,000 audiences, spanning 22 countries. He has spoken for multiple companies all over the world and conducts team-building and career coaching for some of the most recognized brands.

Born in the small town of Abbeville, Alabama, he learned early on the importance of hard honest work and building lasting relationships. He played football for Auburn University and was drafted by the Oakland Raiders, but in 1970 John's football career came to a sudden end. John explored the business world, and after six years he answered his deepest calling and began speaking full-time. He has been teaching companies how to integrate the honest values that he learned so long ago into lasting relationships, both internally and with other companies. John has received numerous awards and recognition, but nothing is as rewarding to him as when he is sharing the simple but important principles of living.

John is sure to stir and motivate anyone who is looking to excel and reach new heights within themselves and the world around them.

## Our Sponsors

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*Please visit our sponsors and make plans to attend their sessions to learn more about their products and services.*

# Special Event at OWA

OWA is a 520-acre family fun destination on the Gulf Coast in Foley, AL with a 23-attraction theme park, unique dining, and live entertainment. OWA's gated amusement park — The Park at OWA — is ready to be your new favorite spot! Be captivated by the vibrant rollercoasters or lose yourself in competitive games. Jump on Air Racer and get your fill of speedy thrills. Looking for a more traditional park experience? Take the teacups for a spin! Stop to smell the cotton candy as it's spun before your eyes and bop along to the sounds of fresh kernels of corn being popped for snacking!

Picnic In The Park dinner will be served from 6:00 pm – 7:00 pm buffet style in the 'Chiller Room'. ALAIR attendees and their guests can enjoy the park from 4:00 pm – 9:00 pm. Be sure to take home a few souvenirs from the Shops At OWA, with most shops staying open until 10:00 pm.



## Coastal Express Shuttle

We have contracted transportation to/from the special event. You may board the Coastal Express shuttle bus at the entrance of our conference hotel, Springhill Suites at The Wharf. The shuttle will run continuously from 5:30 p.m. through 10:00 p.m. **Last pickup from OWA is at 9:30p.m.** The shuttle holds 11 people comfortably, so please plan your return knowing we have over 50 attendees at the event.



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

## Conference Schedule

### Wednesday, March 23, 2022

4:30 p.m. – 6:00 p.m. Conference Registration

6:30 p.m. – Until Early Arrival Dinner – Yoho's At The Wharf

## Conference Schedule

### Thursday, March 24, 2022

6:00 a.m. – 9:00 a.m. Springhill Suites Hot Breakfast (included in room rental)

7:30 p.m. – 4:30 p.m. Conference Registration

10:00 a.m. – 5:00 p.m. Sponsor Exhibits

8:00 a.m. – 12:00 p.m. Pre-Conference Workshop

#### ***'The One Where We Coded'***

Executive Boardroom

Chris Cheatwood, Director of Enterprise Reporting  
*Alabama Community College System*



Join us for a SQL Basics and Hands-On SQL Workshop. This session will include Relational database concepts, Data normalization, Relationships, etc. with the primary focus on student data in the Banner database. Sample queries may include General Person, Admissions Application, Learner Record, Catalog, Schedule, and Academic History.

*Attendees will need to come with a device with connectivity back to their institution. Attendees will also need permissions/access to write SQL queries against their institution's Banner database (Prod or NonProd), either direct SQL access via SQL Developer/Toad or Datablock designer access to Argos.*

# Conference Schedule

## Thursday, March 24, 2022 *(continued)*

1:30 p.m. - 1:45 p.m.

# Welcome

1:50 p.m. - 2:30 p.m.

Concurrent Sessions

### **Effective Data Visualization For All Audiences**

Canal Room

Ms. Emily Rothenbacher

*The University of Alabama*



In today's increasingly data-driven world, there is an increased need to make that data understandable and accessible for everyone. It is up to us, the keyholders of reports and visualizations, to extract the actionable takeaways amongst the numeric weeds. Data visualizations, when created with quality data and users' needs in mind, provide a quick way for anyone to understand important, data-based information. This presentation covers the basics of effective data visualization, from how the brain processes visuals to how to make a visualization accessible for all users. We have the data, now it is time to share the information.

*"You can have data without information, but you cannot have information without data." -Daniel Keys Moran*

### **The One About Bosses: How to Work with your Boss's 'Workstyle'**

Coastal Room

Ms. Ginny Cockerill

*The University of Alabama in Huntsville*



How to get along with other people--it's not just a kindergarten skill! There are lots of books written for managers and bosses on how to lead their staff, focusing on the top-down approach. But what if you aren't the boss? How can you, as the employee improve your work situation when others make the decisions? This presentation will look at the strategies presented in the book "Managing Up: How to Move Up, Win at Work, and Success with Any Type of Boss" and how they apply to the IE/IR/IA office. Most of the presentation will be spent describing the 15 types of workplace personalities and the best strategies for working with each one, but participants will have an opportunity to reflect on how this information might apply to their own situation. IE professionals responsible for ensuring that tasks are completed by campus leaders in other areas may also find this content helpful.

# Conference Schedule

## Thursday, March 24, 2022 *(continued)*

**2:35 p.m. – 3:15 p.m.**

### **Sponsor Session**

#### **Don't Take a Long Walk Off a Short Pier: Using Diamond to Pivot Your Institution to a Better Future!**

Canal Room

Mr. David Mosley and Mr. Larry Squarini – *SPOL*

Ms. Mandy Sessions and Ms. Melody Wicker – *Wallace Community College - Dothan*



Join us to see how SPOL's Diamond software can assist your institution in achieving true Integrated Strategic Planning as well as providing solutions to your institutional challenges with Planning, Assessment, Budgeting, Faculty, and Accreditation practices. We will present an overview of the Diamond platform with special emphasis on the Planning and Accreditation modules, which have been used to great success at Wallace Community College by Mandy Sessions and Melody Wicker.

**3:30 p.m. – 4:10 p.m.**

### **Concurrent Sessions**

#### **The One Where We Chat About the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Reaffirmation Process “#It's been Ten Years Already?”**

Canal Room

Dr. RoseMary Watkins

*Chattahoochee Valley Community College*



This interactive session presents an outline of the SACSCOC Reaffirmation process and provides an overview of the components of the Compliance Certification Report. Additional topics covered include key pointers for institutions to consider when developing their Compliance Certification Report, and tips and/or pitfalls to consider based on observation, feedback from colleges who have recently submitted, and input from evaluators who have reviewed Compliance Certification Reports.

# Conference Schedule

## Thursday, March 24, 2022 *(continued)*

**3:30 p.m. – 4:10 p.m.**

**Concurrent Sessions**

### **College Selectivity, Choice of Major, and Post-College Earning**

Coastal Room

Iryna Muse

*University of Alabama System*



States increasingly emphasize the importance of employment and post-college earnings to inform opening new academic programs or closing the existing programs. A model that predicts future earnings based on the choice of a major, on the one hand, and an institution, on the other hand, would help campus administrators and future students to make informed academic and career planning decisions. Recently the College Scorecard, a publicly available data maintained by the U.S. Department of Education, started to provide information on earnings of graduates by a discipline. Using a cross-classified model, the study presented here shows the relative importance of a discipline and an institution. Disciplines with higher and lower earnings one and two years post-graduation are discussed. A dashboard using College Scorecard data is demonstrated during the session.

**4:15 p.m. – 4:55 p.m.**

**Panel Discussion**

### **Organizational productivity, efficiency, and effectiveness..... We want it all!**

Canal Room

Mr. Keith Saulsberry, Wallace Community College - Dothan

Ms. Beth Bryars, Coastal Alabama Community College

Dr. Ann McCarty, Wallace Community College - Dothan



Collaboration between departments who enter and/or use data and those who send it out are crucial for effective decision-making and student success. Let us come together with open discussions about how this collaboration can be improved upon for greater productivity, efficiency, and effectiveness.

# Conference Schedule

## Thursday, March 24, 2022 *(continued)*

5:30 p.m. – 10:00 p.m. Shuttle to/from Special Event *(front of hotel)*

5:30 p.m. – 9:00 p.m. Special Event – OWA Amusement Park

**Last Shuttle Pickup from  
OWA is 9:30 p.m.**

Co-sponsored by SPOL and Watermark

## Friday, March 25, 2022

6:00 a.m. – 9:00 a.m. Springhill Suites Hot Breakfast (included in room rental)

8:00 a.m. – 2:00 p.m. Sponsor Exhibits

8:15 a.m. – 8:55 a.m. Concurrent Sessions

### **Adult Learners: Does Institutional Data Tell Their Story of Success?**

Coastal Room

Naima Wells

*The University of South Alabama*



A large percentage of undergraduate enrollees are classified as adult learners. Adult learners are typically defined as being 25 years old or older. As recent as fall 2020, IPEDS data revealed that 24% of undergraduate enrollees were age 25 or older. This means that there were well over three million adult learners enrolled as undergraduates at reporting institutions. The University of South Alabama adult student population during that same period was 13% of the undergraduate student population (n= 1,219). During the following spring 2021 semester, 14.5% of undergraduate students enrolled at the University were 25 or older (n=1,193). As an initial step to understanding if student success for undergraduate adult learners at the University of South Alabama can be inferred from performance indicators in key areas such as completion, persistence, retention, and the number of transfers, an exploratory analysis of adult learner administrative data for fall 2020, spring 2021, and fall 2021 was conducted. Six census data variables were selected as key indicators of student success: institutional GPA, institutional credit hours, total transfer credit hours, the total number of transfers, initial enrollment semester, and semester retention. Analysis and interpretation of these data may provide insights on how to best support and improve undergraduate adult student learner retention, persistence, and degree completion at the University of South Alabama.

# Conference Schedule

## Friday, March 25, 2022 (Continued)

**8:15 a.m. – 8:55 a.m.**

**Concurrent Sessions** *(continued)*

### **ACHE Update**

Canal Room

Dr. Jim Hood

*Alabama Commission on Higher Education*



This session will briefly touch on the current and pending activities of the Alabama Commission on Higher Education (ACHE) before moving on to an interactive conversation discussing the ways in which ACHE can continue to support the state's postsecondary institutions and promote higher education across Alabama.

**9:05 a.m. – 9:45 a.m.**

**Concurrent Sessions**

### **Assessing Student Satisfaction of an Academic Advising Unit**

Canal Room

Ms. Wendy Huckabee Broyles and Mr. Jonathan Broyles

*Troy University*



In addition to advising all freshmen until the completion of their 45th credit hour, advisors in Troy University's JWS Center for Student Success advise students who are conditionally admitted, students who are undecided about their major, students who are taking one or more developmental courses in mathematics or English, and students who are seeking an associate degree or seeking a baccalaureate degree in interdisciplinary studies. Given the number of students served, it became evident that we needed to establish a baseline of student satisfaction to implement an assessment plan for the unit. Presenters discuss the survey instrument, rubric, and evaluation process used to assess student satisfaction of an academic advising unit.

### **The One Where Community Colleges Find Out**

Coastal Room

Ms. Kelly Birchfield

*Alabama Community College System*



So you have an error in DAX. How do you use Banner to find out why there is an error? How do you correct the error? What would happen if there were no DAX system to flag errors? Wouldn't it be great if you could navigate your data with more confidence?

This session will include an overview of the way that DAX uses validation tables to flag potential data errors. Data users will learn how to use Banner to identify underlying problems that cause DAX errors, including those on the STU file, the FINAID file, and the ASSESS file. Solutions will be demonstrated about how to correct those errors. Last, attendees will discuss "sanity" reports that could be built to flag data errors without the use of DAX.

# Conference Schedule

## Friday, March 25, 2022 (Continued)

### 9:55 a.m. – 10:35 a.m. Sponsor Sessions

#### **Building an Integrated System of Continuous Improvement**

Canal Room

Mr. Nate Davis and Mr. Tyler Merwin

*Watermark*



Changing the perspective of assessment from compliance-focused to continuous improvement can be challenging, particularly when manual data entry is required to connect results to goals and outcomes. Join Watermark for a session on how to connect your data collection systems to your assessment plan and seamlessly connect direct and indirect measures of student learning to allow faculty to spend time on what matters most---reflection and improvement.

### 10:35 a.m. – 11:00 a.m. Break and Checkout

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

### 11:00 a.m. – 11:45 a.m. Keynote Address – Canal Room

**Mr. John S. Riley - Making a Difference in a Worry Weary World**

### 11:45 a.m. – 12:00 p.m. Lunch set up

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

# ALAIR History

Conference Year	Location (Host Institutions/Organization)
2020	Orange Beach
2019	Lake Guntersville
2018	Orange Beach
2017	Auburn University at Montgomery
2016	Samford University
2015	Eufaula
2014	Huntsville
2013	The University of Alabama
2012	Faulkner State Community College
2011	Troy University
2010	Florence
2009	Opelika
2008	Jacksonville State University
2007	Alabama A&M University
2006	The University of Alabama
2005	Faulkner State Community College
2004	University of Alabama at Birmingham
2003	Troy State University Montgomery
2002	Samford University



**SAIR 2022 Conference**  
**October 1-4**  
**New Orleans, LA**



**AIR 2022 Forum**  
**June 6-9**  
**Phoenix, AZ**



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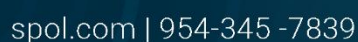
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**Want to learn more about  
Watermark? Attend their session  
Friday, March 25<sup>th</sup> from  
9:55 a.m. – 10:35 a.m.**

Saving Time | Delivering Greater Insights

SPOL's integrated strategic planning management software drives effective institutional research initiatives and continuous quality improvement across your institution.

[illegible]

MEETING ROOMS

