



Maryland Association for
Institutional Research
2018 Fall Conference

GOUCHER
—college—

*Data Matter:
The Why's and the How's*

Friday, October 26, 2018
Goucher College
Baltimore, MD

Registration and Breakfast—8:30-9:00 am, Dorsey College Center, Rosenberg Gallery
Welcome and Opening Session—9:00-9:50 am, Merrick Lecture Hall

Dr. Nassim Ebrahimi, Associate Vice President, Strategy, Planning and Effectiveness, Prince George's Community College and MdAIR President

Data and the New Learning Economy

Dr. José Antonio Bowen, President, Goucher College

"We are already in a new learning economy, where, thanks to this same explosion of knowledge creation and technology, most of what students will need to learn, they will need to learn after they leave our classrooms. What we know in our disciplines will remain important, but what we know about student learning and development will also grow in importance. The future will belong to self-regulating, life-long learners, and we now know how to create them."

(<http://josebowen.com/jblog/>)

Session I—10:00-11:00 am

Trying it All Together: Alignment Exercises for Effective Assessment, Athenaeum, Batza Room 448

Dr. Javarro Russell, Senior Assessment Strategist, Educational Testing Service (ETS)

Many institutions develop effective assessment components but fail to integrate those tactics into a comprehensive assessment system that informs decisions about improvement. In this session, we will explore the process of aligning learning outcomes, (co)curricular activities, and assessments for the purpose of improving student learning.

Workshop attendees will evaluate the quality of the alignment of their assessment processes and identify how that alignment impacts the inferences that can be made from assessment results.

Baby Steps Toward GDPR Compliance and Data Governance, Alumnae & Alumni House, Buchner Hall Room 127

Matthew Kibler, Director of Institutional Research & Assessment

Dr. Victor Sensenig, Chief of Staff & VP for Policy & Planning, Washington College

This session will be run in a round table format. The presenters will begin by giving a brief overview of the GDPR followed by the steps Washington College is taking to become GDPR compliant. The speakers will also discuss how they are leveraging this process to move the campus towards stronger data governance. Participants in the session will then be encouraged to engage in the discussion and share experiences with the GDPR on their campuses

Institutional Transformation: A Case Study, Athenaeum, Pinkard Room 426

Vinnie Maruggi, Director

Chris Hall, Planning & Research Analyst, Chesapeake College

In 2017, Chesapeake College launched a reorganization that included the creation of a new structure and realignment of student and academic services. At the request of the Board of Trustees, the College evaluated progress to date with the implementation. Institutional Research was involved in the process that included a survey to solicit feedback from faculty and staff and focus groups delve deeper into the themes that arose from the surveys. This presentation will describe IR's role in this unique undertaking along with the findings and results.

Session II—11:15 am-12:15 pm

Beyond Average Benchmarking - Use of the Delaware Cost Study data and Data Envelopment Analysis to Target Productivity Improvement and Promote Excellence in Resource Utilization, Alumnae & Alumni House, Buchner Hall Room 127

F. Thomas Eleuterio, *Program Manager, University of Delaware*

Using data from multiple, consecutive years of the Delaware Cost Study, our benchmarking models identify discipline-specific groups based on a department's use of faculty headcount. The associated costs are quantified and the productivity of the department is measured by the amount of teaching that is provided which is differentiated by faculty and course level. The amount of externally sponsored research and public service is also factored into the models. The quantification of efficiency is accomplished using data envelopment analysis (DEA), a well-established method which allows an examination of efficiency in resource utilization by the construction of a multidimensional efficiency frontier. The DEA efficiency frontier also known as the 'data envelope' provides an objective standard for which all programs can be compared based on their levels of teaching. For programs not operating at relative maximum efficiency, DEA may be used to suggest specific performance improvement targets.

Excellence in Assessment Designation: Lessons Learned during the Application Process, Athenaeum, Batza Room 448

Becky Verzinski, *Assistant VP for Assessment, Bowie State University*

Bowie State University was given the National Institute for Learning Outcomes Assessment (NILOA) Excellence in Assessment (EIA) designation in 2018. Participants will hear about the lessons learned in the application process and will be provided recommendations for preparing for the EIA application process. A question and answer session will also be a part of the presentation.

Lunch and Business Meeting—12:15-1:15 pm, Athenaeum, Hyman Forum

Session III—1:30-2:30 pm

They're doing WHAT with my data?! IR is Out of the Basement and Into the Boardroom, Alumnae & Alumni House, Buchner Hall Room 127

Dr. Nassim Ebrahimi, *Associate VP for Strategy, Planning, & Effectiveness, Prince George's Community College*

Dr. Jon Enriquez, *Director, Office of Research & Policy Analysis, Maryland Higher Education Commission*

Dennis J. Hoyle, *Senior Research Analyst, Maryland Independent College & University Association*

Ann Kellogg, *Director of Reporting Services & MHEC Liaison, Maryland Longitudinal Data System*

Brad Phillips, *Director of Policy Analysis & Institutional Research, Maryland Association of Community Colleges*

Ever feel like that caricature closeted number cruncher hunched over a manual adding machine plugging away at data no one will ever use? Well raise your head, folks! What you'll see is that the world has become fully vested (enamored even) in the concept of data-driven decision-making. This panel will uncover the mystery of who's using the information you produce and how. It will also lend insight into the changing perspective of your role and value in the policy-making arena.

Defining and Tracking "Innovative Learning," Athenaeum, Batza Room 448

Jennifer Causey, *Senior Research Analyst*

Elizabeth Peters-Kirk, *Institutional Research & Effectiveness Assistant, George Mason University*

George Mason University is invested in ensuring students graduate with essential experiences that go beyond their degree requirements. However, it is sometimes difficult to capture the breadth of a student's experience. This talk will illustrate how Mason objectively defined these experiences in their Strategic Plan, and how collaboration between Institutional Research and other offices tracked student involvement over time. We will also demonstrate how we use our interactive dashboards to promote future analyses with university officials.

Data Matter in Grant Proposal Writing, Athenaeum, Pinkard Room 426

Dr. Vell Lyles, *Research Analyst*

Patrick Kelleher, *Director of Planning, Community College of Baltimore County*

At the Community College of Baltimore County (CCBC), the Planning, Research and Evaluation Office dedicated a substantial portion of a research analyst's time to prepare data reports that inform the need and evaluation sections of grants. This presentation will cover grant structures for private, state and federal grants, data reports for each type of grant, and demonstrate how databases connected to the Student Enterprise System are used to provide a timely response to grant writers.

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Special thanks to Goucher College for co-sponsoring this year's fall conference!