Learning Together in Rocket City!

ALAIR 2023 Conference

Alabama Association for Institutional Research
Huntsville, Alabama
March 8-10, 2023

Welcome to the 2023 ALAIR Conference
"Learning Together in Rocket City!"

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ALAIR Alabama Association for Institutional Research

2023 Conference Schedule

Bevill Center at The University of Alabama in Huntsville
Huntsville, Alabama

Wednesday, March 8

5:00 PM-9:00 PM	Early Arrival Dinner

Thursday, March 9

	Breakfast at Hotel
8:00 AM-4:30 PM	Registration
9:00 AM-12:00 PM	Coffee & Conversations Demo
10:00 AM-5:00 PM	Sponsor Exhibits
1:10 PM-1:20 PM	Welcome
1:20 PM-2:00 PM	Concurrent Sessions
2:10 PM-2:50 PM	Concurrent Sessions
2:50 PM-3:20 PM	Refreshment Break
3:20 PM-4:00 PM	Concurrent Sessions
4:10 PM-4:50 PM	Concurrent Sessions
5:00 PM-9:00 PM	Special Event

Friday, March 10

	Breakfast at Hotel
8:00 AM-12:00 PM	Sponsor Exhibits
8:20 AM-9:00 AM	Concurrent Sessions
9:10 AM-9:50 AM	Concurrent Sessions
9:50 AM-10:20 AM	Refreshment Break
10:20 AM-11:00 AM	Concurrent Sessions
11:10 AM-11:50 AM	Keynote Address
11:50 AM-12:00 PM	Lunch set up
12:00 PM-1:15 PM	Luncheon/Business Meeting

Platinum Sponsor for
Conference Bags
Session is Thursday at 4:10PM

explorance.

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Thursday Refreshments
Session on Friday at 10:20AM

SPOL™

watermark™

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Thursday Dessert & Drinks
Session on Friday at 9:10AM

Platinum Sponsor for
Friday Refreshments
Session on Friday at 10:20AM

Xitracs™

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ACADEMIC SUCCESS INSIGHTS

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Friday Lunch
Session on Thursday at 4:10PM

KEY SUCCESS FACTORS

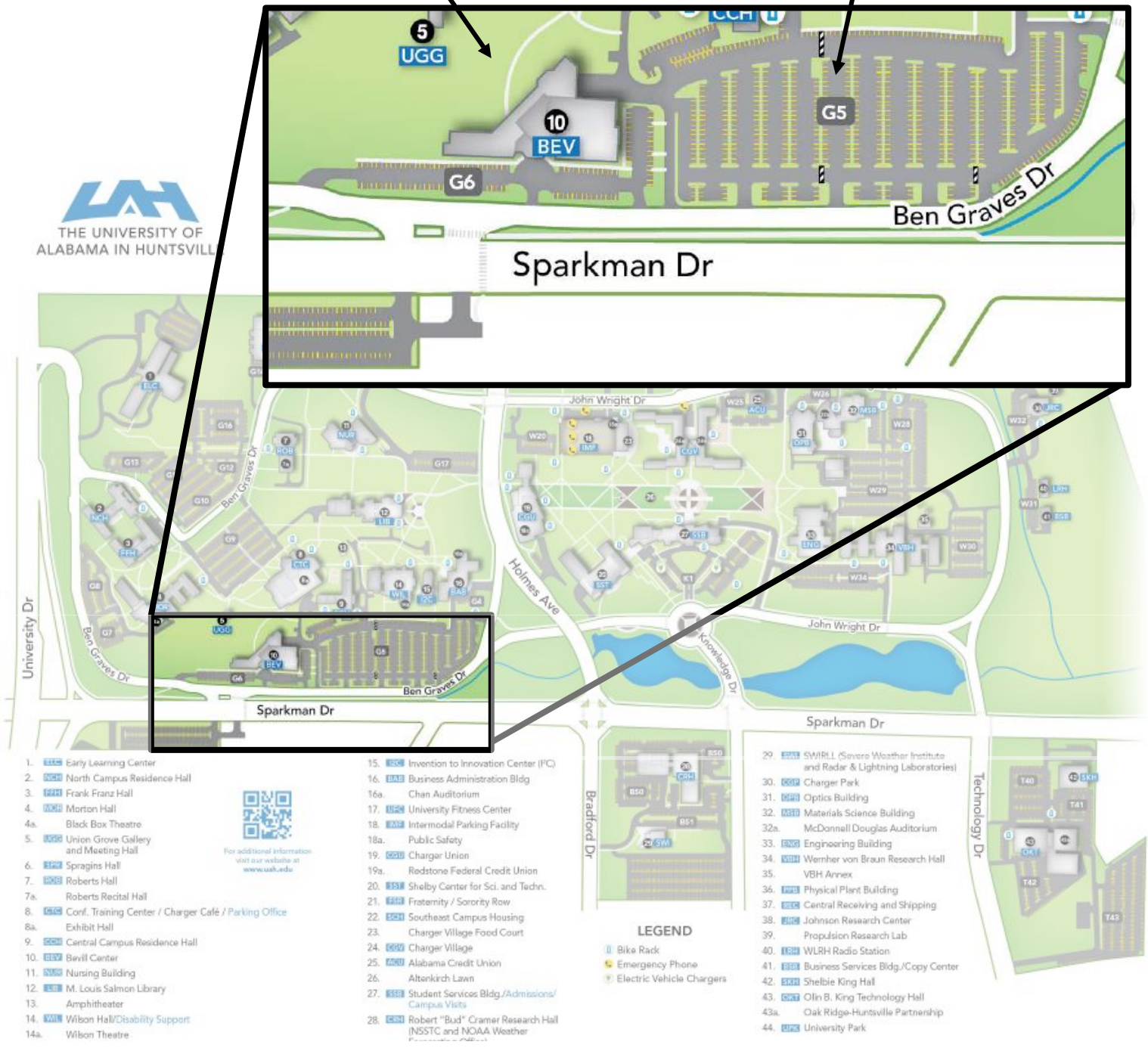
Gold Sponsor
Session on
Friday at
9:10AM

Support our Sponsors! They help make ALAIR fun!

Conference Location

Bevill Center, The University of Alabama in Huntsville
550 Sparkman Dr NW, Huntsville, AL 35816

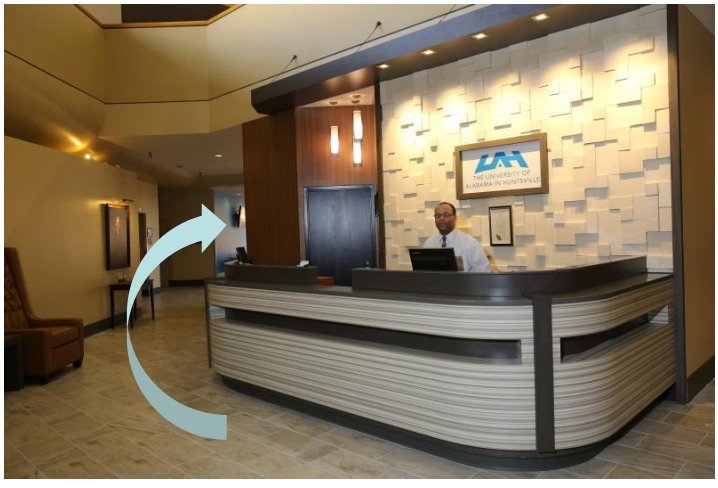
Park anywhere in Lot G5
(Commuter or Faculty/Staff)



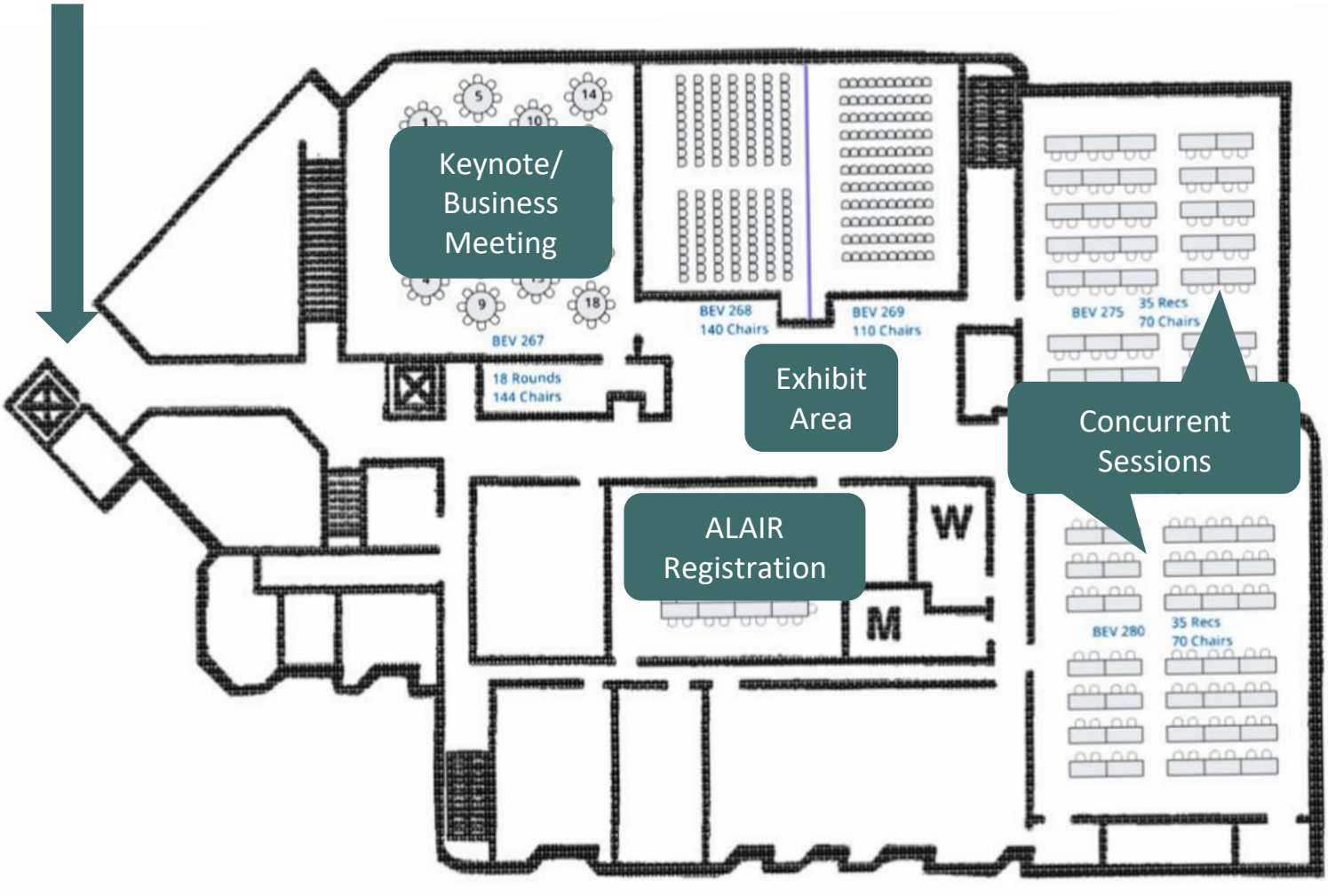
Conference Location

Enter the Bevill Center here.

Go around behind this area for the stairs to the 2nd floor or take the elevator on the left.



Cross the 2nd floor lobby to enter the meeting area here.



Session and Conference Evaluations

Your opinion matters! We all know how important feedback can be to our profession. Please let us know your thoughts on the conference as well as each individual session.

Use this QR code to complete the session and conference evaluations

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Attributes We Implement For Our Clients

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Key Success Factors consulting helps clients build capacity through Strategic Planning, Project Implementation and Technical Assistance. We create connections between corporations, agencies, suppliers, social investors, nonprofit organizations and the people who fuel them.

Learn more at KSFConsulting.net or email Karen.Stanley@KSFConsulting.net

Conference Schedule

Wednesday, March 8, 2023

5:00–9:00 PM — Dinner at the Camp at MidCity

5909 University Dr NW, Huntsville, AL 35805.

Thursday, March 9, 2023

Breakfast at your Hotel

8:00 AM–4:30 PM — Conference Registration

9:00 AM–12:00 PM — Coffee & Conversations

(Pre-Conference Workshop)

What Can I Do With This IPEDS Data? A Demonstration
Room: BEV 275
Emily Rothenbacher, *The University of Alabama*

This demonstration will go through the process of creating a report on the IPEDS minority enrollment data for Alabama institutions, called the IPEDS Minority Participation Report" at UA. It covers rankings of various institutions based on the number or percent of various race/ethnicity groups. Preparing this report starts with how to get the enrollment data on IPEDS as well as additional descriptive data from IPEDS. This would help determine which institutions are in Alabama, are 2 or 4 years, etc. Then, this demonstration will go through the necessary data manipulation and visual creation. This will cover both Power Query and DAX statements, table relationships, and visualization options and customization. The primary demonstration will be in PowerBI but will also include information about preparing the same report in other software packages.
Participants must provide their own laptop already loaded with PowerBI.
The free demo version of Power BI is fine.

10:00 AM–5:00 PM — Sponsor Exhibits

1:10–1:20 PM — Welcome (Room: BEV 275 or BEV 280)

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Thursday, March 9, 2023 (con't)

1:20–2:00 PM Concurrent Session A

Session 1: Strategic Planning 101
Room: BEV 275
Mandy Sessions, *Wallace Community College – Dothan*

In the fall of 2021 Wallace Community College - Dothan (WCCD) implemented its new 5 year strategic plan. This session will cover the planning process for creating the new plan, setting measurable goals, and implementing the plan college wide.

Session 2: Troy University's QEP: Assessing International Awareness and Global Preparedness
Room: BEV 280
Richard Ledet, *Troy University*
Wendy Broyles, *Troy University*

As part of the SACSCOC reaffirmation process, and in conjunction with ongoing efforts aimed at reinforcing its position as Alabama's International Institution, Troy University's Quality Enhancement Plan (QEP) involves two independent but complementary globally-focused initiatives intended to promote international scholarship and inter-cultural competency. One initiative is intended to enhance the learning experience of students, and the other is focused on professional development for employees. This presentation will describe the assessment strategy being utilized by the Office of Institutional Research, Planning, and Effectiveness, members of the Institutional Effectiveness Committee, and the QEP Director, to measure the progress of these initiatives. Additional efforts to assist with the preparation of the QEP Impact Report will be explained, along with several "lessons learned" that will benefit others involved in the preparation, implementation, and evaluation of a QEP.

Thursday, March 9, 2023 (con't)

2:10–2:50 PM Concurrent Session B

Session 3: Perspectives on non-Academic Assessment: A Panel Discussion
Room: BEV 275
Various UAH Staff, *The University of Alabama in Huntsville*
Ginny Cockerill (moderator), *The University of Alabama in Huntsville*

Ever wanted to hear what your staff really think about assessment? In this panel discussion, you will hear from assessment leaders from across UAH's campus. These individuals are responsible for designing and reporting the annual Assessment Report (SACS COC 8.2.c) for their office or area. The focus for this session is non-academic units, such as the Library and Student Disability Services and more. Panelists have been asked to be ready to share the good, the bad, and the ugly so come ready to hear it all!

Session 4: Recall Alabama Data Mining
Room: BEV 280
Jim Hood, *Alabama Commission on Higher Education (ACHE)*

ACHE recently began a Recall Alabama initiative designed to identify graduates of Alabama's universities who have left the state and encourage their return to Alabama. This initiative included using a data mining firm to not only determine the current location of these alumni, but provide a variety of consumer spending information. This session will provide an overview of the resulting data and the highlight the power of modern data mining services.

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SCAN ME

Thursday, March 9, 2023 (con't)

2:50–3:20 PM Refreshment Break

3:20–4:00 PM Concurrent Session C

Session 5: Strategic Planning and IR: Baselines and Continued IR Research
Room: BEV 275, Carrie Taylor Manning, *Troy University*

In the fall of 2020, Troy University Board of Trustees approved for implementation the Institution's 5-year Strategic Plan. This session will cover how the planning process by the Leadership Team set the Key Performance Indicators and creation of a public facing Strategic Plan website. The session will also discuss the plan's implementation and the need for flexibility to sustain and complete the plan.

Session 6: Earnings Outcomes: College Scorecard and Post-Secondary Educational Outcomes Data
Room: BEV 280, Iryna Muse, *University of Alabama System*

With multiple sources of employment outcomes data, institutional researcher has to understand the advantages and limitations of each source. Following an overview of existing sources of data on employment outcomes, this presentation focuses on the comparison between College Scorecard and Post-Secondary Educational Outcomes (PSEO) data on median earnings of Bachelor's degree completers one year after graduation or entering repayment. Use of a cross-classified model allows to explore differences in median earnings by institution and by field of study. Disciplines and institutions with substantial differences in median earnings by data source—PSEO or College Scorecard—are discussed during the session. Dashboards with College Scorecard and PSEO data are used to illustrate some of the findings of the study.

Thursday, March 9, 2023 (con't)

4:10–4:50 PM Concurrent Session D

Session 7: Integrate by RAGASedu
Room: BEV 275
Ray Brown, RAGASedu
Alan Medders, *RAGASedu*

Integrate by RAGASedu puts all of your student demographics and data at your fingertips. By consolidating data from multiple sources, Integrate provides a clear, comprehensive overview of who your students are and what courses and programs they are taking. You can identify students by year, major, college, demographic information, residency status, instructional mode, and more. Our dashboard offers both high-level and fine-grained perspectives on your students by showing who your students are throughout the university and in individual colleges, majors, and courses. Integrate also comes equipped with powerful reporting features that let you export and share data with all the stakeholders who need it. This session will discussing the dashboard and actionable data to drive positive impacts on student success and institutional success.

Session 8: Flexibility in the Course Evaluation Process
Room: BEV 280
Fernando Sanchez*, Explorance*
Ginny Cockerill, *The University of Alabama in Huntsville*

Leverage Blue to implement a fully automated course evaluation process that is personalized to meet your institution's unique needs. With the flexibility to handle cross-listed courses, team-taught courses, and courses of different durations, Blue has the ability to centralize your course evaluation processes and grow alongside your data journey. With 20 years of experience, Explorance and Blue has helped thousands of institutions around the world modernize their evaluation process.

5:00–9:00 PM Special Event at Stovehouse

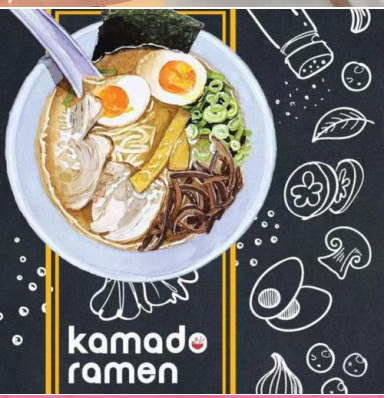
watermark engage 2023

Join us for Watermark's annual user event that features higher ed administrators – like you – sharing their successes and insights.

Stop by our booth to learn more about the event and how to foster campus collaboration and improvement.

June 13-15, 2023 | Austin, Texas
watermarkengage.com

Thursday Night Special Event



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3414 Governors Dr SW,
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Built on the bones of the century-old Martin Stove Factory that was once all work and no play, the reimagined Stovehouse is Huntsville's premier destination for eats, drinks, shopping, and leisure. With a diverse selection of eats and treats, Stovehouse has something for everyone!

Grab your dinner from one of these restaurants on-site & join us in the Shedd for an Ice Cream Sundae Bar & soft drinks!

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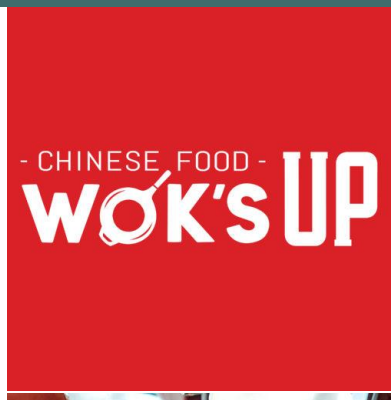

Friday, March 10, 2023

Breakfast at your Hotel

8:00 AM–12:00 PM Sponsor Exhibits

8:20–9:00 AM Concurrent Sessions E

Session 9: Relationships Matter in Institutional Effectiveness
Room: BEV 275
Kellei Samuels, *Tuskegee University*

While working on the implementation of the University's Quality Enhancement Plan (QEP) with the onset of Covid-19, Institutional Effectiveness realize that it was not only important to assess and analyze student learning and program outcomes but it was also very important to provide ongoing data and reports to the University community. This session will cover how ongoing data and reports from the QEP have contributed to not only active involvement in students' lives but also in building University collaborations and relationships to increase retention and graduation rates.

Session 10: Blast Off! Propelling Students Through Developmental and College Math
Room: BEV 280
Kelly Birchfield, *Alabama Community College Association (ACCS)*

Many students come to college underprepared to succeed in a gateway math course. Too often, this means that a student will never receive a degree. Across the nation and in Alabama, an assortment of strategies has been tried to help students become college ready in math. This presentation will share some of those strategies and provide insight into how the Alabama Community College System redesigned math programming to help more students succeed.

Friday, March 10, 2023 (con't)

9:10–9:50 AM Concurrent Sessions F

Session 11: Implementing a Strategic Plan
Room: BEV 275
Karen Stanley, *Key Success Factors Consulting*

What do you do when the consultant leaves, and you're left with a strategic plan in a beautiful binder? Many times organizations look back at the strategic plan a year later, and wonder why so many of the goals and initiatives were not achieved. That's because you have to have an implementation plan not just a strategic plan. Key Success Factors Consulting will share insights on how to create a SIP (strategic implementation plan). Participants in this session will be able to enhance their approach to institutional effectiveness for initiatives focused on students, faculty, staff and facilities.

Session 12: Integrating Standards into Daily Practice
Room: BEV 280
Nate Davis, *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.

9:50–10:20 AM Refreshment Break

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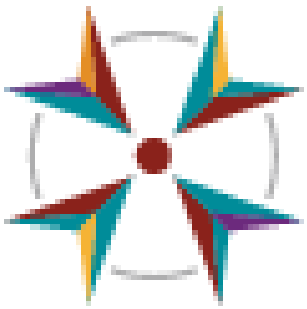

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Friday, March 10, 2023 (con't)

10:20–11:00 AM Concurrent Session G

Session 13: An Introduction to Xitracs for Institutional Research
Room: BEV 275
Stephanie Allen, Xitracs by Concord USA, Inc.

Xitracs is an easy to use, on-demand online platform that allows you to carry out your institution's assessment, planning, accreditation, and credentialing activities in a more streamlined and cost-effective manner. This presentation will give an introductory overview of what Xitracs™ is and how it can help you, your institution's institutional research team, and other members of campus leadership, faculty, and staff manage processes that promote institutional improvement and faculty engagement.

One of the major challenges for Institutional Effectiveness leaders is how to gather needed (and meaningful!) data efficiently and consistently on learning outcomes, program objectives, strategic plans, credentialing, and more. Xitracs™ makes it possible to do just that—to tell your unique story. Xitracs™ helps you to track and manage processes at your institution to identify key strengths and gaps in teaching and learning. Built with 20+ years of customer input, Xitracs™ is designed to help universities and community colleges create and support continuous improvement efforts. This presentation will offer an overview our flexible, modular system, including the user-friendly Portal that allows faculty and staff to get their work done without being system level users. We're looking forward to showing you what Xitracs™ can do for you!

Session 14: Strategic Planning Online (SPOL)
Room: BEV 280
Crystal Braden, *Strategic Planning Online*

Its easy to get lost in today's climate of accountability overload, but there is a simple path to institutional effectiveness: plan it, improve it, and prove it. Leaders of higher education institutions across the country are working to meet requirements given by the federal government, state entities, and accrediting agencies. Common requirements of these entities are to provide evidence of student learning or success, while demonstrating that a continuous improvement culture of strategic planning and assessment is supporting these outcomes. Administrators strive to develop processes to ensure that all these requirements are met, but getting everyone aligned and working together can be challenging. Learn how to integrate strategic planning, budgeting, assessment, and accreditation efforts while bringing the stakeholders at your institution together to collaborate about institutional effectiveness in this short but informative session.

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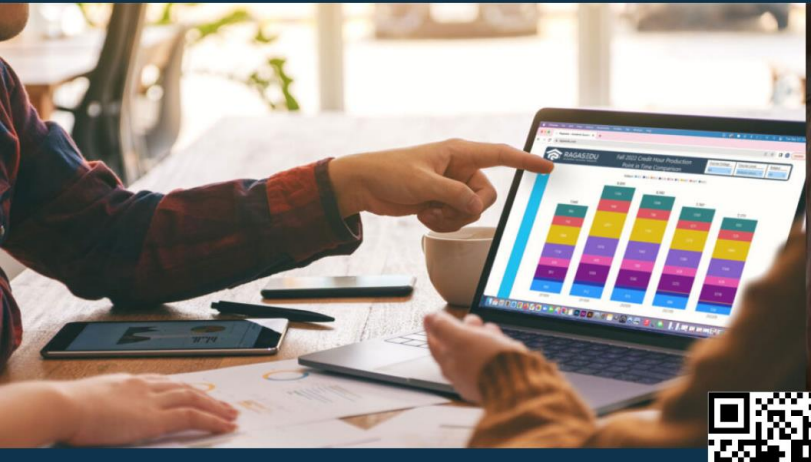

Request a Demo

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Friday, March 10, 2023 (con't)

11:10-11:50 AM Keynote Address (Room 267)

David Hitt

David Hitt is co-author of two books, "Homesteading Space: The Skylab Story," written with astronauts Owen Garriott and Joe Kerwin, and "Bold They Rise: The Space Shuttle Early Years," both part of the University of Nebraska Press' Ordway-Award-winning Outward Odyssey spaceflight history series. David has appeared in the award-winning documentaries "Searching for Skylab" and "Saving Skylab."

He has worked as a contractor at NASA's Marshall Space Flight Center since 2002, and currently provides communications support for the center's Human Exploration Development and Operations office, responsible for human spaceflight efforts ranging from science operations on the International Space Station to development of future space habitats. A contractor with MTS, David is a recipient of NASA's Silver Snoopy Award, presented by the agency's Astronaut Office.

A former newspaper editor, Hitt is a native of Huntsville, Alabama, and holds a bachelors degree in journalism from the University of Mississippi. David is a past president of the Huntsville-Madison County Historical Society, and a past Policy Formulation Subcommittee chair for the National Space Society. He volunteers at the U.S. Space & Rocket Center and is a senior member of the AIAA. David and his wife Rebecca are guides for the Huntsville Ghost Walk, participate in the annual Maple Hill Cemetery Stroll, and blog for the Huntsville-Madison County Convention and Visitors Bureau.

12:00-1:15 PM Luncheon/Business Meeting (Room 267)

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Other Conferences

AIR 2023 Forum
May 30-June 2
Huntington Convention Center in Cleveland, OH

SAIR Southern Association for Institutional Research

550 Sparkman Dr NW, Huntsville, AL 35816

SAIR 2023 Conference
October 13-17
The Grand Hotel Golf Resort & Spa in Point Clear, AL

Session and Conference Evaluations

Your opinion matters! We all know how important feedback can be to our profession. Please let us know your thoughts on the conference as well as each individual session.

Use this QR code to complete the session and conference evaluations

Looking back … Ten Years of ALAIR

Year	Location	Vice President/ Conference Chair	Institution	Conference Theme
2022	Orange Beach	Ms. Mandy Sessions	Wallace Community College-Dothan	Pivoting To A Better Future
2021	No Conference due to COVID	Dr. Jacob Pleitz	The University of Alabama	
2022	Orange Beach	Ms. Lesley Shotts	J.F. Drake State Community and Technical College	A New Decade of Data
2019	Lake Guntersville	Mrs. Wendy Broyles	Troy University	Reaching New Heights
2018	Orange Beach	Ms. Julianna Proctor	The University of Alabama	Learning from the Experts
2017	Auburn University at Montgomery	Ms. Kelly Birchfield	Alabama Community College System	CommUNITY!
2016	Samford University	Mr. Toner Evans	Samford University	Academ(ia) Awards: Best Practices/ Performances in IR
2015	Eufaula (Wallace Community College Dothan)	Mrs. Angel Jowers	University of West Alabama	Back to the Future
2014	Huntsville (J.F. Drake State Community and Technical College)	Dr. Annette Cederholm	Snead State Community College	Institutional Research…and Beyond!

Welcome to the 2023 ALAIR Conference
"Learning Together in Rocket City!"

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Thanks for coming!

See you next year at ALAIR 2024!