

North Carolina

Association for Institutional Research



Partnerships for Problem Solving

Hilton Wilmington Riverside
Wilmington, NC
March 14-16, 2016
Conference Program

<i>Monday, March 14, 2016</i>		NCAIR Schedule at a Glance		
7:30 AM	5:00 PM	Registration - Cape Fear Registration Desk		
8:00 AM	5:00 PM	Sponsors - Cape Fear Lobby		
8:00 AM	4:30 PM	IPEDS workshop - Carolina		
8:30 AM	12:00 PM	Training workshop (Statistics) - Skinner		
1:00 PM	4:30 PM	Training workshop (Excel) - Skinner		
4:30 PM	5:00 PM	Newcomers Meeting - Bellamy		
4:30 PM	5:00 PM	Presenters Meeting - Dudley		
5:00 PM	6:00 PM	Reception - Cape Fear Lobby		
6:15 PM	7:45 PM	Dinner/Keynote - Cape Fear Salon A		
8:00 PM	11:00 PM	Hospitality Suite open - Room #331		
<i>Tuesday, March 15, 2016</i>		Carolina	Dudley	Latimer
7:00 AM	8:00 AM	Breakfast Buffet - Cape Fear Salon A		
8:00 AM	12:00 AM	Registration - Cape Fear Registration Desk		
8:00 AM	5:00 PM	Sponsors - Cape Fear Lobby		
8:00 AM	8:45 AM	Analytics: Reflective to Predictive	Effort Analysis: Past, Present, and Future	Looking Beyond First Year Student Success
8:55 AM	9:40 PM	Effective IR Communication	Partnership for a Universal Way to Authentically Measure Critical Thinking	Higher Ed Profiles Transforms Program Review Reporting
9:40 AM	10:00 AM	Morning Break - Cape Fear Lobby		
10:00 AM	10:45 AM	Creating Interactive Dashboards with SAS Visual Analytics	Writing a Successful SACS Fifth Year Report	Beyond Student Rating of Instruction
10:55 AM	11:40 AM	Learn how to benchmark your institution against your peers with U.S. News Academic Insights!	Capacity Building through the North Carolina Community College Excellence in Research and Analytics	Take the Bull by the Horns; Together Simplify the Planning and Assessment Process
11:45 PM	1:15 PM	Lunch/Speaker - Cape Fear Salon A		
1:20 PM	2:05 PM	Making Data Analysis More Accessible – The Development and Support of Reporting Models that Empower End Users	Improving QEP Assessment Through Collaborations	The College Scorecard: A Step Toward Transparency or Oversimplified View of Higher Education?
2:15 PM	3:15 PM	How Digital Data Strategy is Elevating IR and Improving Student Outcomes	A New Program to Support First-Year Student Persistence: Preliminary Results	Does where you start determine if you finish?
3:15 PM	3:45 PM	Afternoon Break - Cape Fear Lobby		
3:45 PM	4:30 PM	IPEDS Update	One-Two Punch: How We Teamed Up To Whip General Education Outcomes Into Shape!	A Simpler Path to Meaningful Assessment Data
4:40 PM	5:25 PM	The Final Frontier: Fully Automated Reporting	Using technology and incentives to increase survey response	First-Year Retention within the University and within the Majors at the NCAT
8:00 PM	11:00 PM	Hospitality Suite open - Room #331		
<i>Wednesday, March 16, 2016</i>				
7:30 AM	8:30 AM	Breakfast Buffet - Cape Fear Salon A		
8:30 AM	9:15 AM	4 yr. public institutions	Community Colleges	4 yr. private institutions
9:30 AM	10:00 AM	General Business Session - Cape Fear Salon A		
10:00 AM	10:15 AM	Drawing for prizes - Cape Fear Salon A		

Welcome to the 43rd NCAIR Annual Conference!

It is my pleasure to welcome you to the Hilton Wilmington Riverside for the 2016 Annual Conference of the North Carolina Association for Institutional Research (NCAIR). Our program chair, Tim Metz, and the planning committee have organized an excellent conference with timely and informative sessions and workshops. I hope you'll take the time to let Tim and other committee members know how much we all appreciate their hard work.

I want to thank all members, guests, presenters, and sponsors for their participation. It is from your partnership and collaboration that helps to make this conference and NCAIR great.

The executive and the planning committee would like to acknowledge the important role of our sponsors in sharing their expertise, insight, and support to our members. Please stop by our sponsors' booths to learn more about their products and services. While there, please let them know you appreciate their support.

I would especially like to welcome all of our new NCAIR participants! We have much to share and to learn from each other and I know the conference offers many networking opportunities. NCAIR members take great pride in their collegiality, professionalism, and expertise. Please take advantage of the opportunity to make new friends, renew old acquaintances, discover shared interests, and grow professionally.

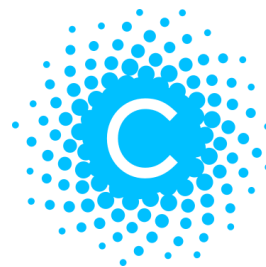
I look forward to meeting you.

Rob Springer
NCAIR President

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Visit our website for more
 information about the
 NCAIR 2016 Summer Drive-In
 and NCAIR 2017 Conference

www.ncair.net

Conference Tracks

Each concurrent session is part of a conference track. Concurrent session listings in this program are marked with one of the abbreviations below.

AS—Assessment and Effectiveness
 CI—Current Issues in Higher Education
 EC—Effective Communication
 PO—Planning and Organization
 R—Research
 TT—Technology and Training

Plenary Speakers

KEYNOTE SPEAKER

Dr. Michael Rappa

Founding Director of the Institute for Advanced Analytics
Professor, North Carolina State University



The conference opens with a Welcome Reception at 5pm Monday, March 14th followed by the Keynote dinner address given by Dr. Michael Rappa, professor and founding director of the Institute for Advanced Analytics, and a member of the faculty in the Department of Computer Science at North Carolina State University.

Dr. Rappa has over 25 years of experience working across academic disciplines at the nexus between management and computing. An accomplished researcher and instructor, his passion is to bring an entrepreneurial and forward-thinking mindset to innovation in higher learning. His current role is to prepare a new generation of data savvy professionals for leadership in a digital world.

TUESDAY LUNCHEON SPEAKER

Dr. Rigoberto J. Rincones-Gómez

Assistant Provost, University of North Carolina at Wilmington



Dr. Rincones brings over two decades of experience leading efforts that had significantly increased the academic performance of students and improved the overall merit of institutions of higher learning, both nationally and internationally. He has published more than 50 refereed journal articles, designed and facilitated more than 100 workshops in 10+ countries, and co-authored several books, the most recent, Collaborative Evaluations: Step-by-Step.

He is a proponent of collaboration in all aspects of his work as he has found this to be one of the cornerstones for leading change and making a difference. He is currently facilitating the development a comprehensive student success agenda driven by the integration of predictive analytics and strategic levers that bolster institutional performance.

Monday, March 14, 2016

Monday – March 14, 8:00 am–4:30 pm

PRE-CONFERENCE WORKSHOP

Title: IPEDS Workshop

Location: Carolina Room

Presenter: Mary Ann Coughlin and Donyell Francis

The **Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies** workshop is intermediate level Keyholder training that is designed for individuals who lead the IPEDS data submission cycle on their campus and have done so for at least one full reporting cycle.

Using IPEDS as a focus, participants will:

- Learn IR best practices and technical efficiencies in data management through Excel (e.g., pivot tables, merging data, custom formulas, and filters);
- Examine multiple options for IPEDS submission (manual entry, .csv file upload, and XML);
- Learn how to use benchmarking data to address key institutional questions and needs.

Participants should have experience using the IPEDS Data Center to retrieve data and a working knowledge of Excel (e.g., how to create basic formulas and sort data). This workshop will not review IPEDS survey component submission instructions nor cover basic benchmarking concepts (though intermediate topics are covered).

*This Workshop curriculum is intended for both officially designated IPEDS Keyholders as well as individuals that serve in a secondary (proxy Keyholder) role assisting the official IPEDS Keyholder in the data collection/entry process.

Why Attend the 2016 AIR Forum in New Orleans?

The AIR Forum, the Association's annual conference, is the world's largest gathering of higher-education professionals working in institutional research, assessment, planning and related postsecondary education fields. This four-day conference includes more than 300 presentations by colleagues representing all sectors of higher education and an exhibit hall featuring the latest tools and resources to support data use for decision making.

Monday, March 14, 2016

Monday – March 14, 8:30 am–12:00 pm

PRE-CONFERENCE WORKSHOP

Title: Introduction to Statistics for University Business Reporting

Location: Skinner Room

Presenter: Deborah Derden and Matthew Peeler

Introduction to Statistics for University Business Reporting is a half-day training workshop (8:30am – 12:00pm) offered by NCAIR for \$25. Participants will be introduced to common statistical analyses and software.

This workshop is limited to 25 participants. Registration is available through the conference registration site, <https://ncair2016.eventbrite.com>

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

Monday – March 14, 1:00 pm–4:30 pm

PRE-CONFERENCE WORKSHOP

Title: Introduction to Essential Microsoft Excel Functions for University Business Personnel

Location: Skinner Room

Presenter: Elizabeth Cooper and Tracy Gunn

Introduction to Essential Microsoft Excel Functions for University Business Personnel is a half-day training workshop (1:00-4:30pm) offered by NCAIR for \$25. Participants will build on their knowledge of basic Excel functions through hands-on experience using time-saving functions and formulas. Mathematical and statistical functions (SUM, SUMIF, COUNT, COUNTIF, MAX, MIN, AVERAGE, RANK, etc.), logical functions (IF, AND, FALSE, TRUE, etc), date and time functions, lookup and reference functions (MATCH, VLOOKUP), information functions (ISERROR, ISNA, ISBLANK, TRIM, etc.), filtering, sorting, connecting data across multiple sheets in a workbook, creating pivot tables, and numerous Excel tips will be covered.

This workshop is limited to 25 participants. Registration is available through the conference registration site, <https://ncair2016.eventbrite.com>

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

Monday, March 14-2016

Monday – March 14, 7:30 pm - 5:00 pm	REGISTRATION	Cape Fear Registration Desk
Monday – March 14, 8:00 pm - 5:00 pm	SPONSORS	Cape Fear Lobby
Monday – March 14, 4:30 pm - 5:00 pm	NEWCOMERS MEETING	Bellamy Room
Monday – March 14, 4:30 pm - 5:00 pm	PRESENTER & FACILITATOR MEETING	Dudley Room

Reception : 5:00 pm—6:00 pm

Cape Fear Lobby

Dinner and Keynote Address : 6:15 pm—7:45 pm

Keynote Speaker: Dr. Michael Rappa

Cape Fear Salon A

Monday - March 14, 8:00 pm - 11:00pm	HOSPITALITY SUITE	Room #331
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Tuesday, March 15, 2016

Tuesday – March 15, 7:00 am - 8:00 pm	BREAKFAST	Cape Fear Salon A
Tuesday – March 15, 7:30 am - 12:00 pm	REGISTRATION	Cape Fear Registration Desk
Tuesday – March 15, 8:00 am - 5:00 pm	SPONSORS	Cape Fear Lobby

Concurrent Sessions: 8:00 am - 8:45 am

Tuesday – March 15, 8:00 am - 8:45 am**Title: Analytics: Reflective to Predictive****Presenters: David Onder, Western Carolina University****Casey Iannone, Campus Labs**

Facilitator: Tim Metz, Western Carolina University

Carolina Room**Track—TT**

As the spotlight for increased transparency and accountability continues to shine upon higher education, a need for more granular data regarding student retention and graduation has become a critical component in the decision-making process for both faculty and staff. Developing an extensive program-level retention and graduation report is needed to inform faculty and staff as to the outcomes of their efforts and how to improve for the future. And while this kind of data is great for reflection and summative assessment, there has become an increasing need for data to become more predictive so preventative steps may be taken in a more formative assessment style. This session will explore the reporting of program-level retention and graduation and what the future holds for more predictive insights through the use of data mining and machine learning.

Tuesday – March 15, 8:00 am - 8:45 am**Title: Effort Analysis – Past, Present, and Future****Presenter: Libby Joyce, Duke University**

Facilitator: Michael Hadley, Methodist University

Dudley Room**Track—AE, PO**

To improve our understanding and effectiveness of the business of higher education, analysis is essential. We see faculty workload analysis as an iterative learning process, with past, present, and future needs. These practices are meant to help align our costs with our activity. This presentation will explore a school-level approach to faculty workload reporting and steps used for workload projections.

Tuesday – March 15, 8:00 am - 8:45 am**Title: Looking Beyond First Year Student Success****Presenters: Jeffrey E Collis, UNC Greensboro****Jon MacMillan, Rapid Insight Inc.**

Facilitator: Cathy Ziegler, Appalachian State University

Latimer Room**Track—AE, CI, TT**

Often, the focus with student success is around retaining first-year students. UNCG wanted to take a broader approach to student success by expanding their retention efforts to include upperclassmen. In this presentation, Jeffrey Collis and Jon MacMillan will talk about their collaborative effort they used in developing a full retention predictive model with Rapid Insight Analytics. The model that has been developed provides the probability of retention for all currently enrolled students as well as incoming freshmen.

Concurrent Sessions: 8:55 am - 9:40 am

Tuesday – March 15, 8:55 am - 9:40 am**Title: Effective IR Communication****Presenter: Dan Cohen-Vogel, UNC-General Administration**

Facilitator: Alison Joseph, Western Carolina University

Carolina Room**Track—EC**

IR offices are critical decision support units for their institutions and key stakeholders. How do we reach our target audiences through the ever-growing swirl of activity and information? Dr. Cohen-Vogel will share some key principles of effective communication with decision makers and provide some examples of IR reports that follow those principles (and some that don't).

Tuesday – March 15, 8:55 am - 9:40 am**Title: Partnership for a Universal Way to Authentically Measure Critical Thinking****Presenter: Jessica Stowell, UNC-Asheville**

Facilitator: Jennifer Pauli, RTI International

Dudley Room**Track—AE**

UNC Asheville embarked on the adventure of the Inquiry ARC, its Quality Enhancement Plan (QEP), in 2011. Our goals were to measure critical thinking, implement faculty development and curricular changes to develop critical thinking in students and to do it in a way that work for all departments on campus. With great inclusiveness comes great challenges, some of which will be discussed in this session. A great partnership between faculty and administration, and between Humanities, Social Sciences and Natural Sciences has met these challenges head on and ended up with an assessment paradigm that not only has proved successful for our QEP, but which is influencing assessment across campus. Our paradigm is flexible, reliable, and scalable to any program or major student learning outcomes.

Tuesday – March 15, 8:55 am - 9:40 am**Title: Higher Ed Profiles Transforms Program Review Reporting****Presenter: Eric Spear, Higher Ed Profiles**

Facilitator: Billy Hutchings, Western Carolina University

Latimer Room**Track—AE, PO**

Like many colleges, a large multi-college community college district in California has traditionally produced Program Review data sheets in pdf form, one sheet for each program. While this method met the Program Review requirements, it was limited in that the program directors could not drill down, filter, or otherwise manipulate the data. Higher Ed Profiles built a tool that reproduced their Program Review data sheets, but also provided a means for data exploration. In addition to the expected and familiar program review data sheets, college faculty can now view measures like course success rates across student dimensions like age and ethnicity. They can compare these measures among departments and courses. The solution supports the school's equity plan goals regarding closing the achieving gap for traditionally under-represented student groups.

Morning Break***9:40 am—10:00 am******Cape Fear Lobby***

Concurrent Sessions: 10:00 am - 10:45 am

Tuesday – March 15, 10:00 am - 10:45 am**Carolina Room****Title: Creating Interactive Dashboards with SAS Visual Analytics****Track—TT****Presenters: Diane Marian, University of North Carolina General Administration****Eric Zwieg, University of North Carolina General Administration****Facilitator: Elizabeth Cooper, Methodist University**

This session will focus on the UNC General Administration's series of interactive and publically-accessible dashboard reports that were built using SAS Visual Analytics. The presentation will describe designing, building, testing, and publishing the dashboards. We will share our experiences and discuss the limitations we faced and the lessons we learned. Effective data visualization is a popular topic, and this presentation aims to be of interest to anyone thinking about creating or improving dashboards. Content will be a mix of information specific to the SAS Visual Analytics environment and advice that will be relevant to dashboards using any software.

Tuesday – March 15, 10:00 am - 10:45 am**Dudley Room****Title: Writing A Successful SACS Fifth Year Report****Track—AE****Presenter: Carol Ann Lydon, Blue Ridge Community College****Facilitator: Adriana Leche, Halifax Community College**

SACSCOC Accreditation processes can be overwhelming and confusing. This session will break the SACS Fifth Year Interim Report into understandable components and offer attendees a potential approach to tackling the Fifth Year with ease and confidence. The presentation will focus on the areas most cited by SACS and explain how our small community college with a one-person Research, Planning, and IE office was able to coordinate, delegate and oversee the implementation of a successful Fifth Year Interim Report.

Tuesday – March 15, 10:00 am - 10:45 am**Latimer Room****Title: Beyond Student Rating of Instruction****Track—AE****Presenter: Brian Hopewell, Academic Management Systems****Facilitator: Ginny Moench, Winston-Salem State University**

Student-ratings-of-instruction, often referred to as "course evaluations", are an unavoidable fact of administrative life in higher education. Institutions don't have a choice about doing them—The choice is to do them well or poorly. This presentation will cover the process and practices that a college, university, or professional school can adopt to increase the likelihood that student ratings will be done well.

Concurrent Sessions: 10:55 am - 11:40 am

Tuesday – March 15, 10:55 am - 11:40 am**Title: Learn how to benchmark your institution against your peers with U.S. News Academic Insights!****Presenter: Megan Trudeau, US News**

Facilitator: Libby Joyce, Duke University

**Carolina Room
Track—TT**

U.S. News Academic Insights is the top peer benchmarking and performance assessment tool in Higher Education. Containing unpublished rankings and data, Academic Insights allows college, university and graduate school administrators the ability to create custom peer groups and compare their relative performance to that of others. Data can be visualized using Academic Insights unique data presentations or exported as reports or in raw form. Institutional Research professionals can access the Download Center to export large data sets. This session will show IR professionals how to use Academic Insights for benchmarking and reporting to Senior Leadership.

Tuesday – March 15, 10:55 am - 11:40 am**Title: Capacity Building through the North Carolina Community College Excellence in Research and Analytics****Presenters: Pamela Federline - College of The Albemarle****Dr. Brian Miller - Pitt Community College****Bill Schneider - North Carolina Community College System**

Facilitator: Christine Promin-Stein, Rowan-Cabarrus Community College

**Dudley Room
Track—AE, R**

The North Carolina Community College Excellence in Research and Analytics is a new effort to expand institutional research capacity at the colleges. The session will explain the seeds that led to a statewide effort to create a framework for capacity building in using data and analytics among institutional effectiveness, planning, and research staff across the 58 college North Carolina Community College System.

SAIR 2016 Conference in Charlotte, NC!

SAIR invites you to Charlotte, North Carolina for the 2016 SAIR Conference on October 8-11. The Westin Charlotte, our conference hotel, is located in the center of Charlotte's business, entertainment, and cultural district known as Uptown. This area is "the pulse of the city" with beautiful parks and green spaces, museums, Fortune 500 businesses, and sports and entertainment areas. Plan on arriving early to explore the "Queen City"!

The call for proposals will go out in April.

Tuesday – March 15, 10:55 am - 11:40 am

**Latimer Room
Track—PO**

**Title: Take the Bull by the Horns; Together Simplify the
Planning and Assessment Process**

Presenter: Cheryl Pulliam, Carolinas College of Health Sciences

Facilitator: Nancy Floyd, North Carolina State University

Everything seemed to be converging – our need to redesign and simplify our planning and assessment process and our parent organization's adopting a new way of planning.

At Carolinas College of Health Sciences (CCHS), we were being bombarded with all types of plans and assessments that had to be completed throughout the year – Carolinas HealthCare System (CHS) plans, CCHS institutional effectiveness plans, CCHS strategic plans, specific CCHS leadership initiatives just to name a few. How could we keep the multitude of objectives straight? Was there a more efficient and effective way to provide useful plans and assessments?

At the same time, our parent organization, CHS, was beginning to engage in A-3 planning. Was there a way to align our planning with the System's resulting in a single plan that could fulfill all these needs? We decided that together as a College we could take the bull by the horns and simplify. The result? A process that culminates in an overall one-page A-3 plan and assessment for our College.

During this session we will walk you through the process we undertook to combine our plans, and we will share with you the components of our planning and assessment process as well as our final product.



Luncheon with Dr. Rigoberto J. Rincones-Gómez

11:45 am—1:15 pm

Cape Fear Salon A



Concurrent Sessions: 1:20 pm - 2:05 pm

Tuesday – March 15, 1:20 pm - 2:05 pm

Title: Making Data Analysis More Accessible – The Development and Support of Reporting Models that Empower End Users

Presenters: Evan Widney, M.A., Duke University

Jennifer Hill, Ed.D., Duke University

Facilitator: David Goins, University of North Carolina at Charlotte

**Carolina Room
Track—AE, CI, PO**

Campus partnerships evolve and institutional reporting needs change. When campus partners express a desire for added flexibility and functionality in our reports, we may be asked to rethink the way we deliver data to end users - but how do we successfully make that transition once we've found a "better way"?

In this presentation we discuss evolving reporting needs and the transition from a flat pdf report structure to a dynamic reporting interface that provides accessible analytic power to our end users. This includes methods for sharing confidential data across a diverse audience who have a variety of goals, needs and technical proficiencies. We will also discuss technical and administrative support models for end users, challenges with data structure and security, and strategies for migrating widely used – and historically static – reports to a new dynamic web interface. Demonstrations will pull from experiences on Duke's campus regarding the evolution and migration of pre-major advising data from flat PDF reports hosted internally to dynamic reports created and shared through the data visualization software, Tableau.

Tuesday – March 15, 1:20 pm - 2:05 pm

Title: Improving QEP Assessment Through Collaborations

Presenters: Ms. Maren Hess, Campbell University

Dr. Jennifer Latino, Campbell University

Facilitator: David Onder, Western Carolina University

**Dudley Room
Track—AE**

In this session, the presenters will describe how Campbell University has incorporated information literacy and library resources learning outcomes into the QEP by means of a first year seminar (FYS). Participants will be provided with examples of the methods of assessment for the direct and indirect measurements of an information literacy learning outcome, as well as how different offices partner in this collaboration based on five years of FYS course data.



Tuesday – March 15, 1:20 pm - 2:05 pm

Title: The College Scorecard: A Step Toward Transparency or Oversimplified View of Higher Education?

Presenter: Casey Iannone, Campus Labs

Facilitator: Mary Heuser, Central Piedmont Community College

**Latimer Room
Track—CI**

The release of the College Scorecard has garnered many responses from those throughout the higher education community. Those that are critical of the Federal Government's new tool worry about the conclusions perspective students, family and various constituents will draw from such statistics, simply confusing correlation with causation, while others praise the tool for a step in the right direction toward further transparency and clarity.

This discussion group will look to examine the impact and shortcomings that come along with evaluating education in terms of dollar and cents, how institutions are responding to this shift in value and outcomes of education, what ways can institutions provide aggregate data for a more contextualized perspective as to the benefits and outcomes of higher education and what are the potential impacts for reporting in the coming years.

Concurrent Sessions: 2:15 pm - 3:15 pm

Tuesday – March 15, 2:15 pm - 3:15 pm

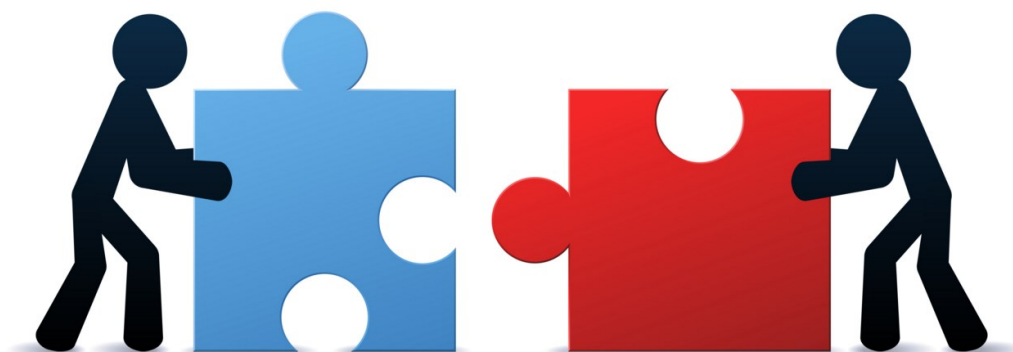
Title: How Digital Data Strategy is Elevating IR and Improving Student Outcomes

Presenter: Matthew Milliron, Civitas Learning

Facilitator: Julie Santiago, University of Mount Olive

**Carolina Room
Track—AE, R, TT**

In this new world of learning analytics, the field of institutional research is moving from static data and descriptive analytics to real-time data and predictive insights, allowing IR professionals to paint an even more vivid picture of student success and progress across the institution. This session focuses on digital data strategies and tools that are enabling institutional researchers with access to a more complete and cohesive picture of student retention, progression, and success trends than at any time in the field's history.



Concurrent Sessions: 2:15 pm - 3:15 pm

Tuesday – March 15, 2:15 pm - 3:15 pm**Title: A New Program to Support First-Year Student Persistence:
Preliminary Results****Presenters: Jason Pierce, Ph.D., Mars Hill University****Suzanne Klonis, Ph.D., Mars Hill University**

Facilitator: Rick Sears, Appalachian State University

**Dudley Room
Track—AE, CI, PO, R**

Mars Hill University's First Year Connections initiative was launched in the fall 2015 term. First-time, full-time students with unmet financial need were randomly assigned to two groups. Students in the first group were provided with 10 hour/week institutional work-study awards, a longstanding practice at MHU. Students in the second group were provided with grants of equal value that required recipients to spend 10 hours per week participating in activities that evidence suggested could improve student outcomes (e.g., financial literacy workshops, intrusive advising, peer tutoring, supplementary instruction, community engagement activities). MHU administrators will present preliminary data on the initiative. (The presentation is a follow-up to a presentation made at the 2015 NCAIR Conference.)

Tuesday – March 15, 2:15 pm - 3:15 pm**Title: Does where you start determine if you finish?****Presenters: Josh Pretlow, UNC-GA****Darren Smith, UNC-GA**

Facilitator: Heather Langdon, Appalachian State University

**Latimer Room
Track—R**

This research paper utilizes propensity score analysis to examine the effect of beginning post-secondary education at either a NCCCS or UNC institution. We will discuss the data involved (from UNC-GA, NCCCS, DPI, SEAA, NSC, and SAT), merging the files, analysis (propensity score), and the results. This project was carried out in response to the North Carolina Guaranteed Admission Program (NCGAP) legislation so implications for policy will also be discussed.

Afternoon Break***3:15 pm—3:45 pm******Cape Fear Lobby***

Concurrent Sessions: 3:45 pm - 4:30 pm

Tuesday – March 15, 3:45 pm - 4:30 pm**Title: IPEDS Update****Presenter: Jamie Isaac, RTI International**

Facilitator: Rob Springer, Elon University

Carolina Room**Track—PO**

RTI International works closely with NCES in the conduct of the IPEDS data collection, including management of the IPEDS Help Desk, conducting the Technical Review Panels (TRPs), and data reporting. RTI staff will present a general update on IPEDS and review recent and forthcoming changes. Topics for discussion include proposed changes to current and future data collections, and current R&D projects of interest to the IR community.

Tuesday – March 15, 3:45 pm - 4:30 pm**Title: One-Two Punch: How We Teamed Up To Whip General Education Outcomes Into Shape!****Presenters: Laura R. Crist, Winston-Salem State University****Virginia F. Moench, Winston-Salem State University****Dr. Becky J. Mussat-Whitlow, Winston-Salem State University****Allyson W. Wood, Winston-Salem State University**

Facilitator: Kim Fath, Elon University

Dudley Room**Track—AE**

A “One-Two Punch” refers to an especially effective combination of two things (for example, Collaboration + Process Improvement = Success). Over the past several years, we partnered with faculty members and the Center for Excellence in Teaching and Learning (CETL) to make improvements to our General Education Outcomes (GEO) program and processes. This presentation will discuss how we developed rubrics for our seven outcomes, published training manuals as a resource for faculty, and enhanced our data collection method. We will recount anecdotes of challenges we encountered and discuss the solutions we implemented. Finally, we will reveal our new approach to data analysis and dissemination.

Tuesday – March 15, 3:45 pm - 4:30 pm**Title: A Simpler Path to Meaningful Assessment Data****Presenter: Ben Coulter, Ed.D., Taskstream**

Facilitator: Kay Turpin, Western Carolina University

Latimer Room**Track—AE, TT**

As the technology partner for AAC&U's VALUE initiative, including the Multi-State Collaborative (MSC) to Advance Learning Outcomes Assessment, Taskstream provides technical guidance and the infrastructure to support faculty-driven assessment of student learning based on student work samples from two- and four-year institutions in 16 states across the country scored using VALUE rubrics. Join us see the user-friendly technology, Aqua by Taskstream, that enabled AAC&U and the MSC to execute its vision and to hear case studies of how institutions are using Aqua to support gen ed assessment at their institutions.

Concurrent Sessions: 4:40 pm - 5:25 pm

Tuesday – March 15, 4:40 pm - 5:25 pm

Title: The Final Frontier: Fully Automated Reporting

Presenters: Johnny Lail, Western Carolina Univ.

Jon MacMillan, Rapid Insight Inc.

Facilitator: Tim Metz, Western Carolina University

**Carolina Room
Track—AE, PO, TT**

Although space is often said to be the final frontier, the IR department at Western Carolina University also believes a fully automated retention reporting system is just as exciting.

In this presentation, learn how IR Analyst Johnny Lail took on the quest of automating their retention reports and the challenges he overcame while learning new reporting tools and the Banner SIS at the same time. Johnny will talk about his use of Rapid Insight reporting software and his collaborative efforts with the services team at Rapid Insight to push the capabilities of the software to achieve his goals. Joining Johnny will be Jon MacMillan from Rapid Insight to share some of the product feature requests that Western Carolina needed in their quest for fully automated reporting.

Tuesday – March 15, 4:40 pm - 5:25 pm

Title: Using Technology and Incentives to Increase Survey Response

Presenters: Dr. Christine Promin-Stein, Rowan-Cabarrus Community College

Matthew Peeler, Rowan-Cabarrus Community College

Facilitator: Amy Barmer, RTI International

**Dudley Room
Track—AE, R**

We increased student participation by over 80% in one year. We increased our overall response rate by 14%. We accomplished this by utilizing incentives and using multiple forms of communication. We sent out an email soliciting feedback for our student satisfaction survey. We incentivized students using the reward of two \$50 Visa gift cards. We received over 500 responses. Next we utilized regroup to send a text message to our students reminding them of the survey. Within two days of texting our students, we had over 1,000 responses and multiple phone calls from students as to how they could get their \$50 gift card. By the end of the month we had over 1500 responses, a stark difference from the previous year's 274 responses. What strategies does your campus use to increase student survey participation?



Tuesday – March 15, 4:40 pm - 5:25 pm

Title: First-Year Retention within the University and within the Majors at the NCAT

Presenters: William B. Zhang, NC A&T State University

Lucy Dai, NC A&T State University

Facilitator: Billy Hutchings, Western Carolina University

**Latimer Room
Track—R**

In this research, we study what factors have impacts on students' first-year retention at the NCAT. We examine the first-year retention of those first-time, full-time undergraduate students enrolled in the NCAT in Fall 2012, Fall 2013 and Fall 2014.

We conduct logistic regression models to predict students' probability to persist to the second year in our institution, and also their chance of retention within their major after their first year of study. The predictor variables are composed of the following four groups, group1: students' high school academic performance, including SAT score and high school GPA, group2: demographic and socio-economic characteristics, including gender, ethnicity, first-generation college students, top feeder high schools, top-feeder counties in NC and low-income students, group3: students' academic performance at the NCAT measured by their first-term GPA, and group4: students' activities at the NCAT measured by college, whether in STEM majors, taking remedial education courses, taking online courses and participating in the New Student Orientation and other activities organized by the university. Stepwise regression is utilized to select the significant predictor variables.

Dinner on Your Own

Hospitality Suite: 8:00 pm —11:00 pm

Room #331



Wednesday, March 16, 2016

Breakfast

7:30 am—8:30 am

Cape Fear Salon A

Wednesday – March 16, 8:30 am - 9:15 am
Title: Special Interest Group—UNC System
 Facilitator: Dan Cohen-Vogel, UNCGA

Carolina Room

Wednesday – March 16, 8:30 am - 9:15 am
Title: Special Interest Group—Community Colleges
 Facilitators: Matt Peeler, Rowan-Cabarrus Community College
 Carol Ann Lydon, Blue Ridge Community College

Dudley Room

Wednesday – March 16, 8:30 am - 9:15 am
Title: Special Interest Group—Private/Independent Institutions
 Facilitator: Rob Springer, Elon University

Latimer Room

Wednesday – March 16, 9:30 am - 10:00 am

General Business Session

**Cape Fear
Salon A**

Wednesday – March 16, 10:00 am - 10:15 am

Drawing for prizes

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Location

- Charter: Chapel Hill: UNC General Administration
1. Charlotte: Downtowner East
 2. Winston-Salem: Hyatt House
 3. Boone: ASU Center for Continuing Education
 4. Greensboro: Holiday Inn Four-Seasons
 5. Asheville: Great Smokies Hilton
 6. Charlotte: Sheraton
 7. Raleigh: Royal Villa
 8. Wrightsville Beach: Holiday Inn
 9. Charlotte: Quality Inn Downtown
 10. Raleigh: Plantation Inn
 11. Burlington: Burlington Inn
 12. Wrightsville Beach: Sheraton
 13. Kill Devil Hills: Ramada Inn
 14. New Bern: Sheraton Hotel and Marina
 15. Southern Pines: Sheraton Inn
 16. High Point: Radisson
 17. Atlantic Beach: Sheraton
 18. Wilmington: Hilton
 19. Myrtle Beach, SC: Landmark Hotel
 20. Atlantic Beach: Sheraton
 21. Asheville: Grove Park Inn
 22. Charlotte: Marriott Executive Park
 23. Nags Head: Ramada Inn
 24. Clemmons: Ramada Limited
 25. New Bern: Sheraton Grand
 26. Myrtle Beach, SC: Wyndham Oceanfront Golf
 27. Asheville: Great Smokies Holiday Inn Sun Spree Resort
 28. Atlantic Beach: Sheraton Atlantic Beach Ocean Front Hotel
 29. Greensboro: Four Season Sheraton
 30. Elon: Elon University
 31. Sunset Beach: Sea Trail Golf Resort and Conference Center
 32. Charlotte: Sheraton Airport
 33. Boone: Broyhill Inn and Conference Center
 34. Wilmington: Riverside Hilton
 35. Asheville: Renaissance Asheville Hotel
 36. Southern Pines: Pine Needles Lodge & Golf Club
 37. Kitty Hawk: Hilton Garden Inn
 38. Boone: Broyhill Inn and Conference Center
 39. Winston-Salem: Graylyn International Conference Center
 40. Charleston, SC: Francis Marion Hotel
 41. Concord: Embassy Suites Hotel
 42. Asheville: Double Tree Hotel by Hilton
 43. Wilmington: Hilton Wilmington Riverside

Dates

- January 24, 1973
- October 31 – November 1, 1973
- November 6-7, 1974
- November 5-6, 1975
- November 3-4, 1976
- November 2-3, 1977
- November 1-2, 1978
- October 31 – November 1, 1979
- November 12-14, 1980
- October 28-30, 1981
- November 10-12, 1982
- April 4-6, 1984
- May 14-16, 1985
- April 30 – May 2, 1986
- April 22-24, 1987
- March 28-30, 1988
- April 2-4, 1989
- March 28-30, 1990
- April 3-5, 1991
- March 25-27, 1992
- March 24-26, 1993
- March 21-23, 1994
- March 6-8, 1995
- March 20-22, 1996
- March 25-27, 1997
- March 23-35, 1998
- February 22-24, 1999
- March 20-22, 2000
- April 13-14, 2001
- March 18-20, 2002
- March 26-27, 2003
- February 16-18, 2004
- March 9-11, 2005
- March 22-24, 2006
- March 5-7, 2007
- April 7-9, 2008
- March 16-18, 2009
- March 15-17, 2010
- April 4-6, 2011
- March 12-14, 2012
- March 3-5, 2013
- March 24-26, 2014
- April 13-15, 2015
- March 14-16, 2016

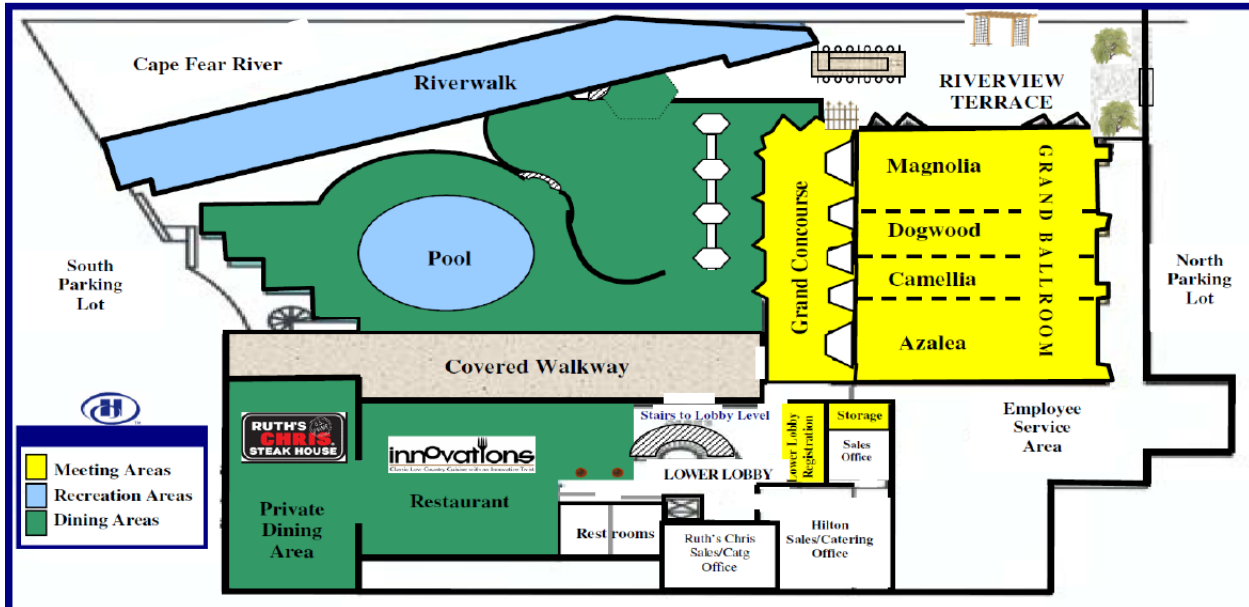


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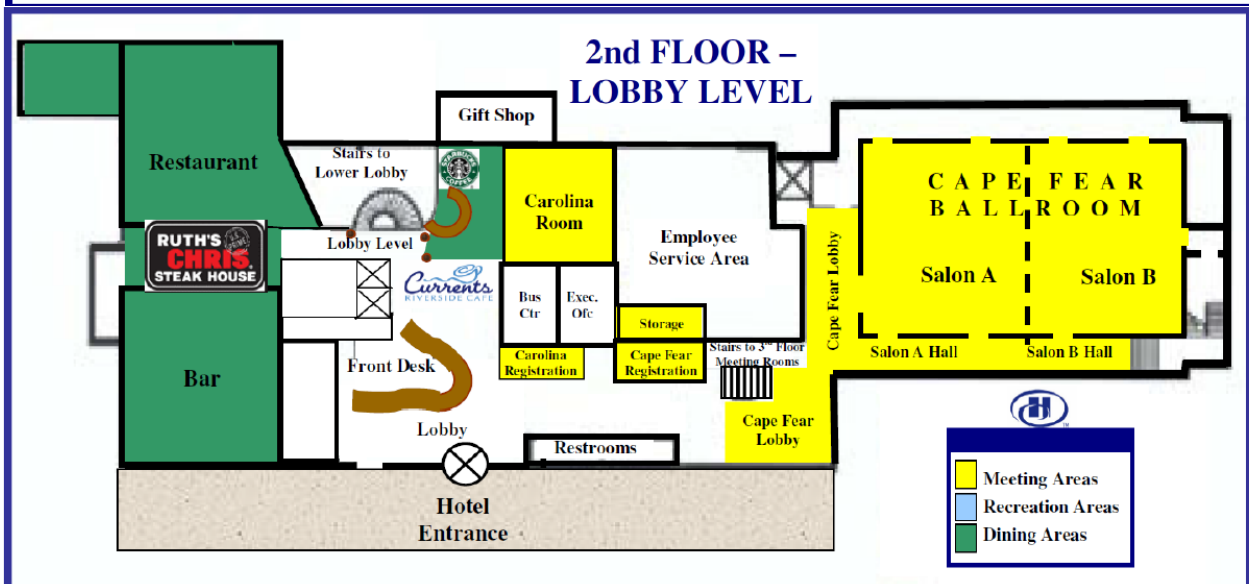
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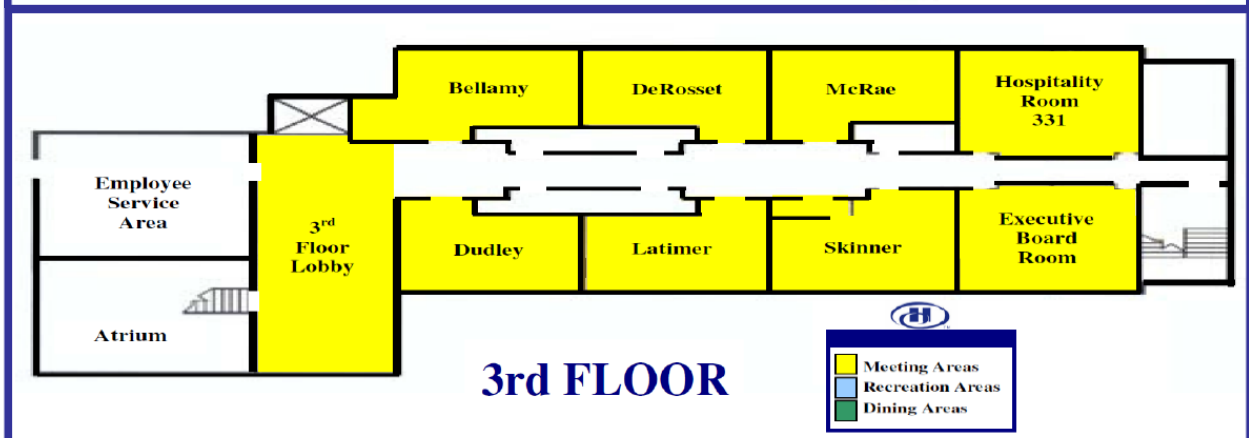
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