ROCKY MOUNTAIN AIR
IN THE LAND OF ENCHANTMENT

2018 Annual Conference

OCTOBER 24 – 26, 2018
ALBUQUERQUE, NM
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<td>Eric Atchison; Donyell Francis AIR/RMAIR Co-hosted IPEDS Workshop</td>
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<td>Unlocking 360-Degree Outcome Insights</td>
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<td>Suzan Reagan</td>
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<td><strong>A Review of Project Management Tools &amp; Types</strong></td>
<td>Geoff Matthews</td>
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Rocky Mountain Association for Institutional Research Conference 2018
IR in the Land of Enchantment

Wednesday, October 24

Pre-Conference Workshops

7:30 AM-1:30 PM  CONFERENCE REGISTRATION  Lobby

8:00 AM-1:30 PM  Conference Registration

8:30:00 AM-4:30 PM  Majorca Room

IPEDS Data as the Public Face of an Institution with IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness

Eric Atchison, AIR IPEDS Educator
Donyell Francis, AIR IPEDS Educator

IPEDS Data as the Public Face of an Institution
This workshop stresses the importance of accuracy and consistency in data reported to IPEDS. Examples of real IPEDS data used in the public domain are incorporated, enabling participants to understand the role of governmental and non-governmental entities in IPEDS reporting. The workshop includes presentations, discussions, exercises, and demonstrations using IPEDS data tools and resources.

IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness
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.

Note: Participants are required to bring a MAC or PC laptop with wireless capability and Microsoft Excel.

9:00:00 AM-12:00 PM  Barcelona Ballroom

Assessing a Community – By The Numbers with Census Data

Susana Guerra Privett, Data Dissemination Spcl,U.S. Census Bureau

This workshop will train participants on using the most relied-on source for detailed, up-to-date socio-economic statistics covering every community in the nation. This forum is designed for organizations that use data for community analysis, grant writing, needs assessment and planning.
Wednesday, October 24
Pre-Conference Workshops

Wednesday, 10/24/2018
12:00:00 PM-4:00 PM	Valencia Room

SQL for IR Professionals

Mike Ellison, University of Nevada, Las Vegas

The Structured Query Language, SQL, is the common language for interacting with all major relational database systems. This session serves to introduce SQL to participants with little or no prior experience, focusing on data access commands of use to the IR professional. Through hands-on, instructor-led exercises, participants will develop SQL statements for creating listing reports, aggregation reports, and distribution reports. Lessons build upon previous ones, providing the means for learning and absorbing relevant SQL syntax.

Note: Participants will need to bring a laptop

Wednesday, 10/24/2018
1:00:00 PM-4:00 PM	Majorca Room

Forecasting with Excel: From Enrollment to Tuition Revenue

Erika Hill, Sr. Business Data Analyst, University of Utah

Based on a pair of workshops presented at the 2018 AIR Forum, this workshop will provide participants an opportunity to learn about forecasting and using Excel as a forecasting tool. The session will cover concepts related to forecasting including trends, moving averages, exponential smoothing, and regression. Examples related to student enrollment and tuition-revenue forecasting will be provided. Participants will have an opportunity to work through hands-on exercises in Excel.

5:30 PM – 7:00 PM	WELCOME RECEPTION	Lobby
Thursday, October 25

Welcome and Keynote

7:15 AM-1:00 PM  CONFERENCE REGISTRATION  Lobby

7:30 AM – 8:30 AM  BREAKFAST  Barcelona

8:30:00 AM  - 9:45 AM  KEYNOTE  Barcelona

Rob Sentz

Rob Sentz is the chief innovation officer at Emsi, where he leads in furthering Emsi’s vision through new and updated products for higher education, economic development, workforce planning, and human resources. He is also the creator and founder of Find Your Calling, Emsi and CareerBuilder’s free website that helps students plan for college and careers. Prior to his current position, Rob served as Emsi’s vice president of marketing from 2006 to 2014. Under his leadership, Emsi data became regularly featured by national news outlets. Rob graduated with both bachelor’s and master’s degrees in environmental science. He enjoys photography and living in the Pacific Northwest with his wife and five children.

How Data Can Help You Become the Epicenter of Your Economy

Colleges are a critical part of the economic development narrative of their region. But to stay relevant, they must stay ahead of the game. They can’t afford to simply react to the talent and workforce needs of the community. They need to get in the driver’s seat. In this talk, we will review how your college can do just that through the power of labor market data combined with institutional data. Many institutions across the US are using such data to build programs that matter, engage students, partner with employers, and track outcomes. We will demonstrate on how institutional researchers can use this data to make a big impact on their college, so that colleges in turn can make a big impact on the regional economy and workforce."

9:45 AM – 10:00 AM  BREAK  Lobby
Barcelona Ballroom

Seriously Studying Sixth Spring Seniors

Christina Drum, Manager, IR Analytics and Metadata, University of Nevada, Las Vegas
John (Skip) Crooker, Associate Vice Provost/Director of IR and IE, University of Nevada, Las Vegas
Qingmin Shi, Institutional Research Data Analyst, University of Nevada, Las Vegas

What will our official graduation rate be this year? In attempting to answer this question, we made an interesting discovery: 8% of our first-time cohorts enroll as seniors in their sixth spring term, yet do not graduate within six years. As our institution aims to increase completion rates, this group became a population of interest for further analysis. How are these students getting so close, but not quite completing in time? In this presentation, we will describe the (relatively simple) methods used for projecting this year’s graduation rate, and share our findings about these “sixth spring seniors.”

Majorca Room

How Well Can NSSE Responses Predict Retention at UVU?

Evelyn Ho-Wisniewski, Sr. Research Analyst, Utah Valley University
Angela Ward, Sr. Research Analyst, Utah Valley University

Each year, UVU administers the National Survey of Student Engagement (NSSE), which collects self-reported data detailing to what extent first-year and senior students engage in effective educational practices. While the NSSE is a good tool to measure student engagement, exploring the relationship between levels of student engagement and student success outcomes is important. We examined how effective individual NSSE items are in predicting retention, adding to what is commonly accounted for by first-term academic characteristics, such as first-term GPA. This presentation will explain our methodology and findings, as well as address data quality issues from self-reported surveys that we came across.

Valencia Room

Response Outreach Area Mapper (ROAM)

Susana Guerra Privett, Data Dissemination Spcl, U.S. Census Bureau

The Census Bureau's Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard to survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in this Planning Database. Users include Census Bureau staff, local officials, other external stakeholders, partners and the public. This dataset allows accessibility to assist outreach and planning efforts. Users can visualize areas or communities by socioeconomic and demographic characteristics provided by the American Community Survey (ACS) with a mouse click.
Unlocking 360-Degree Outcome Insights

Sean Travers, Enterprise Account Director, Equifax Inc.

If you’re not able to provide your stakeholders with student outcome data that offers a 360-degree view, is real-time, longitudinal, and free from self-reporting falsehoods, consider your methods “old school”. Today, higher ed professionals have “new school” options available to more effectively gain holistic insight on student outcomes and better support on-campus demands for data. In this presentation by Equifax, attendees will learn how to revolutionize key research areas such as first destination, mid-career income and industry, program/degree ROI, student debt load, and more. Best practices and mini case study examples from current Equifax Graduate Outcome Metrics projects will also be shared during this session.

Can Creating Graduation Goals Help Retention?

Dawn Kenney, Senior Research Analyst, Institutional Research and Assessment, Central New Mexico Community College

In 2012, every program at the college and a few years later updated them to 2020 in accordance with our strategic goals. This presentation is about why we did it and how we did it and whether it has helped or hurt us.

US Census Data Tools and Upcoming Decennial Census

Suzan Reagan, Sr. Program Mgr Data Bank, University of New Mexico

The US Census Bureau is the primary source for demographic, housing, and social characteristic data. In preparation for the 2020 Census data release many data tools are being revamped by the Bureau. Come learn about the changes and new tools. Additionally, each Decennial census has had difficulties to overcome. This upcoming census will be no different. Learn about the programs that the Census Bureau is in the process of running and how they are dealing with change.
Barcelona Ballroom

Extending the AIR Code of Ethics to Data Analytics

Jeffrey Alan Johnson, Director of Institutional Effectiveness and Assorted Other Things, Utah Valley University

The AIR Code of Ethics is a critical document for professional conduct. This presentation builds on recent research in data ethics, discussions at the 2018 AIR Forum, and codes of practice at several universities to propose ways to extend the Code of Ethics to address challenges emerging in how institutional researchers use data analytics.

Majorca Room

Automating custom peer reports using IPEDS data with SQL, R and LaTeX

Shiloh Bradley, Institutional Research Data Analyst, University of Nevada, Las Vegas

In this presentation, attendees can expect to learn about a practical approach to creating automated reports with free, open-source software. This process can lead to a reduction in wasted work hours and drive efficient data-informed decisions. This presentation will specifically focus on using SQL, R and LaTeX to create peer reports from IPEDS data with just a few clicks.

Valencia Room

The Importance of Federal Reporting Data Accurately: The Auditing Process

Nicolas Valcik, Executive Director, Central Washington University
Colleen Falconer, Report Coordinator, Central Washington University

This presentation will discuss the recent data warehouse project which had personnel at the institution audit existing reports, reporting procedures and data definitions for federal reports. During the process it was discovered a number of inaccuracies existed, and had existed for years, which had a potentially negative impact upon the institution.
Shaping Higher Education Through Analytics: SAS Enterprise Miner and SAS Visual Data Mining and Machine Learning

Lisa Moore, Data Scientist, University of Oklahoma
Wes Rehm, Pre-Sales Support Manager, SAS Institute, Inc.

The role of an institutional researcher can be challenging. Not only do they need to make sense of vast amounts of university data, they must be able to show and explain that data to a multitude of stakeholders. Their comprehensive data analysis provides crucial information on things like enrollment trends, retention rates and student success – all of which affect the direction of the university.

This session will highlight two different SAS Analytical solutions that are helping institutional research offices shape the Higher Education Industry.

Administrative Evaluation 101

Edward Hummingbird, Director of Institutional Research, Effectiveness & Planning, Southwestern Indian Polytechnic Institute

While colleges across the country are required by regional accreditors to evaluate academic programs via a comprehensive program review process, administrative and student service departments don’t often get the same level of attention. This presentation will focus on a simple framework for evaluating (or conducting program reviews) for administrative and student service departments. The framework focuses on the process as a means of achieving efficient sustainability of administrative and student service departments.

Perkins Act Reauthorized Reporting Requirements: How will your state make meaningful progress toward improving the performance indicators?

Todd R. DeKay, Executive Director of Institutional Research, Eastern New Mexico University-Roswell
Mary Beth Worley, Director, Institutional Analysis, Doña Ana Community College

On July 31, the President signed into law H.R. 2353, the Strengthening Career and Technical Education for the 21st Century Act, the bill that reauthorizes the 2006 Carl D. Perkins Career and Technical Education Act. A significant changes are related to accountability provisions. The purpose of this discussion is share how your state intends to develop the state plan so that "meaningful progress toward improving the performance" of CTE students is attainable. Participants are encouraged to review the Perkins Webinar at https://www.acteonline.org/ prior to the discussion group.
Barcelona Ballroom

Qualitative Data Collection: Student Focus Groups

Angela Ward, Sr. Research Analyst, Utah Valley University

Many in the IR community have expressed a desire to learn more about implementing qualitative data collection methods in order to supplement quantitative student data. Utah Valley University conducts monthly student-focus-groups covering a wide variety of campus issues. This presentation gives an overview of UVU’s focus group projects and will cover step by step details on preparation, recruiting, conducting, and reporting. Participants will leave with clear, simple direction on how to administer focus groups on their own campus.

Majorca Room

The Direct and Indirect Effects of Student Engagement on Perceived Gains, Satisfaction, and Graduation

MeganClaire Cogliano, Senior Research Analyst, Nevada State College
Sandip Thanki, Director of Institutional Research, Nevada State College
Mick Haney, Data Warehouse Architect, Nevada State College

The purpose of this study was to evaluate the effects of senior students' engagement and the mediating effects of perceived gains and satisfaction on graduation. Using a sample of 236 senior undergraduates who completed the 2017 National Survey of Student Engagement, our path analysis findings revealed that, after controlling for the effects of GPA, higher levels of student-faculty interaction and perceived gains directly predicted graduation. However, perceived gains and satisfaction did not mediate the effects of engagement on graduation. Overall, administrators and faculty should aim to foster educational practices associated with student-faculty interaction and personal development in their classrooms.

5:30 PM – 8:30 PM
THURSDAY NIGHT EVENT
Meet in Hotel Lobby
Barcelona Ballroom

A Review of Project Management Tools & Types

Geoff Matthews, Utah Valley University

Recently, Utah Valley University’s IR team had to replace their project management tool. We conducted a review of various project management tools that are available for free or subscription and how differed from one another, as well as what they had in common. This presentation will go over various tools that are available as a SaaS model, and a more in-depth look at the tool we selected.

Majorca Room

Integrating Student Tracking and Feedback to Guide Student Success

Edward Hummingbird, Director of Institutional Research, Effectiveness & Planning, Southwestern Indian Polytechnic Institute

This presentation will demonstrate how the Southwestern Indian Polytechnic Institute maps out a "student life cycle" and uses both tracking and feedback data to operationalize the life cycle map and suggest critical points for success interventions. The presentation will detail specific interventions suggested by the data, and discuss how these interventions impacted student success outcomes. The presentation will also discuss how the strategic planning process is used as the mechanism to link data with interventions.
Barcelona Ballroom

Central Washington University's evolution of a Data Warehouse Solution: A System Approach

Patrick Turner, *Data Warehouse Coordinator, Central Washington University*
Nicolas Valcik, *Executive Director, Central Washington University*

This presentation will be demonstration of CWU’s new re-engineered data warehouse which will feature both analytical and reporting capabilities. This project was undertaken due to identified deficiencies with the existing data warehouse that received Board of Trustees funding for re-engineering. The new project utilizes SAS and WebFocus to interact with PeopleSoft.

Majorca Room

Perkins performance Indicators, now and in the future

Bobbi Eichhorst, *Education Administrator, NM PED*

After living with Perkins IV for 13 years, the country finally has a revised Career Technical Education Act. Called Strengthening Career and Technical Education for the 21st Century, the new act keeps some important elements but changes others. Get a first look at important data elements that will be required for 2019-20 and beyond.
Academic Momentum and Traditionally Underrepresented Student Outcomes: Does 15-to-Finish Initiative Make A Difference?

Brent Drake, Vice Provost for Decision Support, University of Nevada, Las Vegas
John Crooker, Associate Vice Provost/ Director of IR, University of Nevada, Las Vegas
Qingmin Shi, Institutional Research Data Analyst, University of Nevada, Las Vegas
Christina Drum, Manager, IR Analytics and Metadata, University of Nevada, Las Vegas

Drawing on data from a first-time full time degree-seeking cohort starting in Fall 2014 at a public research university located in the southwest region of the United States, this study examines the relationship between an enrollment intensity program (15-to-Finish Initiative) and college retention and progression for traditionally underrepresented college students. The 15-to-Finish Initiative encourages full-time students to finish college faster by completing a full 15-credit schedule each semester, or 30 credits a year. Results indicate that the 15-to-Finish Initiative makes a significant difference in student retention and progression, especially for traditionally underrepresented first-generation, Pell, and racial and ethnic minority students.

A Study on University of Idaho Dual Credit Program

Yiyang Zhu, Programmer/Analyst, University of Idaho

The presentation will discuss the impact of UI's Dual Credit Program over the years, from the perspective of both the students (academic performance, whereabouts upon high school graduation, etc.) and the university (enrollment, retention rate, graduation rate, etc.)
Special THANKS to our Sponsors!

**Platinum Sponsor**

Emsi is a labor market analytics firm that helps higher education professionals articulate their regional economic impact, align programs with local industry, give students a career vision, and track alumni outcomes. Emsi data include traditional labor market data, job postings, and online profiles and résumés. It is frequently cited in prominent publications, including Forbes, USA TODAY, The New York Times, and The Wall Street Journal. Visit us at economicmodeling.com.

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SAS helps you better serve your students and your institution by turning data into answers you can act on. More than 3,000 educational institutions rely on SAS' 44 years of experience as the worldwide leader in analytics to gain the fastest insight into critical areas like student performance, enrollment, retention, institutional advancement, and more. SAS is unmatched in giving you THE POWER TO KNOW®. Find out more at www.sas.com/ir.

Solve your graduate outcome data dilemma. With Graduate Outcome Metrics, institutions can access the largest source of authentic, up-to-date employment and income information to glean insight on graduates and programs. Equifax helps alleviate the pain of traditional data collection methods – surveys, calls, etc. – offering stakeholders better output. Learn more by contacting GradOutcomes@equifax.com.

**Silver Sponsor**

The National Student Clearinghouse® relieves the administrative burdens and costs related to student data reporting and exchange. We are a nonprofit and nongovernmental organization and the leading provider of educational reporting, data exchange, verification, and research services. Our work — performed in a trusted, secure, and private environment — provides numerous time- and cost-saving benefits to students, schools, administrators, and requestors. Find out more at https://studentclearinghouse.org.

**Special Thank You**

RISC is the only survey that directly asks students about the problems they face in college. The survey effectively pinpoints more than 80 specific areas where your college can act to improve student success, such as academic advising, course registration, financial aid, online classes, and tutoring. Find out more at https://www.risc.college/
Thank You 2017-2018 Leadership

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**Past President**  
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Quinn Koller, Utah Valley University

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Mary Beth Worley, Doña Ana Community College

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Dawn Kenney, Central New Mexico Community College