



Virtual Spring Institute 2022

Friday, April 29 via Zoom

Post-Pandemic Planning: A Return to the New Normal



Maryland Association for Institutional Research
4423 Lehigh RD Suite 337 | College Park, MD 20740

Welcome

On behalf of the Board, we welcome you to the Maryland Association for Institutional Research's 2022 Spring Institute! We are thrilled to host you virtually. Building on the success of previous meetings, the theme for this year is "Post-Pandemic Planning: Return to the New Normal." It is our hope that this focus on strategic planning will help our members navigate the unique challenges presented by the pandemic as well as address familiar institutional challenges through a new lens.

We would like to thank our speakers and presenters for their time, insights, and expertise. Your dedication to higher education, institutional research, and professional development is remarkable. We would also like to thank our members, without whom, this conference would not be possible. Finally, we are grateful to all those in attendance today. We truly appreciate your participation and support, and we hope you all have an excellent conference experience!

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Schedule of Events

9:00 – 9:10 Welcome Address

9:10 Legislative Update

Sara Fidler, *President*, Maryland Independent College and University Association

Brad Phillips, *Executive Director*, Maryland Association of Community Colleges

Barbara Schmertz, *Director of Research and Policy Analysis*, Maryland Higher Education Commission

10:15 Demographics: Telling Your Community's Story

Greg Works, *Director of Institutional Effectiveness*, Harford Community College

11:15 Roundtable – When Less is Less: The New Normal After the Great Resignation

Julia Conte, *Research Analyst*, Prince George's Community College

Shari Jurik, *Senior Research Analyst*, Prince George's Community College

Nancy Waressen, *Research Analyst*, Prince George's Community College

12:00 – 1:00 Lunch & Break-Out Rooms

1:00 Welcome Back

1:05 A Simple Model for Projecting Enrollment Post-COVID

Jeffrey Simmons, *Executive Director of Strategic Planning and Institutional Effectiveness*, Mount St. Mary's University

2:05 Challenges of Transitioning from Community College to a Remote 4-Year University Role

Taslina Akhtar, *Research & Assessment Data Analyst*, Loyola University Maryland

2:20 Strategic Planning Panel

Tracy D. Frey, *Assistant Vice President for Institutional Effectiveness and Academic Assessment*, Loyola University Maryland

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

Antionette Marbray, *Vice President for Legal Affairs, State and Federal Relations & Strategic Planning*, Stevenson University

Gregory C. Spengler, *Associate Vice President for Institutional Effectiveness*, University of Maryland, Baltimore

3:35 Closing Remarks

Session Descriptions and Presentation Abstracts

Legislative Update

Sara Fidler, Brad Phillips, Barbara Schmertz

This session provides an overview of policy that was (or was not) passed during the 2022 Maryland legislative session. It will cover relevant changes in laws and regulations affecting institutions of higher education throughout the state and provide updates regarding ongoing discussions and advocacy initiatives from our segmental representatives.

Demographics: Telling Your Community's Story

Greg Works

This presentation shows a framework for telling the story of the people in your community and what it means to your institution. We will discuss data sources, tools, methods, and how to relate the data to your institution's mission. This type of analysis is useful for advising institutional leadership, informing strategic enrollment management, and orienting new employees

Round Table – When Less is Less: The New Normal After the Great Resignation

Julia Conte, Shari Jurik, Nancy Waressen

During the pandemic, many workplaces experienced the Great Resignation, including assessment and institutional research offices. Many of us are returned to the “new normal” with fewer staff in our offices and in key stakeholder offices, more internal and external data requests, and smaller budgets overall. We will discuss our experience at Prince George's Community College and facilitate discussion about how to navigate our work with fewer resources. This session will heavily depend on audience participation, so come ready to share your experiences and any tips/pitfalls you have that can help others!

A Simple Model for Projecting Enrollment Post-Covid

Jeffrey Simmons

An Excel-based model will be presented that projects the fall enrollment based on current information, some historical data, and some key assumptions. We will walk through the three main modules to see how they work.

Challenges of Transitioning from Community College to a Remote 4-Year University Role

Taslima Akhtar

Transitioning from a community college to a 4-year university, I am working to settle into my role. There is much to learn and larger data sets to work with. Learning in a remote environment presents additional challenges. These are compounded when the IR department itself is transforming-- improving process efficiency in a remote environment. This includes incorporating new technologies. Adapting requires closely working with management and providing feedback from both sides. The learning curve is steep. It will take one to two years to settle into my role and to maximize efficiency. It requires dedication and patience from everyone.

Strategic Planning Panel

Tracy D. Frey, Patrick Keller, Antionette Marbray, Gregory C. Spengler

This session brings together four experts in strategic planning to discuss how institutions of higher education can navigate the post-Covid world. The panel will cover issues related to enrollment, employment, and longer-term adjustments in the wake of a global health crisis.

Speaker and Presenter Biographies

Taslima “Tes” Akhtar graduated with a Bachelor’s degree in Psychology and then went on to earn a Master’s degree in Industrial-Organizational Psychology in 2018. She worked in the Institutional Research office at Wayne County Community College in Michigan as a Research and Assessment Analyst. Tes’s work was centered around assessment, developing, distributing, and reporting student surveys, and automating projects on Tableau. Tes began her role as a Research and Assessment Analyst at Loyola University in November 2021, where she is focusing on internal assessments, reporting, and process improvement. Send questions to takhtar@loyola.edu.

Julia Conte is a Research Analyst in Analytics and Reporting at Prince George’s Community College. Prior to joining the College, she taught digital literacy and provided data support for a D.C. adult charter school. She holds Master’s degrees in both Public Policy and Social Work. Send questions to conteje@pgcc.edu.

Sara Fidler is President of the Maryland Independent College and University Association (MICUA). MICUA provides policy leadership, fosters cooperation, and liaises between Maryland's independent institutions and the State. Fidler also serves as the Managing Director of the Independent College Fund of Maryland, which works with Maryland's business to provide scholarships to students. Prior to joining MICUA, Fidler served as Counsel for the Maryland State Senate Education, Health, and Environmental Affairs Committee. She also served as a Principal Policy Analyst for the Department of Legislative Services and Co-leader of the Education Workgroup. Fidler graduated from Duke University in 1997, earned a J.D. from the University of Maryland, and was admitted to the Bar in 2001. Send questions to sfidler@micua.org and awaddick@micua.org.

Tracey Frey joined Loyola in 2009 to support institutional accreditation efforts for the 2010 Middle States Self-Study. She reported on progress for the 2008 strategic plan, coordinated the 2015 Middle States Periodic Review Report, and served on the drafting committee for the 2015-16 strategic plan. She returned to Loyola after serving as Director of Accreditation and Compliance Services at Towson University, where she worked on the University Assessment Council and the Subcommittee on Institutional Effectiveness, coordinated academic program review, and maintained institutional accreditation. Tracey now leads the accreditation processes, academic assessment system, and institutional effectiveness efforts for Loyola University. Send questions to tdfrey@loyola.edu.

Shari Jurik is the Senior Research Analyst for Assessment at Prince George's Community College. She also teaches statistics in Master's programs at UMBC- Shady Grove and George Mason University. She earned a Ph.D. in Applied Developmental Psychology from UMBC. Send questions to juriksr@pgcc.edu.

Patrick Kelleher is currently Director of Planning at the Community College of Baltimore County. He has been with CCBC since 2010. He started doing data analysis with private companies before moving into higher education. A semi-professional student, he has a B.A. in Economics, an M.A. in History and an MBA. Send questions to pkelleher@ccbcmd.edu.

Antionette Marbray is Vice President for Legal Affairs, State and Federal Relations & Strategic Planning at Stevenson University. She is a member of the President's Cabinet and is the chief legal officer and government relations officer for the campus. Ms. Marbray has served on the Finance Committee for University of Maryland Charles Regional Medical Center, the Historic Preservation Commission for Charles County Maryland, the Audit Committee for the Francis Parker School, and as the Vice President for the Elementary Institute of Science Board of Directors in San Diego, California. She earned a B.A., from the University of South Florida, a M.Ed. from the University of Florida, and a Juris Doctorate from Duke University. Send questions to amarbray@stevenson.edu.

Brad Phillips is the Executive Director of the Maryland Association of Community Colleges. He works with the Maryland Council of Community College Presidents to determine and execute strategic initiatives for the community colleges, represents the community colleges at the state and national level, and works on several other policy issues involving higher education. He received his Doctorate in Higher Education Management from the University of Pennsylvania, an M.A. from Georgetown University, and a B.A. from Southern Adventist University.

Barbara Schmertz is the Director of Research and Policy Analysis at the Maryland Higher Education Commission. She joined the agency in 2015 and has served as director since 2019. Her career in higher education has spanned almost 25 years and she has worked at Bucknell University, the University of Virginia and the Jack Kent Cooke Foundation. Send questions to barbara.schmertz@maryland.gov.

Jeffrey Simmons is the Executive Director of Strategic Planning and Institutional Effectiveness at Mount St. Mary's University where he oversees the institutional research office and develops predictive models for finances and enrollment. He served as Dean of the School of Natural Science and Mathematics from 2013 to 2017 and prior to that was a professor of environmental science for 21 years. His research and teaching involved data analytics and modeling. Dr. Simmons earned an M.S. and Ph.D. degree in Natural Resources from Cornell University and a B.A. in Ecology from the University of Rochester. Send questions to simmons@msmary.edu.

Gregory C. Spengler is the Associate Vice President for Institutional Effectiveness in the Office of the Provost and Executive Vice President for the University of Maryland, Baltimore. Prior to joining the UMB team, he was a policy analyst and budget manager with the Department of Legislative Services for 12 years. He came to UMB in 2001 as Director of Institutional Research, and worked with the President's Office, Academic Affairs, and Administration and Finance. In July 2018, Greg became the Associate Vice President for Institutional Effectiveness, and is responsible for institutional research, strategic planning, and assessment. Greg holds a B.A. in Finance and an M.A. in Public Administration from The George Washington University. Send questions to gspengler@umaryland.edu.

Nancy Waressen is the Research Analyst for Assessment at Prince George's Community College. She completed her Bachelor's degree in Sociology at the University of Maryland, College Park and earned her Master's degree in Data Analytics at the University of Maryland, Global Campus. She has over 15 years of experience as a data manager with non-profits and independent schools, with six years (and counting) of institutional data reporting and analysis in higher education. Send questions to waressna@pgcc.edu.

Greg Works is the Director of Institutional Effectiveness at Harford Community College. He is a sociologist with over two decades of research experience including academic research and applied research, including over a decade of institutional research. Some of his favorite research topics include demography, survey design, program evaluation, and making maps. Send questions to gworks@harford.edu.