



**Maryland Association for Institutional Research
2018 Spring Institute**

Story telling — Bringing Your Data to Life Part II

Friday, April 27, 2018

**Carroll Community College
Westminster, MD**

Registration—8:30-9:00 am

Welcome and Breakfast—9:00-9:45 am, Room K100

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

Hands-on Workshop—10:00-12:00 pm, Room: K207

Data Manipulation and Visualization in R

Laura Walker, *Institutional Research Data Analyst, University System of Maryland*

This session will introduce researchers to the R Programming language and the incorporation of common programming packages. Using R Studio, we will utilize IPEDS to conduct some basic analysis and produce visualizations. Attendees are encouraged to have some knowledge or experience with programming (e.g., SPSS, SAS, Python, R, etc.).

Session I—10:00-11:00 am

MSCHE Annual Institutional Update

Room: K100

Dr. W. Allen Richman, *Senior Director for Research, Middle States Commission on Higher Education*

The Annual Institutional Update (AIU), MSCHE's new annual data collection, will take place for the first time this August-September. Dr. Richman will provide a brief overview of the AIU and then open the floor for questions regarding the AIU.

Getting on the Fast Track: The Data Request Overhaul

Room: K116

Dr. Felicia Heru, *Research Analyst, Prince George's Community College*

IR offices are often the leaders on campus for data-based decision making yet frequently are unable to answer basic questions about their own offices concerning project completion, meeting deadlines and requestor satisfaction. This session will show a working example of how to address these concerns through use of a project management and tracking process. This process encompasses everything from request intake, prioritization, tracking, submission, and review. This session will provide a framework of how IR offices can develop these systems at their own institutions.

Session II—11:10-12:10 pm, Room: K100

Maryland Approved Program Completers System (MAPCS)—We Can Work Smarter

Dr. Barbara Schmertz, *Associate Director, Office of Research and Policy Analysis, Maryland Higher Education Commission (MHEC)*

The MHEC Data Advisory Group has worked together with the segments to develop a collection system for students who compete a Maryland Approved Professional Education Program that is more streamlined, requires less work (it replaces NTS) and makes sense in reporting. This collection will be unveiled for the first time. Collaboration does work!

Lunch—12:00-1:00 pm, Room: K100

Hands-on Workshop—1:15-3:15 pm, Room: K207

SAS Enterprise Guide: A Primer for IR Applications

Vinnie Maruggi, *Director of Institutional Research, Chesapeake College*

This session will introduce researchers to SAS Enterprise Guide, an application that blends the features of individual database and statistical software packages. Attendees are encouraged to have some knowledge of database management principles and applications.

Session III—1:15-2:15 pm

MSCHE Annual Institutional Update

Room: K100

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Self-Service Overhaul: Three Lessons Learned at Prince George's Community College

Room: K116

James Dick, *Research Analyst, Prince George's Community College*

In 2014, Prince George's Community College embarked on a process to allow individual department's access to enterprise data through our newly built data warehouse and business intelligence system. One year later, the system was severely underutilized and frustration was high. This presentation will discuss Prince George's Community College's self-service implementation, our challenges, and what we are doing to address them.

Session IV—2:30-3:30 pm, Room: K100

Return on Investment Analysis

Dr. Craig A. Clagett, *Vice President for Planning, Marketing, and Assessment, Carroll Community College*

Carroll Community College is experiencing continuing declines in enrollment with a turnaround not expected until 2025 at the earliest. The resulting fiscal challenges have prompted several actions, including an academic portfolio review, course management strategies, administrative efficiency studies, and economic impact assessment. With the help of consultants, the college has incorporated Return on Investment (ROI) analysis into each of these actions. This session will focus on these ROI strategies and their associated goals from the senior management perspective.

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