



# Autumn 2019 Conference Agenda

## AIR's New Vision for Institutional Research and Growing Ohio's Institutional Research Capacity



*Friday, October 18, 2019*

*8:00am-4:00pm*

*Denison University*

*Slayter Hall*

*200 Ridge Rd, Granville, OH 43023*



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**Ohio Association  
for Institutional  
Research and  
Planning**

Time	Title	Presenter	Room
8:00-9:00am	Registration and Breakfast Welcome & Conference Opening	Joe Argiro, OAIRP President Denison Representative	Slayter 3 <sup>rd</sup> Floor
9:10-10:00am	<i>AIR's New Vision for Institutional Research and Growing Ohio's Institutional Research Capacity</i> Implementation at Ohio's Institutions of Higher Education	OAIRP Leadership & Membership	Slayter 3 <sup>rd</sup> Floor
10:10-11:00am	Unconference OAIRP	Membership Led	Slayter 3 <sup>rd</sup> Floor
11:10am-12:00pm	Sector Conversations	OAIRP Leadership & Membership	Slayter 3 <sup>rd</sup> Floor: 4-Yr Private Slayter Audit.: 2-Yr Public Shepardson 4 <sup>th</sup> Floor: 4-Yr Public
Noon-1:00pm	Lunch & Business Meeting	Joe Argiro, OAIRP President Mollie Miller, OAIRP Treasurer	Slayter 3 <sup>rd</sup> Floor
1:15-2:00pm	Afternoon Session #1: Presentations	See Below	See Below
2:15-3:00pm	Afternoon Session #2: Presentations	See Below	See Below
3:15-4:00pm	Afternoon Session #3: Presentations	See Below	See Below



# OAIRP Autumn 2019

10:10 -11:00 am

## OAIRP Unconference

*/'ənkənf(ə)rəns/*

noun: unconference; plural noun: unconferences

*"A loosely structured conference emphasizing the informal exchange of information and ideas between participants, rather than following a conventionally-structured program."*

### :Format

Topics related to the conference theme will be distributed across tables throughout the room. A table host will facilitate a conversation around that table's topic, noting important comments, for a 10-minute period. At time's end, participants will circulate to a new table of their choosing with a different topic, and engage in another conversation.

We will circulate for 4 10-minute sessions.

Once all four periods have ended, topic facilitators will share the results of their conversations with the whole group!

### :Topics



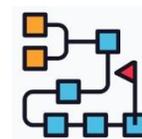
**Institutional Research as  
a Federated Network**



**Expanded Definition of  
"Decision-Maker"**



**Upskilling and  
Staff Development**



**Office Structures  
and Leadership**



*Afternoon Breakout Sessions*

<b>Time</b>	<b>Title</b>	<b>Presenter</b>	<b>Room</b>
1:15 – 2:00p	Learning From Accountants and Artists: Tips for Improving Data Presentation	Matt Venaas, Macmillan Learning Linnea Stafford, Kent State University	Slayter 3 <sup>rd</sup> Floor
	Data Governance is all the rage, but how do you do it?	Maria O'Connor, John Carrol University	Shepardson 4 <sup>th</sup> Floor
	Show Me the Money: Tools for Understanding, Verifying & (Hopefully) Maximizing your SSI Allocation	Ginna Witte, Cincinnati State Technical and Community College Penelope Parmer, Parmer Consulting Services Chris Doll, Central Ohio Technical College Kelly Neriani, Clark State Community College	Slayter Auditorium
<b>Time</b>	<b>Title</b>	<b>Presenter</b>	<b>Room</b>
2:15 – 3:00p	Q Methodology: An Introduction and Applications in IR	Linnea Stafford, Kent State University Matt Venaas, Macmillan Learning	Slayter 3 <sup>rd</sup> Floor
	ODJFS Reports and Applications for Higher Education	Lewis Horner, Ohio Department of Jobs and Family Services	Shepardson 4 <sup>th</sup> Floor
	IR Experiences with and Perspectives on Enrollment Management and Retention	Shannon Helfinstine, Aultman College Wayne Schneider, Kent State University Dan Wilson, Muskingum University Thomas Benjamin, Lorain County Community College	Slayter Auditorium
<b>Time</b>	<b>Title</b>	<b>Presenter</b>	<b>Room</b>
3:15- 4:00p	Using Graphic Organizers for Assurance of Learning	Francisco Gomez-Bellenge, The Ohio State University	Slayter 3 <sup>rd</sup> Floor
	Review of Training Investments and Job Development with the Economic Development and Employer Planning System (EDEPS), including the Postsecondary Employment Outcomes (PSEO) Beta Tool	Mark J. Schaff, Economic Development and Employer Planning System	Shepardson 4 <sup>th</sup> Floor
	Higher Education Information System (HEI)	Jill Dannemiller, Ohio Department of Higher Education	Slayter Auditorium



# Breakout Session Descriptions

1:15 - 2:00 pm

## Slayter 3<sup>rd</sup> Floor

### Learning From Accountants and Artists: Tips for Improving Data Presentation

Matt Venaas, Macmillan Learning  
Linnea Stafford, Kent State University

Effectively displaying data is key to conveying our findings to campus partners and decision makers yet many presentations and reports are still text heavy or contain complicated visualizations. Drawing on pointers from the worlds of accounting and arts, this session will provide ideas, tips, and resources to easily improve your data tables and visuals.

## Shepardson 4<sup>th</sup> Floor

### Data Governance is all the rage, but how do you do it?

Maria O'Connor, John Carroll University

An increasing trend in higher education, especially for institutional research professionals, is data governance. There is a lot of literature pointing to the benefits, a few software programs to support it, and lots of people throwing the words around, but what does data governance actually look like? How is it established on a campus? And when the team is assembled, what do you do? When we began data governance at John Carroll University we were told to eat the elephant one bite at a time, but we didn't even know where to start "eating"! This presentation will talk about the first year of John Carroll University's data governance initiative. Join me to hear what we've been doing, what we plan to do going forward, and what we've learned in the process.

## Slayter Auditorium

### Show Me the Money: Tools for Understanding, Verifying & (Hopefully) Maximizing your SSI Allocation

Ginna Witte, Cincinnati State Technical and Community College  
Penelope Parmer, Parmer Consulting Services  
Chris Doll, Central Ohio Technical College  
Kelly Neriani, Clark State Community College

The Ohio Department of Higher Education uses information from each school's HEI reports to allocate State Share of Instruction funds. While the overall model is relatively simple, the methodology for integrating HEI data into the model's components can be complex. Institutional Research staff at Ohio's public institutions need to be prepared to analyze SSI allocation reports. In this session, presenters will share tools they use to verify the accuracy of the reports and to communicate trends to their stakeholders. Each presenter will review one tool / report they use to analyze or audit SSI information. After all presentations, we'll take questions from the group and / or ask questions of the group to solicit additional ideas.



# Breakout Session Descriptions

2:15 – 3:00 pm

## Slayter 3<sup>rd</sup> Floor

### Q Methodology: An Introduction and Applications in IR

Linnea Stafford, Kent State University  
Matt Venaas, Macmillan Learning

Ever heard of a Q-Sort and wondered if it might be useful for your work? Q Methodology combines the subjectivity of qualitative methods with the data analysis of quantitative methods. Because it speaks to both quantitative and qualitative audiences, Q Methodology can be a powerful and effective tool for research professionals who need to communicate with diverse constituencies. In this session, we'll introduce basics of using Q-Sorts, including planning steps, interpretation of results, potential uses, and resources for implementing them in your own project.

## Shepardson 4<sup>th</sup> Floor

### ODJFS Reports and Applications for Higher Education

Lewis Horner, Ohio Department of Jobs and Family Services

This session will be a brief introduction to Ohio labor market information. We'll talk about labor force statistics (including unemployment rates), the two kinds of industry employment data, and occupational employment and wage data. We'll end with an introduction to employment projections—forecasts of future job opportunities.

## Slayter Auditorium

### IR Experiences with and Perspectives on Enrollment Management and Retention

Shannon Helfinstine, Aultman College  
Wayne Schneider, Kent State University  
Dan Wilson, Muskingum University  
Thomas Benjamin, Lorain County Community College

Many offices of institutional research are involved in supporting enrollment management, retention, forecasting, and projection efforts for their institution, but vary in the extent of their involvement and capacity. This session will highlight some of the ways institutions from the public 2-year, public 4-year, and private 4-year sectors inform planning, collect and manage data, and facilitate discussions around campus as to how to attract new students, retain new and current students, and plan for the future.

Each panelist will share their experiences, lessons learned, and nuances of their involvement with enrollment management projects at their institution, while reacting to questions from each other and session participants.



# Breakout Session Descriptions

3:15 - 4:00 pm

## Slayter 3<sup>rd</sup> Floor

### Using Graphic Organizers for Assurance of Learning

Francisco Gomez-Bellenge, The Ohio State University

During accreditation reviews, universities must submit Assurance of Learning Programs many degree programs. Reading these can be an overwhelming task for reviewers if formatting is not standardized. One form of standardization is using software from vendors. Another solution is using graphic organizers consistently across reports to summarize key information. Graphic organizers can also be very useful as working documents for faculty to organize and summarize their work. Several examples of these graphic organizers will be shown and discussed. Attendees are encouraged to email their own examples to the presenter ahead of time so they can be displayed as part of the discussion.

## Shepardson 4<sup>th</sup> Floor

### Review of Training Investments and Job Development with the Economic Development and Employer Planning System (EDEPS), including the Postsecondary Employment Outcomes (PSEO) Beta Tool

Mark J. Schaff, Economic Development and Employer Planning System

This presentation will demonstrate the advantageous efficiency of the Economic Development and Employer Planning System (EDEPS at [www.edeps.org](http://www.edeps.org)) for reviewing quickly possible skill shortage occupations and related training programs, utilizing the EDEPS units of analysis (i.e., clusters) and sorting options. Furthermore, through the use of the EDEPS occupational/industry employment distributions and the link to employer directories, the presenter will provide examples of techniques to shorten job search time by unlocking the so-called "hidden job market" of non-posted, employment opportunities.

The first application of EDEPS to quickly identify possible skill shortage occupations for training investments is useful to educational program planners and researchers in their roles as human capital investors.

The second application of EDEPS to shorten job search time assists counselors and job developers in college career offices.

The presentation will conclude with discussions of the future of EDEPS, including improved supply information and the Postsecondary Education Outcomes (PSEO) beta tool of the U.S. Census Bureau (available through a link from the EDEPS website).

## Slayter Auditorium

### Higher Education Information System (HEI)

Jill Dannemiller, Ohio Department of Higher Education

This presentation is an overview of the Higher Education Information (HEI) System, including how to create and maintain user accounts, a review of the main functions for institutions in the system, creating and using the reports options in HEI. We will also review the file layouts, common errors with submissions, and how to address them.