

# Spring 2017 Conference Agenda



Time	Title	Presenter	Room
8:00 am – 9:00 am	Attendee sign-in, breakfast and Opening Remarks	Joe Argiro, OAIRP President	Ballroom
9:00 am – 9:45 am	“Building Ohio’s Future Workforce”	Ryan Burgess, Director, Ohio Office of Workforce Transformation	Ballroom
9:45 am – 10:00 am	Break		
10:00 am – 10:45 am	“ODHE’s Priorities, the Credential Attainment Goal, and Ohio’s Best Practices”	John Magill, Assistant Deputy Chancellor, Economic Advancement	Ballroom
10:45 am – 11:00 am	Break		
11:00 am – 12:00 pm	OAIRP Business Meeting, Treasurer’s Report, Sector Meetings	Joe Argiro, OAIRP President, Jay Johnson, OAIRP Treasurer	Ballroom
12:00 pm – 1:00 pm	Lunch		Ballroom
1:00 pm – 1:45 pm	Breakout Session Track #1	See below	See below
2:00 pm – 2:45 pm	Breakout Session Track #2	See below	See below
3:00 pm – 3:45 pm	Breakout Session Track #3	See below	See below

Sponsors:



Guests:



# Spring 2017

## Breakout Sessions



Time	Title	Presenter	Room
1:00 pm – 1:45 pm	The Hidden Data Trap in Higher Education: How to Move from Data Silos to Data Partnerships	Megan Bolter and Chris Shaffer Shawnee State University	Ballroom
	LMI 101: Applying Labor Market Data for Higher Ed Needs	Tom Prendergast and Anne Foster North Central State College and Ohio Association of Community Colleges	Galbreath
	Using Logistic Regressions to Determine Enrollment Price Sensitivity of Students	Mondrail Myrick Tiffin University	Lindley
Time	Title	Presenter	Room
2:00 pm – 2:45 pm	Introduction to Social Network Analysis and Gephi	Thomas Jay Benjamin Lorain County Community College	Ballroom
	Developing a Learning Analytics Team	Michele Ford University of Cincinnati	Galbreath
	Designing COTC's Area-Employer Survey	Joe Argiro Central Ohio Technical College	Lindley
Time	Title	Presenter	Room
3:00 pm – 3:45 pm	Google Data Studio: Exploring a New Dashboard Tool	Omer Minhas and Josh Deans Ohio Northern University	Ballroom
	Correlations Between Academic Preparation and College Success at A Private, Nonprofit, Single-Focus Institution	Susannah Townsend Mount Caramel College of Nursing	Galbreath
	IR & BI: How it Works at Miami University	Denise Krallman Miami University	Lindley

Sponsors:



Guests:



# Breakout Session

## Descriptions



1:00 – 1:45 pm

### Ballroom

Megan Bolter and Chris Shaffer, Shawnee State University

#### **The Hidden Data Trap in Higher Education: How to Move from Data Silos to Data Partnerships**

Higher Educational Leaders are facing the similar challenges across the United States. The operational budgets of higher educational institutions are muddled as federal and state funding is shrinking and changing. The institutions are having to pool resources to properly overcome the challenges. This interactive session, using a case study approach, will discuss how to avoid the data trap of data silos, and how to take the silos down. This session will discuss how departments can pool their data, creating more data inclusive campuses. Topics to be discussed include how to develop data partnerships, how to internally place the most requested data at your fingertips, how to become data inclusive on a budget, and how to use data to take down data silos.

### Galbreath Room

Tom Prendergast and Anne Foster, North Central State College and the Ohio Association of Community Colleges

#### **LMI 101: Applying Labor Market Data for Higher Ed Needs**

Comprehension of labor market data is becoming an expected competency within institutional research. Applications include program development/review, grant-seeking, advising, college-wide outcomes reporting and even advocacy. This presentation will review three basic approaches to labor market data: classic labor market information from surveys, Internet job posting analytics and graduate wage data. Presenters will discuss graduate wage data in the context of recent research focusing on Ohio by the Community College Research Center at Columbia University. Each research approach is possible for low or no costs. Moreover, OACC is continuing a comprehensive data service to members through a proprietary database.

### Lindley Room

Mondrail Myrick, Tiffin University

#### **Using Logistic Regressions to Determine Enrollment Price Sensitivity of Students**

The purpose of this research is to determine the price sensitivity of students, as it relates to yield rates. Price sensitivity is defined as students' responsiveness to a change in the price of enrolling. The price of enrolling is the actual tuition minus the discounts. Yield rates are defined as the percent of admitted students that enroll. The following questions will be addressed in this research: how does increasing or decreasing scholarship amounts impact the yield rates of different classes of students? how does increasing or decreasing scholarship amounts impact the retention rate? Logistic regressions were used to predict students' responsiveness to changes in scholarship amounts. This research suggests that some classes of students are more sensitive to a change in the price, while others are not. Students that are not involved in any extracurricular activities are generally more sensitive to changes in price. Scholarship athletes in higher GPA (grade point average) groups were also sensitive to a change in price.

# Breakout Session

## Descriptions



2:00 – 2:45 pm

### Ballroom

**Thomas Jay Benjamin, Lorain County Community College**

#### **Introduction to Social Network Analysis and Gephi**

Not to be confused with online social networks (e.g. Facebook and Instagram), social network analysis is a research technique that can be used to examine connections both visually and quantitatively. The free, open-source software application Gephi is one of many tools available for social network analysis. This session will provide a brief introduction to social network analysis and the Gephi software package and discuss applications to Institutional Research including measuring student connections and reviewing occupational classifications in state & federal HR reporting. Attendees are welcome to follow along with their own laptops.

### Galbreath Room

**Michelle Ford, University of Cincinnati**

#### **Developing a Learning Analytics Team**

Institutional research manages, analyzes, and reports much data for an institution, but there is a wealth of information that usually goes untouched – data from learning technologies. The University of Cincinnati created the eLearning Analytics department to address the need for managing, analyzing, and reporting data related to student behavior during a course, through the LMS and other eLearning tool data. During the first year, the team focused on benchmarking the current state of eLearning at the University. During this next year, the team is focusing on operationalizing benchmarking processes and implementing learning analytics capabilities. Check out the visualizations we have created, find out what the data has told us, and learn about how to develop a learning analytics department at your college or university with limited resources.

### Lindley Room

**Joe Argiro, Central Ohio Technical College**

#### **Designing COTC's Area-Employer Survey**

Central Ohio Technical College is currently re-designing the survey it administers to area-employers in order to gain industry-insights of new skills, certifications, and programs, industry-projected opportunities and challenges, and satisfaction with graduates (for those identifying as having hired COTC credential-earners). The presenter will demonstrate survey development using Qualtrics, discuss rationale for including certain questions, response-scaling, skip-logic, and internal-validation. The presenter will also be using this time to collect critical feedback from session participants on the survey design, advice on establishing support from stakeholders, and recommendations for sampling procedures.

# Breakout Session

## Descriptions



3:00 – 3:45 pm

### Ballroom

Omer Minhas and Josh Deans, Ohio Northern University

#### Google Data Studio: Exploring a New Dashboard Tool

Dashboarding has become an essential tool in IR's arsenal, but comes at a cost. Google Data Studio is a relatively newer product that provides a free alternative to some of the most common dashboarding tools. The Office of Institutional Research at Ohio Northern University is currently experimenting with Google Data Studio, which allows connections to multiple data sources such as Google Sheets, MySQL, Cloud SQL, etc. to create quick, dynamic, and shareable dashboards with various stakeholders. This presentation will focus on a few visualizations that the Office of Institutional Research put together quickly by primarily utilizing Google Data Studio's premade templates. The presentation will also explore the use of Google APIs to further extend the capabilities of Data Studio, especially automating the data extraction and load processes.

### Galbreath Room

Susannah Townsend, Mount Carmel College of Nursing

#### Correlation Between Academic Preparation and College Success at a Private, Nonprofit, Single Focus Institution

For an institution looking to expand and produce highly qualified graduates without increasing selectivity, monitoring the factors that may help predict an applicant's success is an important part of building a more effective program for both students who may struggle and those who may succeed without institutional intervention. The Bachelors of Science in Nursing requires an extremely demanding, science-heavy curriculum for which many high school graduates are only weakly prepared. In this study, Mount Carmel College of Nursing looks at some of the many factors that students bring with them when they enter as first-time, full-time undergraduates, to determine how well high school achievement (as measured by GPA and ACT scores) is correlated with outcomes such as first-year retention, first year college GPA, and graduation rate. While many studies have examined the relationship between achievement in high school and achievement in college, there is evidence that test scores and GPA have differing levels of predictive value depending on the type of school and the students who self-select to apply to different schools, making it difficult to apply study results to certain colleges. This study explores what the correlations look like specifically for an institution in the Carnegie classification of "Special Focus Four-Year" school.

### Lindley Room

Denise Krallman, Miami University

#### IR & BI – How it Works at Miami University

Miami University initiated a BI program 6 years ago. The program has evolved into a more agile, value driven, iterative, and collaborative partnership with IR and BI. The Director of IR will share experiences and sometimes conflicting perspectives between IR and BI by discussing lessons learned, what we wished we had known at the beginning and how some of the hardest issues were addressed. The result of the collaboration between IR and BI has been to successfully deliver projects related to Retention, Enrollment, Resource Management, and Program Review. Topics will span from staffing issues to strong client representation to going agile.

Sponsors:



Guests:

