



Commission on Information, Measurement and Analysis (CIMA)
 2018 Summer Meeting
 Bozeman, Montana
 July 29-31, 2018

Agenda with Session Abstracts & Speakers

Sunday, July 29		
12:00-1:15 p.m.	CIMA Executive Committee Meeting (Closed) <i>*Lunch Provided</i>	Room 235
1:30-2:45 p.m.	Creating and Deploying School/ Department/ Center Scorecards	Ballroom B
<p><i>Our public institutions are adjusting to internal and external pressures to identify and meet performance standards. Many institutions are challenged to quantify common dimensions of School, College, Department, and Academic Program productivity while also recognizing natural differences. The goal of this session will be to identify some best practices around how data can be used to evaluate productivity.</i></p> <p>Presenters:</p> <ul style="list-style-type: none"> ◇ Rick Burnette, Associate Vice President for Academic Affairs Metrics, Analytics and Institutional Data Administrator, Florida State University ◇ Janet Kisner, Vice President for Faculty Development and Advancement, Florida State University 		
2:45-3:00 p.m.	Coffee Break	SUB Hallway
3:00-4:15 p.m.	Ethical Use of Data Beyond Privacy	Ballroom B
<p><i>The growth in data available to university communities and the expanded use of data come with concerns about how these data will be used. Most institutions have policies on privacy, access, and some element of governance, but what about guidelines on the fair and ethical use of data? This session will engage participants in discussions of ethical dilemmas and resolutions related to data usage in higher education.</i></p> <p>Presenters:</p> <ul style="list-style-type: none"> ◇ Julie Carpenter-Hubin, Assistant Vice President of Institutional Research & Planning, The Ohio State University ◇ Don Hubin, Director, Center for Ethics and Human Values, The Ohio State University 		
6:00-7:00 p.m.	CIMA Reception <i>(light hors d'oeuvres & bar provided)</i>	Element Hotel Patio

Monday, July 30		
8:00-9:00 a.m.	CIMA Business Meeting <i>*Breakfast provided</i>	Ballroom B
9:15-10:30 a.m.	Challenges to Developing and Supporting a Culture of Continuous Improvement: The Contemporary Assessment Debate	Ballroom B
<p><i>Recent posts in high-profile media outlets have questioned the value of institutional assessment as a means to measure and improve student learning. (Are we assessing for assessment's sake or are we using assessment as a tool for supporting a culture of continuous improvement?) This session will provide an overview of the current arguments for and against institutional assessment and will include discussion(s) about how to build an effective culture of continuous improvement.</i></p> <p>Facilitator:</p> <ul style="list-style-type: none"> ◇ Julie Matuga, Associate Vice Provost for Institutional Effectiveness, Bowling Green State University 		
10:30-10:45 a.m.	Coffee Break	SUB Hallway
10:45-12:00 p.m.	Determining ROI: Can Faculty Value be Measured?	Ballroom B
<p><i>The cost of education is a timely topic, both within higher education institutions and among external stakeholders. For public universities there is increased scrutiny of investment in what are viewed by some as costly tenure-track faculty. We will explore how institutions can use various forms of data to make a case for the value of investing in faculty, not only about research, but student success as well.</i></p> <p>Presenters:</p> <ul style="list-style-type: none"> ◇ Dawn Bratsch-Prince, Associate Provost for Faculty, Iowa State University ◇ Janet Kisner, Vice President for Faculty Development and Advancement, Florida State University 		
12:00-1:30 p.m.	Lunch <i>(Optional fly-fishing demonstration on the lawn)</i>	Ballroom A
	CIMA Meeting Planning Committee (Closed)	Room 234
1:30-2:30 p.m.	CIMA and CoR Open Forum (Joint)	Ballroom A
<p><i>This open forum, moderated by Montana State's VP for Research and Institutional Research Director, is intended to identify and explore common data interests between these two offices.</i></p> <p>Presenters:</p> <ul style="list-style-type: none"> ◇ Chris Fastnow, Director of Planning and Analysis, Montana State University ◇ Renee Reijo Pera, Vice President of Research and Economic Development, Montana State University 		
2:30-3:30 p.m.	Utilizing Data for Measuring Faculty Research Contributions (Joint)	Ballroom A
<p><i>This session will focus on the economic impact of faculty research. The session will include interactive discussion on what metrics are used for benchmarking and the tools used for collecting data.</i></p> <p>Presenters:</p> <ul style="list-style-type: none"> ◇ Rick Burnette, Associate Vice President for Academic Affairs Metrics, Analytics and Institutional Data Administrator, Florida State University ◇ Rodolfo Torres, Interim Vice Chancellor for Research, University of Kansas ◇ Stephen Wisniewski, Vice Provost for Data and Information, University of Pittsburgh ◇ Alicia Knoedler, Executive Associate Vice President for Research, University of Oklahoma ◇ Ed Seidel, Vice President for Economic Development and Innovation, University of Illinois System 		

3:30-4:30 p.m.	Using Census Data to Measure the Economic Impact of Universities (Joint)	Ballroom A
<p><i>This session includes a brief presentation on how census data is used to measure the economic impact of university research and university graduates. A moderated panel will follow a presentation by the Census Bureau. Attendees will be invited to ask questions.</i></p>		
Presenters:		
<ul style="list-style-type: none"> ◇ M. Roy Wilson, President, Wayne State University ◇ Andrew Foote, Economist, LEHD Center for Economic Studies, U.S. Census Bureau ◇ David Troutman, Associate Vice Chancellor, Institutional Research & Decision Support, University of Texas System ◇ Theresa Mayer, Vice President for Research and Innovation, Virginia Tech 		
6:30-9:00 p.m.	Joint CIMA/CoR Reception <i>(heavy hors d'oeuvres & bar provided)</i>	Museum of the Rockies
<p><i>Distinguished lecture delivered by Dr. Russell Stands-Over-Bull, Geoscientist, Montana State University</i></p>		
Tuesday, July 31		
9:00-10:15 a.m.	The Transformational Clusters Initiative – Advancing Student Success Best Practices	Ballroom B
<p>The APLU Transformation Cluster Initiative will convene more than 100 universities in “transformation clusters” to adapt and scale solutions that will enhance student success and degree completion. Participating universities will pursue three broad goals: dramatically increase the number of degrees conferred by 2025, eliminate the achievement gap, and expand access to higher education. Each cluster will work to refine, implement, and scale innovative practices that address shared challenges among the participating institutions. This session will review metrics used to evaluate the adoption of evidence-based practices that drive progress toward equity and college completion.</p>		
Presenter:		
<ul style="list-style-type: none"> ◇ Julia Michaels, Director, Center for Public University Transformation, APLU 		
10:15-10:30 a.m.	Coffee Break	SUB Hallway
10:30-11:45 a.m.	How do we manage all of these surveys?	Ballroom B
<p><i>Survey fatigue on campus is real. It reduces participation in meaningful surveys and makes it difficult to conduct meaningful environmental scans. The purpose of this interactive session will be to identify best practices across participants for the effective management of survey implementation and timely data reporting of actionable results to campus stakeholders.</i></p>		
Presenters:		
<ul style="list-style-type: none"> ◇ Mike Bolen, Assistant Director, University Performance & Survey Analytics, University of South Florida ◇ Valeria Garcia, Assistant Vice President of Decision Support, University of Florida 		