NEAIR 51ST ANNUAL CONFERENCE

INSPIRE ASPIRE

BUILDING AN IR COMMUNITY *for the next 50 years*

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51ST NEAIR ANNUAL CONFERENCE PROGRAM

SATURDAY, NOVEMBER 16, 2025

NEAIR Leadership Intensive (Part 1)

📍 Freedom

🕐 12:30 PM - 04:45 PM

Join us for an empowering leadership retreat tailored specifically to current and aspiring leaders in Institutional Research and Assessment. This full day of pre-conference content will explore essential leadership topics such as embracing your identity as a leader, anticipating and understanding the IR-specific needs of college presidents, and navigating challenging times in your career.

This full day of content will contain lightning talks and speaker sessions from a variety of respected and established leaders in our field. Come ready to share and reflect – the quality of the session increases with audience participation. Don't miss this opportunity to elevate your career and connect with other leaders.

Topics on day one include:

- A President's Perspective
- Internal Transformation
- The Things They Don't Teach You in School

📢 Speakers:

Kelli Armstrong, President, Salve Regina University

Rana Glasgal, Vice Provost for Data & Analytics, Northeastern University

Cate Rowen, Associate Vice President for Analytics and Institutional Research, Smith College

Yenny Anderson, Associate Vice President for Institutional Data, Lehigh University

Chad Muntz, Associate Vice Chancellor for Decision Support & Chief Analytics & Insight Officer, University System of Maryland

Pam Taylor, Director of Research, Consortium on Financing Higher Education

R for IR: Learn Basics and Essentials to Analyze Data (Part 1)

📍 Enterprise

🕐 01:00 PM - 04:00 PM

In this beginner's workshop, participants will learn the statistical programming language R. Participants with minimal programming experience will grasp the basics of R for reproducible data analytics, with particular emphasis on RStudio and the modal R packages used for wrangling and analyzing data.

The first portion of the workshop will highlight R's potential in the IR universe and guide users through installation and setup. The second portion will document the fundamental concepts of R required to perform routine analyses of higher education data. The final portion will provide an in-depth exploration of IPEDS data from NCES that leverages the skills acquired prior. Included in the exploration are step-by-step guidelines for downloading,

manipulating, and visualizing NCES data. By the end of the pre-conference workshop, participants will have a solid foundation of R's essentials and be well-equipped to embark on more advanced data analysis projects.

Informative slides and resources will be available to participants both pre- and post-session for reference.

📢 Speakers:

    Colin Emrich, Associate Director of Institutional Effectiveness, Holy Family University

    Marianne Bujacich, Institutional Research Analyst, Georgetown University

Data Unlocked: Building Powerful Student Insights Dashboards with Tableau

📍 Weatherly

🕐 01:00 PM - 04:00 PM

Join us for a hands-on Tableau Beginner Workshop designed to introduce you to the essentials of data visualization. In this half-day session, you'll learn how to navigate Tableau, connect to various data sources, and create your first interactive dashboards. Whether you're new to data or looking to sharpen your skills, this workshop will provide you with the foundational knowledge needed to start your journey in data analytics.

No prior experience is required—just bring your curiosity and a laptop with Tableau desktop installed. By the end of the workshop, you'll be equipped to visualize your data with Tableau.

📢 Speakers:

    Edlira Stefani, Executive Director, Data Engineering Operations , Bentley University

Reception

📍 Ochre Court, Salve Regina University

🕐 05:30 PM - 07:30 PM

SUNDAY, NOVEMBER 17, 2025

NEAIR Leadership Intensive (Part 2)

📍 Freedom
🕐 09:00 AM - 12:00 PM

Day two features:

- External Transformations
- Persevering Through Challenges

📢 Speakers:

Rana Glasgal, Vice Provost for Data & Analytics, Northeastern University

Braden Hosch, Vice President for Educational and Institutional Effectiveness, Stony Brook University

LeRoy Graham, Associate Provost, Middlebury College

Ingrid Skadberg, Dean, Institutional Research and Planning, Quinsigamond Community College

Brenda Bretz, NEAIR Managing Director, NEAIR; Ret. VP for Institutional Effectiveness, Dickinson College

Rob Toutkoushian, Associate Director and Professor of Higher Education, University of Georgia

Linette Decarie, Assistant Vice President, Analytical Services & Institutional Research, Boston University

It's in the Details: Strategies for Conducting Successful Surveys

📍 Columbia
🕐 09:00 AM - 12:00 PM

Current knowledge of survey research best practices is important for institutional researchers who aspire to conduct high-quality surveys. Technological advances have made it easier than ever before to administer surveys, analyze responses, and report on survey data. Yet paradoxically, surveys face an unprecedented challenge: shrinking participation rates worldwide.

Framed by the challenging context for survey research, this workshop will draw on the work of prominent experts to guide effective survey practice. Participants will gain important knowledge and skills useful for planning and conducting self-administered surveys. The workshop will employ real-world examples and hands-on learning activities to engage with two main topics: 1) Strategies for Enlisting Survey Participation and 2) Best Practices for Effective Question Writing and Survey Design.

📢 Speakers:

Liz Williams, Associate Provost for Analytics & Assessment, University of Massachusetts Amherst

Kate Farmer, Survey and Evaluation Analyst, University of Massachusetts Amherst

R for IR: Learn Basics and Essentials to Analyze Data (Part 2)

📍 Enterprise
🕐 09:00 AM - 12:00 PM

📢 Speakers:

Colin Emrich, Associate Director of Institutional Effectiveness, Holy Family University

Marianne Bujacich, Institutional Research Analyst, Georgetown University

Assessment 101: A Step by Step Guide for Non-Academic Units

⚲ Courageous
🕐 09:00 AM - 12:00 PM

In this workshop, participants will gain insight into the assessment process for non-academic (administrative/operational) units. They will explore the reasons why such units need to engage in assessment and learn about the key characteristics of effective administrative unit level assessment. Additionally, the presenter will delve into a ten-step assessment framework that was developed and successfully implemented for administrative unit level assessment at Binghamton University, providing practical guidance for attendees to apply in their own institutional contexts.

This workshop is designed for professionals working in higher education institutions, particularly those involved in administrative and operational roles. Whether the participants are department heads, administrators, or staff members responsible for the functioning of non-academic units, this workshop offers valuable insights and practical strategies for assessing and improving their effectiveness.

At the end of the session, the participants will:

- Be able to design a learning outcomes assessment process for non-academic units
- Be able to distinguish between learning outcomes and operational outcomes
- Be able to write measurable and meaningful learning/operational outcomes and implement them at non-academic unit level assessment

📢 Speakers:
Nasrin Fatima, Associate Provost for Assessment and Analytics, Binghamton University

Set for Success: Pathways to New IR Practitioners Workshop

⚲ Weatherly
🕐 09:00 AM - 12:00 PM

Are you new to the field of institutional research or effectiveness? If so, this half-day, interactive discussion-based workshop is for you! This session will bring new IR practitioners into the ongoing discussion of the core elements of our professional field including: the evolving role of institutional research; IR knowledge and skills; professional values and ethics; and finding your way within the institutional context and multiple constituencies. We will discuss the many expectations you’re facing, the tools at your disposal (especially from NEAIR), and the troubles and concerns you may be experiencing as a new IR practitioner.

📢 Speakers:
Shama Akhtar, Director, Institutional Surveys and Analysis, Bowie State University

Regression Analysis for Institutional Research

⚲ Freedom
🕐 01:00 PM - 04:00 PM

In this workshop, we will explore the foundations of regression analysis, and the many ways in which it can be used in institutional research. The workshop will cover correlation, linear regression with one variable, linear regression with multiple variables, and logistic regression. Participants will also receive hands-on experience using the statistical program Stata to apply each method to IR examples. Participants should have an understanding on

introductory statistics (e.g., hypothesis testing) and basic statistics terminology (e.g., standard deviation, normal distribution). Participants are also strongly encouraged – but not required -- to bring their laptops to the workshop and to have Stata installed on their laptops. Several datasets that will be used as examples will be provided to participants in advance of the workshop.

📣 Speakers:

    Rob Toutkoushian, Associate Director and Professor of Higher Education, University of Georgia

Predictive Modeling for Enrollment Management

📍 Weatherly
🕐 01:00 PM - 04:00 PM

This workshop will cover how to use statistical and predictive modeling techniques to predict the likelihood that newly admitted students will enroll in an institution. R code and a sample dataset will be provided in order to give participants a practical, hands-on learning experience running R code and interpreting the output. The entire modeling process will be covered, from setting scope, dataset merging, data cleaning, statistical analysis, logistic regressions, model performance evaluation, and communicating results. Participants will need a laptop with R studio installed. The content is designed for newcomers to IR or any IR professional with limited experience with predictive modeling techniques. A basic understanding of statistical concepts and the execution of code in R Studio is helpful but not expected.

📣 Speakers:

    Mary Fleischli, Data Scientist, Mount Holyoke College

Data Governance Essentials

📍 Courageous
🕐 01:00 PM - 04:00 PM

In this workshop, we will explore the essential components of an effective data governance program, working through a series of exercises to spark ideas participants can bring back to their institutions for discussion and/or implementation. We will work through the building blocks of data governance programs, including a charter or policy, the committee(s) and people who do–and sponsor–the work, and the activities a data governance program undertakes on an annual, semesterly, quarterly, monthly, or more frequent basis.

We will complete exercises in identifying stakeholders, crafting institutional documents, getting started with data documentation and definitions, identifying persistent data issues for improvement and sustainment, and engaging data consumers and users in a Community of Practice. Participants will exchange ideas with one another, review templates for data governance activities, and reflect on what aspects of data governance programs are most crucial for their own current institutional data landscape.

Whether your institution has a DG program and you're looking for new ideas to take it to the next level, or you want to establish a DG program at your institution, join us for discussion and workshopping on this critical foundational element of a robust institutional data-informed culture.

📣 Speakers:

    Rachel Groenhout, Director of Data & Change Management, Colby College

Navigating NEAIR: A Newcomer's Toolkit

📍 Freedom

🕐 04:00 PM - 04:30 PM

📢 Speakers:

Christina Butler, Director, Tufts University

Kim Speerschneider, Associate Vice President for Institutional Effectiveness, Maria College

Mentor Mentee Connect

📍 Weatherly

🕐 04:30 PM - 05:00 PM

📢 Speakers:

Dan Sisco, Associate Director of Institutional Research, Northampton Community College

NEAIR Welcome Reception

📍 Atrium / Foyer

🕐 05:00 PM - 05:30 PM

Welcome and Keynote Plenary Sponsored by Xitracs

📍 Ballroom

🕐 05:30 PM - 07:00 PM

📢 Speakers:

Melissa Hartz, Senior Associate Director, Institutional Research, Colby College

Kelli Armstrong, President, Salve Regina University

Dinner

📍 Ballroom

🕐 07:00 PM - 09:00 PM

MONDAY, NOVEMBER 18, 2025

Continental Breakfast

📍 Atrium
🕐 07:00 AM - 08:45 AM

NEAIR Climate Check: Unveiling survey insights

📍 Courageous
🕐 08:00 AM - 08:45 AM

Results from the recent Diversity, Equity, Inclusion, and Social Justice (DEISJ) climate survey will be shared by the committee to shed light on the experiences and perceptions of our organization. This session will highlight research questions of interest and aims to dissect the data collected, highlighting the organization's work to create a truly inclusive environment. The research areas include impact of length of organizational tenure, general feelings and conference attendance, and connections with similar organizations. It will identify key strengths and areas for improvement, as identified by members, and discuss the implications of these findings for our organizational culture and policies. This session will not only reflect the organization's commitment to transparency but also serve as a springboard for ongoing dialogue and action towards enhancing DEI within our organization. We believe that by openly engaging with the survey results, we can foster a more equitable and supportive organization for everyone.

📢 Speakers:
　　Shama Akhtar, Director, Institutional Surveys and Analysis, Bowie State University
　　Jimmy Huynh, Data Analytics Developer & Assessment Coordinator, Boston University

Wellness Activity: Yoga

📍 Middletown
🕐 08:00 AM - 08:45 AM

SIG -- Newcomers to IR

📍 Freedom
🕐 08:00 AM - 08:45 AM

SIG -- Maryland IR

📍 Weatherly
🕐 08:00 AM - 08:45 AM

SIG -- Association of Independent Colleges & Universities of PA (AICUP)

📍 Columbia
🕐 08:00 AM - 08:45 AM

SIG -- NH IR

📍 Portsmouth
🕐 08:00 AM - 08:45 AM

SIG -- Rhode Island IR

📍 Newport
🕐 08:00 AM - 08:45 AM

SIG -- Massachusetts IR

📍 Enterprise
🕐 08:00 AM - 08:45 AM

SIG -- Private Secondary Schools

📍 Intrepid
🕐 08:00 AM - 08:45 AM

Harnessing the Power of GenAI in IR/IE Offices

📍 Freedom
🕐 09:00 AM - 09:45 AM

There are never enough hours in the day and Institutional Research (IR) teams face numerous projects, often involving repetitive tasks ripe for automation. This session will provide specific examples of how Generative AI can be used to automate some IR/IE tasks such as summarizing transcripts, identifying themes across open ended survey responses, report generation, and sentiment analysis. Data security and privacy considerations will be covered. We will share our experience testing different AI model providers and cloud computing platforms, and will discuss how more advanced methods such as Retrieval Augmented Generation (RAG) can be used to provide institutional context to improve model outputs.

📢 Speakers:
Matthew Hoolsema, Director, Data Science and Advanced Analytics, Carnegie Mellon University
Brandon Hutton, Data Analyst and Project Manager, Carnegie Mellon University
Elissa Lu, Director of Strategic Analytics & Institutional Research, Clark University
Skye Wu, Clark University, Institutional Research Analyst

Project Managing the Madness of Myriad Accreditors

📍 Weatherly
🕐 09:00 AM - 09:45 AM

One accreditation self-study is daunting enough, but what if you have several in the works at the same time? In this session, we share how our office supports accreditation for 13 programs across 13 specialized, professional accreditors in one large college within an R1 private non-profit university. Our school made the decision many years ago to create a centralized office to support accredited programs. We will detail our team's role in supporting accreditation processes; the organizational framework we've created for keeping everything on track; the tools we use for project management; the methods we use to build collaborative relationships with the faculty and

administrators responsible for maintaining accreditation; and the services we provide to support their work, including reporting and survey development.

Participants will learn about a practical framework for organizing multiple accreditation self-study timelines from multiple accreditors across multiple disciplines.

📢 Speakers:

Ryan Fisher, Senior Accreditation and Assessment Administrator, New York University
Joyce Yin, Accreditation and Program Development Manager, New York University

What is wrong with surveys? Major errors & corrections

📍 Columbia

🕐 09:00 AM - 09:45 AM

Surveys are among the most ubiquitous forms of assessment in higher education, due to their common-sense appeal and apparent ease of design and administration. However, interpretation is often rife with error in part because researchers misinterpret some critically important principles of psychology and essential features of sound research methodology. This presentation will challenge conventional wisdom on the value of surveys, especially when used by non-experts. We will review important methodological considerations including content validity and control of extraneous variables, present a scientific model of psychology to replace the layperson's interpretation of 'how minds work,' and thereby reveal specific dos and don'ts in survey design and interpretation that will help participants become more savvy in conducting assessment via surveys.

📢 Speakers:

Michael Kirkpatrick, Senior Director of Institutional Effectiveness, Landmark College

Mapping Stakeholder Input to Planning & Accreditation

📍 Enterprise

🕐 09:00 AM - 09:45 AM

The critical interplay between stakeholder perspectives, strategic vision, and institutional success is pivotal for sustained growth and relevance. With accreditation cycles demanding rigorous self-assessment, strategic survey feedback, when used judiciously, can align seamlessly with those requirements. By integrating stakeholder insights into the accreditation process, institutions can demonstrate continuous improvement and commitment to quality. While the demand for survey-based information over the past several years has increased, it was coupled with low response rates. These two factors combined made generalizability of the information being collected a challenge. This session will examine how one institution is balancing stakeholder interests while maintaining institutional integrity, adapting strategies to reduce survey fatigue, and leveraging continuous feedback through the creation of a position guiding survey administration and analysis and focusing on institutional survey policy and governance to support evidence-based decision-making campus-wide.

📢 Speakers:

Shama Akhtar, Director, Institutional Surveys and Analysis, Bowie State University
Gayle Fink, Assistant Vice President, Institutional Effectiveness, Bowie State University

Visualizing Equity Data with R Shiny

◉ Courageous
◷ 09:00 AM - 09:45 AM

IR professionals are often tasked with providing data to support diversity, equity, and inclusion initiatives. This presentation will showcase two different approaches to DEI data in R Shiny. One approach focuses on analyzing student demographic data and the other focuses on a faculty equity initiative. The presentation will begin with a brief overview of Shiny's features and functionality, followed by a live demonstration of both approaches. During each live demonstration, the presenter will outline the development process in creating the R Shiny app to fit user needs while simultaneously protecting individual privacy. With various dashboard tools available, this session will also differentiate R Shiny from other tools.

📢 Speakers:
Marianne Bujacich, Institutional Research Analyst, Georgetown University
Lidia Ortiz Zamora, Equity and Inclusion Analyst, Smith College

But Why? Decoding College Choice & Student Consumerism

◉ Intrepid
◷ 09:00 AM - 09:45 AM

What selection criteria are most important to students during their college choice process in the post-COVID environment? Why do prospective students choose to enroll in your institution, or not? Presenters from the University at Buffalo will discuss their utilization of qualitative – student surveys – and quantitative – National Student Clearinghouse – analytics to reveal how institutional researchers can capture detailed information on inevitable rejections and how to make data driven changes to mitigate against future declines. Penn State University- Lehigh Valley focuses on students who enrolled with their institution, conducting a research study of more than 1,200 incoming first-year students. Survey data and focus groups captured key information about the college choice process and the degree to which students conceptualize themselves as learners and/or consumers in higher education. This session will share key findings for institutions thinking about resetting their priorities within strategic planning, enrollment management, strategic communications, and other areas.

📢 Speakers:
Kristy Hove, Director of Enrollment Management & Campus Strategy, Penn State Lehigh Valley
Carrie Kidder-Owczarczak, Assistant Director of Enrollment Analytics & Data, SUNY University at Buffalo
Holly Klick, Research Analyst, SUNY University at Buffalo

Coffee Break and Exhibitors

◉ Atrium / Foyer
◷ 09:45 AM - 10:15 AM

The Evolving Identity and Role of IR within Higher Ed

◉ Freedom
◷ 10:15 AM - 11:00 AM

In today's era of unprecedented change in higher education, the role of Institutional Research (IR) has ascended to new levels of importance. This interactive panel discussion aims to delve into the dynamic landscape

of the IR profession, illuminating personal journeys, transformative shifts over the years, including the impact of digital transformation on our work, and the emerging trend of professionals reimagining their alignment and identity within the IR profession. We will explore how IR professionals can strategically leverage their strengths to capitalize on new opportunities and shape the future of higher education. Join us as we navigate the complexities of what it truly means to be an IR professional in today's rapidly evolving higher education environment.

📣 Speakers:

Karen Egypt, Assistant Director of Assessment, University of Maryland College Park

Karen Vance, Adjunct Professor, Penn State IR Certificate Program, Penn State University

Denise Nadasen, Principal/Owner, Nadasen Consulting

Jamie Redwine, Research and Assessment Analyst, Loyola University Maryland

Using PSEO Data to Improve Institutional Effectiveness

📍 Weatherly

🕐 10:15 AM - 11:00 AM

Concerns over ROI by students, families, accreditors and government influence how institutions collect and utilize data that track post graduate outcomes. This session explores the experiences of three private institutions which participate in the PSEO initiative of the Census Bureau which measure graduate outcomes by fields of study and degree level at multiple time intervals (1 year, 5 years, and 10 years after graduation). These metrics, including salary data at the 25th, 50th, and 75th percentiles, can assist institutions across a range of areas including, but not limited to, accreditation, marketing and branding, program reviews, local economy impact, and benchmarking between and among institutions across state lines using a common metric that is not limited by within state borders data systems. The panel will share their experiences in getting buy-in from leadership, managing, organizing and uploading PSEO data, and provide examples of how the data impact institutional decision-making. The session

📣 Speakers:

Melanie Sullivan, Executive Director of Institutional Research, Providence College

Robert Jones, Director Institutional Effectiveness and Strategy, Bryant University

James Brown, Assistant Director, Institutional Effectiveness & Strategy, Bryant University

Kathleen Neal, Executive Director of Institutional Effectiveness, University of Hartford

Data Smoothie? A Franchise Approach to Data Analytics

📍 Columbia

🕐 10:15 AM - 11:00 AM

The IR Statement of Aspirational Practice recognizes that 'An increasing number of staff and mid-level administrators are expected to use data to inform decisions, and decision makers at all levels are establishing their own data collection processes and analytics.' If you have a large number of distributed analysts outside of the central IR Office, this session will help you understand how you can orchestrate and coordinate all of those distributed analysts, while balancing quality, accountability, speed, and safe access to data. The goal of an operating model, along with a well-defined franchise model, is to enable federated analysts while creating distributed expertise, leveraging data assets across the university, and providing peace of mind for senior leaders. This session will define and provide examples of an operating model for data & analytics and explain how a franchise model can help you achieve your Aspirational Practice goals!

Rana Glasgal, Vice Provost for Data & Analytics, Northeastern University

Data-Driven Strategic Planning: Leveraging Survey Data

📍 Enterprise
🕐 10:15 AM - 11:00 AM

Strategic planning is crucial for aligning institutional goals with the evolving needs of students in a changing higher educational landscape. This session explores the integration of student survey data into the strategic planning process, emphasizing its potential to enhance decision-making and foster a more responsive and adaptive strategic plan. By systematically collecting and analyzing feedback from students, colleges gain valuable insights into their experiences, preferences, and challenges. This data-driven approach facilitates the identification of key areas for improvement, such as curriculum development, campus facilities, student services, and overall satisfaction. The session highlights best practices for implementing effective survey mechanisms, analyzing the data, and translating findings into actionable initiatives. Ultimately, this approach not only supports continuous improvement but also strengthens the institution's commitment to student-centered education and its reputation for academic excellence.

📢 Speakers:
Polly Prewitt-Freilino, Associate Vice President for IR, Mount Holyoke College

Rising Tide Lifts All Boats: Addressing Non-response

📍 Courageous
🕐 10:15 AM - 11:00 AM

The data we report when surveying our students at our institutions are based on a sample of students. Low response rates could lead to a non-response bias and sampling error-two sides of the same coin. The higher the response rate, the lower the sampling error. Sampling error differentials in subgroups could make the survey sample different from its underlying population. In 2023 and 2024, we surveyed directors of institutional research at national liberal arts colleges and national universities about assessing and addressing non-response in undergraduate surveys. We identified best practices reported in the survey that have garnered higher response rates in the most common undergraduate surveys. The national surveys also found response rate differentials between gender and race. In our research, we describe how applying these best practices and other statistical techniques, such as data weighting, can make sample mirror its population, thus reducing non-response bias and sampling error. Attendees will learn how response rates vary for different student subgroups in national surveys overseen by IR offices, and they will learn specific strategies for improving response rates that they can use at their institutions.

📢 Speakers:
Sanjeewa Karunaratne, Assc. Director of Institutional Research, Connecticut College
John Nugent, Director of Institutional Research and Planning, Connecticut College

Leveraging the Admitted Students Questionnaire

📍 Intrepid
🕐 10:15 AM - 11:00 AM

The success and growth of an educational institution's funnel depends significantly on understanding the motivations, preferences, and concerns of its prospective high school graduates. The Admitted Students Questionnaire (ASQ) was a crucial tool used to gain insights from newly admitted students regarding their decision to enroll in a particular institution. Unfortunately, the College Board is no longer providing this service.

This session will explore a practical example of how one institutions successfully migrated the ASQ to an in-house process. This process primarily involved Slate (CRM) and Qualtrics (survey software). This presentation will also highlight how EAB Construct and Tableau Prep Builder to help automate this process so that it requires less time to administer this survey.

📢 Speakers:
Lester Ko, Director of Institutional Research , Trinity College
Eric Dougherty, Enrollment Operations Specialist., Trinity College

Explorance MLY: Decoding Student Feedback with AI-Powered Qualitative Analysis

📍 Portsmouth
🕐 10:15 AM - 11:00 AM

Trained exclusively on Student Feedback, Explorance MLY is an award-winning AI-Powered qualitative analysis solution that provides in depth analysis of student feedback for institutions such as Harvard Medical School, Univerwsity of Newcastle, and the University of Manchester to understand student sentiement and priorities.

📢 Speakers:

Welcome to IR - Managing Up and/or Developing New Skills

📍 Newport
🕐 10:15 AM - 11:00 AM

Whether you are a Director 'managing up' to a senior leader or a Director bringing in a new employee, this session will benefit you.

The presenters will share their own stories - a Provost and a new analyst, both being supported by a Director in their new IR roles. And, if you are new to either of these roles yourselves, this session will benefit you. The presenters will share strategies and tactics that supported their learning - including attending the NEAIR Conference - as well as lessons learned. There will be time for participant Q and A, also.

📢 Speakers:
Laurel Bongiorno, Vice President for Academic Affairs and Provost, Hartwick College
Liz Dowling (She/Her), IR Analyst, Hartwick College

Enhancing Qualitative Data Analysis Using AI and Visualization Tools

 Freedom
 11:15 AM - 12:00 PM

Institutional research (IR) and institutional effectiveness (IE) offices handle extensive survey data, including thousands of open-text comments. Traditional qualitative data analysis is labor-intensive, posing challenges for fast reporting. This session explores innovative approaches to streamline analysis using AI and visualization tools. It covers using OpenAI's ChatGPT and R for efficient comment analysis, Python and Tableau for visualizing qualitative data, and natural language processing and machine learning models for thematic and sentiment analysis in student surveys. The session addresses the tradeoffs, challenges, and opportunities of integrating these technologies into institutional research.

 Speakers:
   Inger Bergom, Senior Research Analyst, Harvard University
   Anupma Singh, Executive Director Institutional Research, Drexel University
   Sohini Palit, Data Solutions Analyst, Bucknell University

Forecasting Academic Unit-Level Enrollment and Revenue

 Weatherly
 11:15 AM - 12:00 PM

This project applies a Markov chain-like model to forecast enrollment and revenue at the academic unit-level for the academic year. By analyzing transition probabilities based on historical data, we track student movement between academic units and class levels. Historical assumptions about credit hour loads and class-taking patterns are then used to estimate credit hours and gross tuition revenue taken by majors within units and offered by the courses of the units. This strategy provides a comprehensive view of the academic and financial landscape. These projections help administrators identify enrollment trends and address potential issues proactively. The implications of this research extend beyond our institution, demonstrating how Markov chains can enhance planning and decision-making in higher education.

This session is accessible to a broad audience, with straightforward explanations and real examples provided. Although R is utilized, the principles can be applied using a different statistical software, enabling participants of any technical background to engage effectively.

 Speakers:
   Simona Mitevska, Research Analyst - Institutional Research and Assessment, University of Maine
   Deb Allen, Assistant Provost for IR and Assessment, University of Maine

Developing and Integrating KPI Data for Strategic Excellence: The Role of IR

 Enterprise
 11:15 AM - 12:00 PM

This session explores the transformative power of integrated data processes in enabling institutions to employ uniform metrics for strategic planning, drawing insights from two distinguished doctoral R1 universities—one public and one private.

Participants will delve into comprehensive data collection systems designed to disseminate key performance indicators (KPIs) across departments and divisions through dashboards, enhancing overall institutional outcomes. The discussion will cover how these integrated systems support informed decision-making and strategic planning by providing consistent, reliable data that is easily accessible and analyzable.

Additionally, the session will highlight the strategic planning process and the pivotal role of Institutional Research (IR) in ensuring data-informed decisions. Participants will gain insights into how IR professionals develop and utilize KPIs to monitor progress and drive strategic initiatives. Through detailed examples of KPIs and sample data dashboards, participants will learn how to track progress towards strategic goals, emphasizing the importance of data integration.

📢 Speakers:
 Mindy Anastasia, Senior Director of Institutional Research, Northeastern University
 Mike Carlucci, Assistant Director - Institutional Research, Northeastern University
 Nasrin Fatima, Associate Provost for Assessment and Analytics, Binghamton University

IR/IE Actions to Support DEI Outcomes

📍 Courageous
🕐 11:15 AM - 12:00 PM

This session will explore actionable steps IR/IE professionals can take to support, engage, and evaluate Diversity, Equity, and Inclusion (DEI) work. Beginning with identifying issues stemming from the lack of disaggregated data, we will discuss effective communication of these problems to stakeholders. By leveraging disaggregated data, the panel will demonstrate how to set goals and benchmarks, overcome barriers to data collection, assessment, and reporting and enhance data literacy. Additionally, the session will cover strategies for disseminating findings and building transformational relationships across campus. Participants will gain practical insights into using data to drive DEI initiatives, fostering a more inclusive and equitable educational environment. Join us to learn how to make meaningful contributions to DEI efforts through informed and strategic data practices.

📢 Speakers:
 Claire Goverts, Specialist 2, Institutional Research, Monroe Community College
 Jennifer Wu, Chief Engineering Analytics Officer, Penn State College of Engineering
 Denise Nadasen, Principal/Owner, Nadasen Consulting
 Michael Kirkpatrick, Senior Director of Institutional Effectiveness, Landmark College

Near Real-Time Data: Enrollment Tracking Dashboards

📍 Intrepid
🕐 11:15 AM - 12:00 PM

For years, our office has provided weekly enrollment tracking data to the college's key stakeholders via an Excel workbook sent through email. During the registration period, enrollment is a critical and closely monitored metric across the entire campus. Effectively presenting this data to stakeholders is essential, yet creating meaningful trends and patterns across different time frames is challenging. Learn how we addressed these challenges and optimized enrollment tracking into interactive dashboards using near real-time data. This session will cover project design, dashboard examples and reflections, inviting IR/IE professionals to share their experiences.

📢 Speakers:

Veena Dhankher, Executive Director of Institutional Effectiveness & Strategic Analytics, Holyoke Community College

Impacting Retention: How to highlight a unified path forward for stakeholders

📍 Portsmouth
🕐 11:15 AM - 12:00 PM

Do you know what levers to pull for the biggest impact on student success and retention? Typically, combinations of complex factors that are difficult to uncover with siloed data or simple reports must be factored in to act with precision. Without a clear, consistent view of the data, departments lack alignment on how to take action to meet their top priority of serving students and driving success.

Join the University of Massachusetts Boston as they discuss how they're bringing retention data to life so stakeholders have what they need to pinpoint actions to take, and more importantly, evaluate the impact of those actions. This session will cover:

How UMB's data strategy has evolved to support strategic needs of the institution

How they've identified which factors they're exploring for their retention impact

Considerations fpor jpw tp approach this analysis in the future

📢 Speakers:

Kim Puhala, Director, Data Analysis, HelioCampus
Andrew Perumal, Associate Provost, U Mass Boston

Enhancing Student Well-Being and Persistence with Data

📍 Newport
🕐 11:15 AM - 12:00 PM

The emotional health and well-being of students have taken center stage on campuses post-pandemic, presenting a complex challenge due to the varied experiences, needs, and identities within these populations. How are institutional research offices collaborating to enhance student well-being and persistence through data analysis and actionable partnerships? This discussion session will focus on exchanging ideas about data metrics, sources, and analyses currently employed by attendees to support health and well-being initiatives at their own institutions. Recognizing the sensitivity of the topic, we aim to facilitate a thoughtful discussion on leveraging data for wellness promotion.

📢 Speakers:

Elissa Lu, Director of Strategic Analytics & Institutional Research, Clark University
Robin Dankovich, Associate Dean of Health and Well-being, Clark University

General Education Assessment: A Year in Review

📍 Columbia

🕐 11:15 AM - 12:00 PM

General Education is a core part of a student's journey through higher education. General education assessment allows institutions to review and revise their curriculum based on students' learning outcomes and faculty perspectives. The institution is an Hispanic-Serving Institution with a focus on closing equity gaps for all students. This discussion group explores an institution's first year of general education assessment, including what worked, what did not work, and what to do in the future. Participants will learn about assessment strategies, data collection methods, data analysis, and hear from their peers at other institutions about their general education assessment programs.

📢 Speakers:

Adriana Wilding, Associate Director of Institutional Research and Analytics, Community College of Rhode Island
Leslie Killgore, Director of General Education and Professor of Sociology, Community College of Rhode Island

Lunch and NEAIR Business Meeting

📍 Ballroom

🕐 12:00 PM - 01:45 PM

Improving Data Quality through Collaborative Projects

📍 Freedom

🕐 01:45 PM - 02:30 PM

Data is everywhere, but it's the quality that counts! Join speakers from two institutions to learn about their project-based approaches for improving data quality across their respective institutions. As a component of their institutions' Data Governance programs, collaborative data projects are initiated to address persistent data quality issues, such as inconsistencies in coding and/or data entry, definitional differences, incomplete data collection, and multiple sources of the truth. In this session, we will explore the types of data projects we undertake, the components and methodologies used, the project team members and stakeholders, and the outcomes, impacts, and best practices that emerge. This project-based approach is a component of the active side of data governance, which complements the foundational data governance elements of policies, processes, and standards. Participants will receive templates for conducting data projects and be able to incorporate learnings into projects at their own institutions.

📢 Speakers:

Casey Gogno, Lehigh University, Data Governance Officer
Rachel Groenhout, Director of Data & Change Management, Colby College

A SAGE Approach to Institutional Effectiveness

📍 Weatherly

🕐 01:45 PM - 02:30 PM

How well are we collectively meeting our goals?' This question guides Guttman Community College's planning and assessment process known as SAGE: Systematic Approach for Guttman Effectiveness. Learn a creative, collaborative, and constructive approach to engage administrative, educational, student support, and academic

units in a continuous improvement cycle. Using the formula: Purpose + Process + People = Progress, the presenters show how to support unit-level progress, advance college goals, and compile useful evidence for meeting accreditation standards.

📢 Speakers:

Elisa Hertz, Asst. Dean of Institutional Effectiveness and Strategic Planning, CUNY Guttman Community College

Nyssa Hasan, Senior Institutional Research Data Analyst, Guttman Community College

Teruo Yokoyama, Senior Institutional Research Data Analyst, CUNY Guttman Community College

[CANCELLED] To Peer or Not To Peer, that is the question (15 min)

📍 Columbia

🕐 01:45 PM - 02:30 PM

Schools often benchmarks themselves against their peers but what exactly does that mean. This presentation will define different types of peers and sources that create default peer lists. It will describe the process used by our university to extract data from several sources and the metrics used to generate a customized peer list for benchmarking.

📢 Speakers:

Tammy Silva, Director, University of Massachusetts Dartmouth

Using NSSE Data to Predict Four-Year Graduation (15 min)

📍 Columbia

🕐 01:45 PM - 02:30 PM

Institutions often amass a wealth of data, some of which may be underutilized. By combining existing datasets, institutional researchers can gain new insights and extract additional value from their data. This presentation shares the results of an analysis that combined National Survey of Student Engagement (NSSE) results with four-year graduation data. The responses of 246 first-year students who completed the NSSE in 2017 were matched with their four-year graduation results. Support vector machines (SVMs), random forests, decision trees, and k-nearest neighbors (k-NN) models were trained to predict four-year graduating based on various subsets of the NSSE items. The most accurate model outperformed the baseline model and had a useful level of negative predictive value. Both the process undertaken to create the models and the models themselves were useful, and this presentation will be of interest to institutional researchers who are interested in exploring new ways of using their available data.

📢 Speakers:

Alexander Nanni, Associate Director of Institutional Research, Roger Williams University

IR's Role in a University Data Warehouse (15 min)

📍 Columbia

🕐 01:45 PM - 02:30 PM

While a data warehouse is typically built and maintained by Information Technology, Institutional Research can play a key role in its development and use. Collaboration between IT and IR is critical to ensure data integrity and establish standardized data definitions and calculations for reporting from the data warehouse. This partnership between IT and IR colleagues has laid the foundation for accurate and useful data from the University Data Stream (UDS) and has enabled the delivery of key information to the President and senior administrators.

Developing a New Institutional Mission and Vision

📍 Enterprise
🕐 01:45 PM - 02:30 PM

This presentation will take attendees through the strategic planning process of developing a new mission and vision for a not for profit arts college. Presenters from the office of Institutional Research together with the Senior Director of Global Strategy and Planning will explain our iterative and innovative process that included data collection, analysis, and stakeholder engagement and that prioritized transparency, inclusivity, collaboration, and data-centered decisions. The collaborative and evidence-based work resulted in a mission and vision that defines the institution's core purpose and sets our aspirations for the next chapter of the institution.

📢 Speakers:

Maria Goldberg, Senior Director, Global Strategy & Innovation, Berklee
Mike Maieli, Data Scientist, Institutional Effectiveness, Berklee

Can we do better? Reflections on a national DEI survey

📍 Courageous
🕐 01:45 PM - 02:30 PM

Since 2018, the Higher Education Data Sharing Consortium (HEDS) has administered a diversity and equity survey to over 200,000 students, faculty, and staff at over 300 institutions of all kinds. In the last year, however, we have seen a significant decline in the number of institutions that use the survey as well as a decline in interest from institutional leaders in using any DEI-focused surveys. Some of this decline is the result of political pressure. But, beyond this factor, are there other reasons for this decline? In this session, we will review the history of [name of survey removed], including what we've learned about how campuses use data from the survey, what we learned from follow-up focus groups at eight institutions, and how we used this information to develop a new survey that addresses diversity and equity issues from the standpoint of membership in a campus community.

📢 Speakers:

Charles Blaich, Director, HEDS
Kathleen Wise, Associate Director, Higher Education Data Sharing Consortium

Leveraging Data to Support Student Success

📍 Intrepid
🕐 01:45 PM - 02:30 PM

This session focuses on a partnership between institutional research and the associate provost's office using data to target, evaluate, and support first-year success and retention efforts, including EAB Navigate early alert campaigns, with promising results. Initial findings show that first term GPA, which typically correlates with retention, was 3% higher for the 2023 cohort than for two prior first-year cohorts, with a 6% improvement for the students most vulnerable to low retention. A key strategy in the success and retention effort has been to identify and provide additional support for students with two or more characteristics that, in combination, typically correlate with low retention. These characteristics include first generation status, Pell eligibility, under-represented minority status, rural origin, and incoming high school GPA below 3.0. The presentation and discussion will focus on

methods, results from linear modeling and logistic regression, and strategies for leveraging data to build campus partnerships.

📢 Speakers:

Laura Millay, Assessment and Institutional Research Analyst, University of Maine

Deb Allen, Assistant Provost for IR and Assessment, University of Maine

Scott Marzilli, Associate Provost for Student Success and Innovation, University of Maine

Creating a Tableau Dashboard for Survey Item Banking

📍 Newport

🕐 01:45 PM - 02:30 PM

Do you want a way to organize and look through your survey items in a more strategic way? If so, join our presentation to learn about our journey toward creating a dashboard that consolidates our multiple surveys and survey items into a single filterable item bank. We will discuss our process of developing an item bank dashboard using SPSS and Tableau, as well as the lessons we learned. The session will also address each of the following: 1) Recommended elements to include in a filterable item bank; 2) Broad steps to creating an item bank in Tableau (SPSS not required); and 3) Benefits to creating a filterable item bank.

📢 Speakers:

Allix Beauchamp, Associate Director, Office of Assessment and Research, College of the Holy Cross

Drive Institutional Success with U.S. News' Data Platform Academic Insights

📍 Portsmouth

🕐 01:45 PM - 02:30 PM

This session will show Higher Education and IR Professionals how to leverage instant access to thousands of performance metrics and historical data for you and your peer schools by using Academic Insights for benchmarking and institutional data reporting. Academic Insights is U.S. News and World Report's ranking, data, and analytis platform which college and university administrators use to create custom peer and metric groups to compare and measure performance across internal programs and peer schools. The platform allows you to take a deep dive into all of the unpublished data behind the rankings to better understand any school's performance.

📢 Speakers:

Jessica Locklear, Senior Account Executive, Academic Insights, U.S. News & World Report - Academic Insights

Redesigning & Aligning Grad Student Experience Surveys

📍 Atrium

🕐 02:30 PM - 03:15 PM

This session explores a comprehensive overhaul of the Masters student experience surveys at the Tepper School of Business. After recognizing an opportunity to improve long standing surveys administered to full-time MBA, part-time online MBA, and M.S. in Business Analytics students, a redesign was proposed and a months-long process was undertaken to improve and realign the surveys with key business school and university priorities. The session will cover the entire process from obtaining buy-in from a wide range of stakeholders to collaboratively designing the surveys, pilot testing, and successfully administering them. Key themes include reducing survey length and

duplication, optimizing response rates, and focusing on actionable data. The session highlights collaboration with colleagues in the institutional research office and across functions at the Tepper School of Business. Broadly applicable recommendations and lessons will be shared.

📢 Speakers:

   Kirby Livingston, Institutional Research Designer & Analyst, Carnegie Mellon University

3D Maps in Excel: A Data Exploration

📍 Atrium

🕐 02:30 PM - 03:15 PM

This presentation delves into the 3D Map function in Excel, an invaluable free tool facilitating geographic data representation (i.e. mapping) without separate data visualization software. It examines potential use cases, provides illustrative examples, and discusses the tool's limitations.

📢 Speakers:

   Mason Walmsley, Research Analyst, Community College Of Rhode Island

Unlocking Insights: The Power of Analytical Dashboards

📍 Atrium

🕐 02:30 PM - 03:15 PM

Data visualization is important for making complex data understandable and actionable. As decision-makers increasingly rely on data, tools like Tableau enhance data comprehension and communication across stakeholders. This session will showcase a Tableau dashboard created by the IR team to display DEI survey findings, designed to elevate the institution's DEI initiatives.

The dashboard includes features for filtering and disaggregating data by demographics such as campus locations, colleges, departments, roles, race, and gender, providing detailed insights into each group to identify trends and disparities. It also supports comprehensive comparative analysis, allowing the comparison of DEI metrics between administrations and with peer institutions.

This powerful tool helps the university make informed decisions and foster a more inclusive workplace culture. The intuitive interface ensures that even users with minimal technical expertise can navigate it effectively.

📢 Speakers:

   Diana Danelian, Director, Survey Research and Assessment, Northeastern University
   Nara Hakobyan, Senior Survey Research Analyst, Northeastern University

When the Data get Dicey: Building a Model to Predict Graduation Rates from Touchpoint Data

📍 Atrium

🕐 02:30 PM - 03:15 PM

In this session, which is a follow-up to 2023's session, presenters will review the collection, modeling, and outcomes of touchpoint data from the university's EAB application. Participants will be introduced to the statistical models used as well as the graduation rate outcome data that points to the efficacy of interaction with academic advising on campus.

📣 Speakers:

Sam Greenwood, Research Analyst, SUNY University at Buffalo

Holly Klick, Research Analyst, SUNY University at Buffalo

Long-Term Course Evaluation Data for Campus Insights

📍 Atrium

🕐 02:30 PM - 03:15 PM

This presentation aims to provide a detailed account of how A University integrated course evaluation data into a comprehensive longitudinal data set. It demonstrates the methods used to leverage this data for actionable insights and share it across the campus. It will discuss using data visualization to effectively highlight the trends and insight and how they were conveyed across the campus to various offices. We will discuss how using comprehensive data visual tools makes it easier to identify trends, patterns, and anomalies that previously have been overlooked.

📣 Speakers:

Shambhavi Pandey, Senior Analyst, Clark University

Future-Proofing the Data: Making the Call on a New SIS

📍 Atrium

🕐 02:30 PM - 03:15 PM

During this session, speakers will share their experience migrating to a new student information system, Jenzabar, including contemplation, advocacy, and implementation. Beginning with the initial phase of evaluating the risks and benefits of implementing a new SIS, this session will explore how to evaluate and communicate the short-term and long-term impact of a new SIS adoption on finances and data governance to guide decision-making. Strategies will be discussed for establishing buy-in from stakeholders leading up to implementation after the investment is secured. Speakers will consider how to collaboratively establish data standards for a new SIS to ensure long-term solutions that serve the college well. Finally, challenges and considerations will be discussed that are helpful to keep in mind before and during a new SIS implementation.

📣 Speakers:

Kim Speerschneider, Associate Vice President for Institutional Effectiveness, Maria College

Amelia McCarthy, Institutional Research Analyst, Maria College

Evaluating VT GEAR UP's Summer Melt Intervention

 Atrium
 02:30 PM - 03:15 PM

To study the impact of an intervention aimed to reduce summer melt among at-risk students, we collected students' post-graduation plans during spring of their senior year and compared it to fall term enrollment data. The intervention consisted of at least one virtual meeting with a trained outreach counselor between June-August. Counselors helped students view their college bill, troubleshoot outstanding account balances, connect with key on-campus supports, register for orientation activities, etc. Participation was incentivized with credits toward books for fall term courses. Of the 216 graduates planning to enroll in postsecondary, 48% participated in the intervention. Among intervention participants, 93% enrolled as planned that fall (7% summer melt) compared to 60% enrollment among non-participants (40% summer melt). Although selection bias likely contributes to this difference, anecdotal evidence suggests these meetings are effective at helping at-risk students stay on track for fall enrollment.

 Speakers:

Anna Prescott, Senior Evaluation and Research Analyst, Vermont Student Assistance Corporation
Colin Martin, Outreach Database Specialist, VSAC

Cultivating a Culture of Assessment in Service Units

 Atrium
 02:30 PM - 03:15 PM

This poster shares insights from revising an annual assessment process for non-academic service units to better serve department needs and instill a culture of assessment. Learn more about the process, lessons learned, and assessment resources to use at your own institution. (Non-academic service unit examples include student affairs, admissions, advising, library, and information services)

 Speakers:

Garland Mann-Lamb, Sr. Institutional Research Analyst, MCPHS University

IR and Sustainability: AASHE STARS and Beyond

 Atrium
 02:30 PM - 03:15 PM

IR professionals can contribute to the sustainability of their respective organizations in many ways. One way in which they may do so is through supporting or leading their institution's involvement in The Association for the Advancement of Sustainability in Higher Education (AASHE) Sustainability Tracking, Assessment & Rating System (STARS), a voluntary framework that hundreds of universities use to self-report their sustainability. STARS aligns with the constellation of skills and experience that IR professionals possess, as it requires the thoughtful collection, processing, and reporting of an institution's sustainability. This poster introduces AASHE STARS, shares key ideas from AASHE 2023 Conference and Expo in Boston, MA, and suggests ways that an institution's IR office can contribute to - or lead - the reporting effort. It also suggests ways that environmentally-minded IR professionals can collect and share relevant data within their campus community, regardless of whether their institution participates in AASHE STARS.

📢 Speakers:

    Alexander Nanni, Associate Director of Institutional Research, Roger Williams University

Insta-Insights: Revitalizing IR and Data Literacy

📍 Atrium

🕐 02:30 PM - 03:15 PM

Post-COVID, our Institutional Research (IR) office had lost visibility within the campus community. One of the goals of our newly restructured IR office was to reintroduce ourselves, ensuring the community understood what IR is, what we do, and to improve data literacy. A key component of our multi-pronged approach was creating a social media presence through an Instagram account. This poster will highlight the strategies our office employed to launch and promote the new Instagram account, how we collaborated with other campus accounts, and provide examples of posts and stories that effectively engaged the community in data literacy.

📢 Speakers:

    Lauren Haugh, Senior Research Analyst, Bridgewater State University

A Centralized Warehouse for Graduate Admissions Data

📍 Atrium

🕐 02:30 PM - 03:15 PM

Graduate admissions data often exists in a decentralized landscape within institutions, hindering efficient planning and decision-making at the central administration level. At Carnegie Mellon University, we encountered this issue with sixteen admission system pipelines serving seven graduate schools. Our response was to launch the Graduate Applications and Admissions Data (GRAAD) Project. In this poster session, I will delve into our approach for centralizing data from disparate systems, overcoming challenges, and creating a unified data warehouse for reporting and informed decision-making.

📢 Speakers:

    Zoraya Cruz-Bonilla, Data Quality Analyst, Carnegie Mellon University

Is it Instructional Stress? Analyzing Teaching Load

📍 Atrium

🕐 02:30 PM - 03:15 PM

Discussions about class size and instructional stress are often discussed among campus academic leaders. For even the most savvy campus leader on a data-informed campus, good, contextualized data is hard to come by. Our office set out to solve this problem by creating a dashboard for the campus that examines teaching loads more broadly (attending to loads at both ends of the continuum) and provides the context needed to make decisions related to budget, hiring and instructor assignment. This poster will showcase the dashboard created, explain the decisions made on what to include and even include some technical details on assembling data with different roll-up hierarchies.

📢 Speakers:

    Krisztina Filep, Executive Director of Analytics and Institutional Research, University of Massachusetts Amherst
    Regan Scott-Chin, Senior Data and Visualization Analyst, University of Massachusetts Amherst

From Classroom to Career: Factors Shaping Students' Competencies and Workforce Outcomes

📍 Atrium

🕐 02:30 PM - 03:15 PM

This poster presents a comprehensive analysis of factors influencing students' career readiness and workforce transition. Combining data from a local competency assessment study and a national analysis of post-graduation STEM employment, we explore how student characteristics, academic experiences, and institutional support relate to career competencies and employment outcomes. Our findings highlight disparities in competency development and STEM workforce entry, emphasizing the need for targeted interventions and curriculum enhancements to promote equitable outcomes and successful career transitions for all students.

📢 Speakers:

Linli Zhou, Institutional Research Analyst, Lasell University

Data and Dessert and Exhibitors

📍 Atrium / Foyer

🕐 02:30 PM - 03:15 PM

Building a Data Literacy Program: A Practical Guide

📍 Freedom

🕐 03:15 PM - 04:00 PM

This session provides a roadmap for IR, IE, and assessment professionals seeking to build or enhance data literacy programs within their institutions. The presenter will share their experience establishing a higher education data literacy program from scratch, discussing the essential elements of a robust program and the importance of conducting a data maturity assessment to inform initiative design. Attendees will learn practical strategies for developing and delivering effective data literacy initiatives, including creating experiential learning opportunities and curating relevant resources. The presenter will share lessons learned and actionable advice based on their real-world experiences. By the end of the session, attendees will be equipped with the knowledge and strategies needed to assess their organization's data maturity, design effective initiatives, and drive positive change to support a culture of data-informed decision-making. This session is crucial for professionals aiming to facilitate the development of data literacy skills among faculty and staff.

📢 Speakers:

Susan Gracia, Sr. Associate Director - Data Literacy, Northeastern University

The IR Community: From IR and Beyond

📍 Weatherly

🕐 03:15 PM - 04:00 PM

Recognizing that the IR community extends beyond IR, this moderated session will feature the office of assessment and institutional research in addition to several offices outside of IR, such as, the registrar's office, provost's office, and academic affairs. In this session, panelists will share their experiences working with IR, including the challenges of working across offices and data systems. They will also share how they have developed and maintained positive working relationships and worked through data challenges.

📢 Speakers:

LeRoy Graham, Associate Provost, Middlebury College

Tania bolduc, Administrative Coordinator, Faculty Affairs, Middlebury College

Adela Langrock, Director Assessment and Institutional Research, Middlebury College

Lisa LaRose, Director of Finance and Operations - Provost Office, Middlebury College

Jen Thompson, Registrar, Middlebury College

Patrick Salomon, HR Analyst, Middlebury College

Insights for Excellence: Unlocking the Full Potential of IR

📍 Columbia

🕐 03:15 PM - 04:00 PM

Institutional research and assessment have experienced significant changes in the post-pandemic era with a greater emphasis on the use of data for decision-making, teaching and learning, and measuring student success. The demands on IR have expanded while many IR offices have stayed the same. IR offices are often called on to evaluate other programs. However, it is not often the case that we review our own offices. Reviews can yield numerous benefits including identifying what is needed to best support the institution and creating greater focus and value in the IR functions. Reviews of IR offices lack standardized guidelines. This interactive session is designed to collectively identify criteria needed to evaluate IR functions, exploring various roles, responsibilities, and goals. The audience will leave with the beginning steps for conducting an evaluation of the IR office designed to identify gaps between the IR functions and the needs of the institution.

📢 Speakers:

Christina Butler, Director, Tufts University

Shama Akhtar, Director, Institutional Surveys and Analysis, Bowie State University

Denise Nadasen, Principal/Owner, Nadasen Consulting

IPEDS Update: Current and Future Changes

📍 Ballroom

🕐 03:15 PM - 04:00 PM

The National Center for Education Statistics (NCES) will provide a general update on the Integrated Postsecondary Education Data System (IPEDS) annual survey. There are important changes to the collection for both the current (2024-25) data collection and next year’s (2025-26) data collection. In addition, NCES will discuss future changes to the collection including changes to the collection of race/ethnicity due to the updates to the Office of Management and Budget’s Statistical Policy Directive 15 (spd15revision.gov) and briefly discuss other research and development and tools improvement initiatives.

📢 Speakers:

Tara Lawley, Program Director, National Center for Education Statistics

Data to Action: Equity-Minded IR Driving Organizational Change

📍 Courageous

🕐 03:15 PM - 04:00 PM

Equity-minded data work requires collaboration, ongoing learning, and strategic action. In this session, we will explore how our Institutional Research (IR) office has taken an active role in promoting organizational change

through a focus on Diversity, Equity, Inclusion, and Belonging (DEIB). We will share specific examples of our approach and our collaborative efforts in creating actionable insights, balancing evaluation needs, and fostering data literacy across campus. We aim to inspire attendees to begin or enhance their equity-minded practices, emphasizing that even small steps can make a significant impact, asking ourselves how can we be an agent of change rather than a passive voice in advancing equity?

📢 Speakers:

Laura Pistorino, Business Intelligence Analyst, Bridgewater State University

Lauren Haugh, Senior Research Analyst, Bridgewater State University

Amanda Colligan, Executive Director, Institutional Research & Decision Support, Bridgewater State University

Developing Strategic Analytics as Part of the IR/IE Portfolio

📍 Intrepid

🕐 03:15 PM - 04:00 PM

Higher education is getting increasing competitive, with both the financial constrains and enrollment declines challenging the operations of colleges and universities. Many universities can leverage strategic analytics capabilities from their IR/IE offices to make better decisions. Strategic analytics is a relatively new concept in higher education. Michael Kunc defines strategic analytics as the process of applying a variety of quantitative methods, in conjunction with structured and unstructured data, to help inform and shape strategic decision making in an organization. In this presentation, the author would like to provide a conceptual framework of what strategic analytics can be operationalized in the context of institutional effectiveness and planning. Use cases and examples will be provided to illustrate how key concepts such as market research, benchmarking analysis, competitive intelligence, and trend watch will be operationalized in the context of higher education.

📢 Speakers:

Henry Zheng, Vice Provost for Institutional Effectiveness and Planning, Carnegie Mellon University

When Python Met R: A SASsy Love Story Unfolds!

📍 Portsmouth

🕐 03:15 PM - 04:00 PM

Fall head over heels for data analytics in "When Python Met R: A SASsy Love Story Unfolds!" In this romantic tale of code collaboration, we introduce the ultimate trio - SAS, Python, and R - coming together in a unified,cloud based programming playground. While R is fashionably late to the party (joining us next year), we'll showcase the seamless chemistry between SAS and Python as they tackle date ingestion, cleaning and modeling with high performance flair and trustworthy results. Discover how this dynamic due (soon to be terrific trio) ignited collaboration across diverse teams, amking workflow harmony more than just a fairy tale. And for those who prefer point-and-click adventures over coding quests, we'll sprinkle in the magic of SAS Viya. Whether you're a data cupid or an analytics adverturer, this session promises a whirlwind romance with the future of institutional research.

📢 Speakers:

John Berry, Sales, SAS

Methodologies for Determining Student Performance Risk

 Newport
 03:15 PM - 04:00 PM

Various teams on our campuses want to provide intervention programs to those who need it the most ? but how do we determine who those students are? This presentation will give participants a few methods, from simple to slightly complex, to 1) analyze various characteristics of their students to determine if there are any specific student characteristics that contribute to or are connected to student outcomes ? this could be retention/withdrawal, GPA, graduation, academic probation, etc., 2) create a model to rank students' 'risk' to select students for their tailored student success interventions or programming, and 3) verify the efficacy of the model by ranking past students and determining if student outcomes match the model's predictions.

 Speakers:
   Robert Cilino, Head Coach, Alpine Skiing, Alfred University

Leadership & Growth Pathways for IR Professionals

 Freedom
 04:15 PM - 05:00 PM

Are you an early- or mid-career professional thinking about what career opportunities lie ahead? Are you feeling like you don't have a path forward or are you overwhelmed by the many paths you could take?

Our panel of four Massachusetts-based leaders all started in traditional IR roles early in their career and have since moved in, out, and around the field. They will reflect on their careers, share what helped and hindered them, and hopefully give some guidance to professionals looking to grow.

 Speakers:
   Thomas Beraldi, Assistant Vice President and Chief Data Strategist, University of Massachusetts
   Jeremy Goodman, Founder and Principal, Jeremy Goodman Consulting
   Jess Greene, Assessment & Accreditation, Boston College
   Alison Donta-Venman, Sr. Director, Data Analysis and Research, HelioCampus

Unlocking Potential: The Value of NEAIR Mentoring

 Weatherly
 04:15 PM - 05:00 PM

This panel session will delve into the benefits of professional mentoring for both mentors and mentees in the IR field. Attendees will gain insights into the multifaceted value of mentoring, building successful mentoring relationships, and developing a culture of mentorship within IR. We'll explore how mentoring fosters career development, enhances professional skills, and promotes knowledge sharing within the IR community. We'll discuss strategies for establishing effective mentoring partnerships, setting goals, and navigating challenges. This session will explore best practices for institutions and professional organizations to cultivate a culture of mentorship that supports the continued growth of IR professionals.

 Speakers:
   Kim Speerschneider, Associate Vice President for Institutional Effectiveness, Maria College
   Chandra Gigliotti, Associate Vice President for Innovation, Learning, and Effectiveness, Chesapeake College

Karen Vance, Adjunct Professor, Penn State IR Certificate Program, Penn State University
Jennifer Wu, Chief Engineering Analytics Officer, Penn State College of Engineering

IR leading the development of a new data warehouse

📍 Columbia
🕐 04:15 PM - 05:00 PM

In this session we will present the journey of an IR office's opportunities and challenges when leading the development of a new data infrastructure. Having a central depository of integrated data sources, with data ready for analytics, research and reporting is the dream of every institutional researcher. We will reflect on data considerations to keep in mind when selecting a data lake or a data warehouse, and what data architecture to use. Attendees will understand different data architecture options for data lakes and data warehouses, including Kimball, Inmon, and Lindstedt (Data Vault methodology) models. We will discuss the need for upskilling and re-skilling of the IR team, onboarding with a consulting team, and the use of automatization tools (i.e. WhereScape).Different automation tools will be compared.

📣 Speakers:
Nancy Becerra-Cordoba, AVP Decision Support & IR, Connecticut State Colleges and Universities

U.S. News: Inside the Rankings and What's Next

📍 Ballroom
🕐 04:15 PM - 05:00 PM

Institutional researchers have the challenge of explaining complex rankings to non-technical audiences. This session will help. It will begin by outlining key changes to U.S. News's surveys and formulas; followed by a rundown of information available to school contacts ahead of publication. There will be time for questions and feedback.

📣 Speakers:
Eric Brooks, Principal Data Analyst, U.S. News & World Report

Creating Longitudinal Data Dashboards with Tableau

📍 Courageous
🕐 04:15 PM - 05:00 PM

No data warehouse? Yep, us too. Creating Longitudinal data dashboards with Tableau no- data warehouse needed. IR professionals are being asked to present 'big data' dashboards in an accessible format to a wide variety of stakeholders. Yet, many IR offices operate without access to an institutional data warehouse or a direct connection from the institutional 'live' data to the visualization software products such as Tableau. Presentation from 'nuts to bolts' of how to organize institutional data in an accessible format for IR professionals to build longitudinal data dashboards in Tableau without the help of an institutional data warehouse or direct link such as a Tableau bridge to the data. Tips and tricks will be presented: organizing the data, coding new variables in Tableau, building graphs/visuals, formatting dashboards, filters, linking different data files into a single tableau file, etc. Examples of longitudinal data dashboards with filters showing institutional data (e.g., Enrollment, Retention, Graduation, APR, etc) and grants, will be presented. Lessons learned (so far) will be discussed. The intended audience is IR professionals at all levels that work with having to present data to a wide variety of stakeholders, familiarity with Tableau or Power BI would be helpful, but is not necessary.

Speakers:

Stacey Kadish, Director, Quinsigamond Community College
Gina DeCarolis, Senior Research Analyst, Quinsigamond Community College

Implementing Agile Project Management Practices

📍 Intrepid
🕐 04:15 PM - 05:00 PM

Is your IR&A office struggling to deliver value for large scale projects? Applying principles of Agile Project Management to projects that may change requirements during their time frame to collaborate with stakeholders more effectively was the path that our organization took to address these challenges. Join us to learn some concepts of the Agile Methodology and resources that will help you get started as we share the case studies in which we applied the methodology with success.

📢 Speakers:

Diana Lomelin, Data Scientist, Carnegie Mellon University
Matthew Hoolsema, Director, Data Science and Advanced Analytics, Carnegie Mellon University
Zoraya Cruz-Bonilla, Data Quality Analyst, Carnegie Mellon University

Data Champion Training and Book Club

📍 Newport
🕐 04:15 PM - 05:00 PM

The presentation is a share of approaches for changing the data culture on campus. The described initiative started with building 'the data champions' group as a way to expand employees' access to data and evaluation capacity by providing training and foundation for factual data sharing.

The initiative focused on the data systems, technical support and resources available at the college, addressed unbiased data research formulation and findings interpretation, trained the basics for constructing data visualizations and information sharing while maintaining the data security. It continued as a safe space book club discussions for sharing data stories and interpretations coming from our diverse 'data identities' as described in 'You are a data person' book by Amelia Parnell.

📢 Speakers:

Elina Belyablya, Assistant Director Institutional Research, SUNY Monroe Community College
William Dixon, Director of Institutional Research, Monroe Community College

TUESDAY, NOVEMBER 19, 2025

Breakfast

📍 Atrium
🕐 07:00 AM - 08:45 AM

Wellness Activity: Meditation

📍 Middletown
🕐 08:00 AM - 08:45 AM

SIG -- IR Professionals of Color

📍 Freedom
🕐 08:00 AM - 08:45 AM

SIG -- Mentor/Mentee Connect

📍 Weatherly
🕐 08:00 AM - 08:45 AM

SIG -- FVT/GE

📍 Enterprise
🕐 08:00 AM - 08:45 AM

SIG -- Leadership Intensive Discussion

📍 Courageous
🕐 08:00 AM - 08:45 AM

SIG -- Community Colleges

📍 Intrepid
🕐 08:00 AM - 08:45 AM

SIG -- IR Practice at Small, Highly Selective Liberal Arts

📍 Newport
🕐 08:00 AM - 08:45 AM

SIG -- IR Offices in Special Focus Institutions

📍 Portsmouth
🕐 08:00 AM - 08:45 AM

Plenary: Leading in the Aftermath of Personal or Professional Disruption: A Call to Action for Hope, Healing,Gig

 Ballroom
 09:00 AM - 10:00 AM

As leaders across higher education continue to navigate peresonal and professional challenges, this closing session will introduce a framework for engaging in the important, and often neglected, work of post-crisis leadership. Drawing upon themes and examples from his newly published book, Dr. Ralph Gigliotti will introduce five practices for professionals at all levels: (a) encourage learning, (b) inspire growth, (c) stimulate meaning making, (d) pursue reinvention, and (e) advance renewal. This enpowering and inspiring closing session will offer a reminder of the importance of values-based, principled oriented, and people-centered practices as we work together to advance the field and elevate our institutions.

 Speakers:
   Ralph Gigliotti, Assistant Vice President for Organizational Leadership, University Academic Affairs, Rutgers

Boost the Effectiveness of an Early Alert System

 Freedom
 10:15 AM - 10:45 AM

We will explore two data-driven dashboard approaches to increasing effectiveness and tracking of our early alert system; one aimed towards our working group to use to enhance their work in supporting students holistically and the other aimed towards leadership and faculty in demonstrating the outcomes of the early alert flags.

 Speakers:
   Arica Fong, Sr Data Analyst, Johns Hopkins University

Curriculum Mapping: Removing Barriers

 Weatherly
 10:15 AM - 10:45 AM

This presentation introduces an innovative process at our institution designed to streamline the administrative aspects of curriculum mapping for departments. Our goal is to alleviate the administrative burden on departments, enabling them to focus on the collaborative and academic components of curriculum mapping. This approach has increased departmental engagement and participation in curriculum mapping activities. Our assessment office utilizes a Qualtrics form to collect data from faculty and Tableau to share the results with departments. Finally, we provide departments with a report that includes initial analysis and guiding questions to facilitate faculty discussions.

 Speakers:
   Alicia Remaly, Director of Assessment and Educational Effectiveness , University of Massachusetts Amherst
   Gabriel Rodriguez, Senior Assessment Analyst, University of Massachusetts Amherst

Achieving Collegiate Excellence

⚲ Courageous
🕐 10:15 AM - 10:45 AM

Achieving Collegiate Excellence (ACE) is a student success program, developed at New York Institute of Technology, that incorporates academic coaching, engagement activities, and online success modules to support eligible students. This presentation will focus on

a) how a collaborative and ongoing review of student data across the institution has informed the initiation, assessment, and continuous improvement of ACE, and

b) how the target group has shown improved retention and other success outcomes since implementing ACE. ACE serves as a strong example of how in many ways, data can inform a better understanding of student barriers, and support institutions in better aligning with their missions through responding to student needs.

📢 Speakers:
Mohammed Moizuddin, Director, IR, New York Institute of Technology
Rocio Morello, Associate Director, Student Success Initiatives, New York Institute of Technology

Development of a Campus Climate Scorecard

⚲ Intrepid
🕐 10:15 AM - 10:45 AM

The decision on how to communicate campus climate results to your community at large may present challenges. For example, you may consider how to deliver information in a succinct way for less data literate audiences, how to standardize responses across questionnaires, and how to minimize respondent disclosure risk. A scorecard is an effective method to address these challenges and communicate institutional campus climate performance to facilitate general knowledge as well as decision making for your institution. The primary goal of this presentation is to discuss the process of developing a scorecard for our institution's recent campus climate survey. Specifically, this presentation will focus on the usefulness of communicating climate survey data via a scorecard, the descriptive and inferential statistical analyses used to develop ratings, and how to disseminate the scorecard through written reports and online dashboards while working to maintain respondent anonymity.

📢 Speakers:
Matt Wilkinson, Senior Institutional Research Analyst, Bentley University
Kelly Giardullo, Executive Director of BI and ENSYS, Bentley University

Realizing a Merger: A Student-led Research Initiative

⚲ Enterprise
🕐 10:15 AM - 10:45 AM

In 2016 two neighboring colleges merged to become a fully comprehensive performing arts institution. Today, many departments, systems, and infrastructural spaces across the two legacy institutions have been integrated, but the curricular structures have mostly remained separate. A recent reaccreditation report stated that the slow pace of the integration is impacting students and their ability to capitalize on the power of the merger. A student-led research project was conducted to better understand how students are realizing the promise of the merger and what the institution can do to enhance their experience across the merged institution.

Visualizing Student Statuses Over Time

 Freedom
 10:55 AM - 11:25 AM

Complex longitudinal datasets in Institutional Research/Effectiveness often require visualization techniques beyond traditional graphs. This presentation explores methods for visualizing multi-dimensional time-based data, such as a student moving across enrollment statuses over time, ideally from 'Enrolled' in some semesters to a final status of 'Graduated'. Our implementation utilized Tableau and Snowflake so we will mention our process using these tools, although most of the ideas are tool-agnostic. The session will cover data preprocessing strategies, an overview of the creation of these diagrams, and best practices for introducing these to stakeholders. Drawing from our institution's experience, we'll share how these visualizations have been received and how they have been utilized by our users.

 Speakers:
Brandon Hutton, Data Analyst and Project Manager, Carnegie Mellon University
Diana Lomelin, Data Scientist, Carnegie Mellon University
Matthew Hoolsema, Director, Data Science and Advanced Analytics, Carnegie Mellon University

Helping underpaid faculty get what they deserve

 Weatherly
 10:55 AM - 11:25 AM

Pay equity is a priority on our campus, and the bargaining unit for our faculty and librarians regularly negotiates to address faculty salary inequities. As a result of recent bargaining, a new contract allowed for a central process to identify underpaid faculty within departments, and senior leadership requested our office's help developing a transparent, objective and replicable method to find faculty members eligible for salary adjustments to address inequities. This session will outline our methodology, our challenges and considerations, and the visualizations we used to tell a story and enable salary adjustments given a variable budget amount and evolving priorities.

 Speakers:
Regan Scott-Chin, Senior Data and Visualization Analyst, University of Massachusetts Amherst
Krisztina Filep, Executive Director of Analytics and Institutional Research, University of Massachusetts Amherst

Barrier Courses in IE/IR and Academic Assessment

 Intrepid
 10:55 AM - 11:25 AM

The Community College of Rhode Island (CCRI) developed a method for identifying barrier courses for our students. The Institutional Effectiveness (IE) team shares high-enrollment, low-pass (HELP) courses reports with our colleagues in Academic Affairs that are driving changes in classroom instruction in every department at the College. Join speakers from the CCRI IE and Academic Assessment teams to learn both the IE team's methods for developing HELP reports and how we are supporting the College's efforts to keep improving how we teach our students in the classroom.

Cassie Burke, Research Analyst, Community College of Rhode Island
Lauren Webb, Director Academic Program Review & Accreditation, Community College of Rhode Island

Boosting Student Success via On-Campus Job Analysis

📍 Enterprise
🕐 10:55 AM - 11:25 AM

As prospective students and their families increasingly see career readiness as an important college outcome, on-campus employment is a direct way universities can develop career readiness and provide financial support while also enhancing persistence. What can IR offices help their institutions learn from student employment data in terms of student engagement and satisfaction? Many schools have student employment-relevant information distributed across different offices and systems. In this session, audience members will learn how we've conducted a full review of student on-campus employment data to investigate questions about equitable employment rates and student success. Institutional research members can learn types of analyses they can consider conducting along with strategies to support school leaders in student success, student employment offices, and career services to reconstruct policies to offer more targeted support and help unemployed students for better student success.?

📢 Speakers:
Skye Wu, Clark University, Institutional Research Analyst

We Got the Scholarship! Now What?

📍 Courageous
🕐 10:55 AM - 11:25 AM

In June of 2023, my institution was awarded a last-dollar state tuition scholarship program for juniors and seniors. In under two months, the college needed to determine the who and the how of the new program, establishing criteria for eligibility and the mechanisms for awarding. The resulting process was far more collaborative and far quicker than any in institutional memory, in part because of culture change already initiated by the institutional research and IT offices. This case study provides an example of how cross-functional teams can work proactively to meet urgently needed change, reviews the critical planning and operational needs IR can fulfill when granted an early and vocal seat at the table, and discusses how intransigent some problems remain despite the most collaborative of efforts.

📢 Speakers:
Sara Phillips (she/her), Director of Institutional Research and Planning, Rhode Island College

Enhancing Public Facing Dashboards with UX Methods

📍 Newport
🕐 10:55 AM - 11:25 AM

This presentation delves into the enhancement of public facing dashboards through the application of User Experience (UX) research methods. Techniques such as usability testing, content analysis and client interviews will be explored to demonstrate how they are improve the design, functionality of user/client satisfaction with Tableau dashboards. Attendees will gain practical insights and strategies for intergrating UX methodologies to createmore effective and engaging dashboards. This session is especially beneficial for newcomers seeking to elevate their dashboard design and implementation skills.

📢 Speakers:

Nadia-Marie Sta Romana, Institutional Research Analyst, Fairleigh Dickinson University

Conference Closing

📍 Ballroom

🕐 11:30 AM - 12:00 PM

📢 Speakers:

Steve Sheridan, Senior Director for Institutional Effectiveness, Villanova University