CIMA 2019 Summer Meeting Program
July 28 – 30
Hosted by Wayne State University
At the Mike Ilitch School of Business
Detroit, Michigan

Sunday July 28

Executive Committee Meeting and Lunch (Invitation Only)
12:00-1:15 – (Room 157)

Session 1: *Using data to drive student success*
1:30-2:45 – (Room 145)
Presenters: Rick Burnette, Florida State University (Moderator)
**   Bethan Cantwell, Michigan State University**
**   Bob Carpenter, University of Maryland Baltimore County**
The nationwide focus on student success has created necessary strategic analyses of programs and factors that affect student outcomes like retention rates, graduation rates and post-graduation outcomes. Three institutions will discuss the organizational, technical, analytical, data, and political processes they have employed to affect positive student experiences. After brief presentations, we will break into roundtable discussions to identify and report on best practices around various aspects of these transformations.

Networking & Snack Break (Room 139)

Session 2: *Competency Based Education: Developing and Measuring Student Competencies*
3:15-4:30 – (Room 145)
Presenter: Charla Long, Competency-Based Education Network (C-BEN)
This session will discuss competency-based education and its value to higher education institutions and their current and prospective students. Through an interactive exercise, the Competency-Based Education Network's Quality Framework will be shared as a design guide for interested institutions. Multiple case studies and use cases will be explored, including a statewide model from Tennessee which partners higher education institutions with workforce development partners to address dire employment shortages.

CIMA Reception – Appetizers, drinks, and networking
4:45-6:15 – (First Floor Atrium)

Monday July 29

Breakfast 8:00-9:00 - (Room 139)

Session 3: *APLU Innovation & Economic Prosperity University Designees: Creating and using economic engagement metrics*
8:45-9:45 – (Room 145)
Presenters: Shalin Jyotishi, Association of Public and Land-grant Universities
Cindy Reifsnider, University of North Carolina, Chapel Hill

APLU members and their public-private partners contribute to economic engagement through work in three key areas of work: 1) talent and workforce development 2) innovation, entrepreneurship, and technology-based economic development 3) place development through public service, outreach, and community engagement. University administrators with responsibility for economic engagement face challenges in identifying and creating effective metrics and indicators to assess their work. The Commission on Economic and Community Engagement explores how to advance best practices in economic engagement metrics. A presentation of APLU's economic engagement framework and past work in metrics and indicators will set the stage for a facilitated discussion in which CIMA members will substantively contribute their perspectives on economic engagement metrics.

Session 4: *The Job Data Exchange*
10:00-11:15 – (Room 145)
Presenter: Jason Tyszko, U.S. Chamber of Commerce Foundation

The Job Data Exchange is a new, open data infrastructure that will support employers and HR partners in creating skill and competency-based job descriptions and postings. This new initiative will provide dynamic, structured data on in-demand jobs and skills that can be used by educational institutions to align curriculum, credentials, assessments, and guidance. The purpose of this session is for educational institutions to learn about and provide input on the design of the JDX and the leading uses cases that need to be explored when it comes to mapping and aligning programs to workforce needs.

Business meeting and lunch
11:30-12:45 - (Room 139/145)

Session 5: *Converting Noise into Signal: Making Big Data & Analytics Institutionally Useful*

1:00-2:00 – (Room 145)

Presenter: **David Ruiter and Roy Mathew, University of Texas, El Paso**

This session will introduce a novel problem resolution approach that integrates analytics within a planning framework. The Metrics-Based Planning framework was developed and applied at University of Texas at El Paso (UTEP) with remarkable results. The primary objective of our presentation is to help the audience understand the principles that guide action within this framework, and to provide an opportunity for participants to consider how this approach might be used at their respective institutions.

Session 6: *Use-Cases as a tool for improved decision-making*

2:15-3:30 – (Room 145)

Presenters: **Gesele Durham, George Mason University (moderator)**
Brian O'Connor, University of Buffalo
Abhay Joshi, Virginia Tech

This session will feature a brief introduction on the value and creation of use-case scenarios. Short, 10-minute presentations from 3 institutions on a use-case to support data-driven decision-making, followed by a group discussion on key components of how the use-cases improved the effective use of data. Use case scenarios will show how metrics are used for institutional improvement, student success, and decision-making. You will learn the framework for building a use -case.

Session 7: *The Unintended Consequences of Analytics*

3:45-5:00 – (Room 145)

Discussants: **Christine Keller, Association for Institutional Research (moderator)**
Julie Carpenter-Hubin, The Ohio State University
John O'Brien, EDUCAUSE

This session will discuss the ethical use of data in higher education. A leader in institutional research and the president of the leading information technology association will discuss strategies to minimize the unintended consequences of data analytics. John O'Brien (EDUCAUSE) and Julie Carpenter-Hubin (Ohio State) will be our panelists. The panel will be moderated by Christine Keller (AIR).

On Monday, July 29, 2019 starting at 5:15pm, a tour of the Business school and campus is scheduled immediately following Monday's sessions. President M. Roy Wilson will be hosting a reception that will take place at the Tierney Alumni House with light refreshments immediately following the tour.

Tuesday July 30

Breakfast is sponsored by:
8:00-9:00 - (Room 139)

Session 8: *Powered x Publics Workshop: Evaluating progress & success metrics*
8:45-11:45 – (Room 145)

Presenters: **Julia Michaels, Association of Public and Land-grant Universities (Moderator)**
                Christine Keller, Association of Institutional Research
                Patrick Hughes, Texas Tech University

Tuesday morning will feature two sessions dedicated to the Powered by Publics initiative.

1) **The Achievement Gap**. This in-depth discussion will be led by Christine Keller on how institutions can effectively measure the achievement gap. CIMA members, along with the Powered by Publics Advisory Task Force, will be invited to share their knowledge and experience on metrics that can be used to evaluate various initiatives within the Powered by Publics network.

2) **A Data Integration Maturity Matrix**. This discussion, led by Patrick Hughes, will be centered around a specific tool designed to measure institutional data integration and data capacity. CIMA members and the Powered by Publics Advisory Task Force will be invited to share their critique of this tool to improve its overall efficacy.

Lunch on Your Own

Thank You for Joining us in Detroit!