CIMA FALL PROGRAM
2019 APLU Annual Meeting
Hilton San Diego Bayfront, San Diego, CA.
November 10-12, 2019

<u>**Sunday, November 10**</u>

7:00 AM – 8:15 AM   **ALL APLU Breakfast**
INDIGO A & E

8:15 AM – 9:45 AM   **Leveraging Learning Analytics at the Course Level to Improve Student Success**
COBALT 500   *With Artificial Intelligence influencing how students learn, public higher education institutions can support personalized learning by implementing adaptive courseware. With this technology, faculty can track student behavior and performance in real time with learning analytics. So, what is the data telling us about student success? CIMA and PLC present this session where attendees can learn about insights gained through the implementation of learning analytics technologies.*

Speakers:
Jack Seuss, Vice President of Information Technology, The University of Maryland Baltimore County
Vince Kellen, Chief Information Officer, University of California-San Diego
Jill Buban, Chief Academic Officer, Unizin

Moderator:
Karen Vignare, Executive Director, Personalized Learning Consortium, APLU

9:50 AM – 10:45 AM   **New Attendee Orientation**
AQUA (SALON) F   *Is it your first time at the Annual Meeting? Want to learn more about APLU? APLU will host an orientation session to help you navigate the Annual Meeting and learn more about APLU. Learn what to attend, how the meeting is structured, and how to become more involved with the association.*

10:30 AM – 11:45 AM   **Measuring Internationalization in a Competitive Global Higher Education Market**
SAPPHIRE A   *Universities recognize the increasing importance of preparing students for a globally connected future – a world where almost no matter the career or path, students can benefit from having exposure to ways of doing and understanding that diverge significantly from the contexts in which they are familiar. This recognition of the growing significance of globalization has driven universities to broaden their approach to internationalization over the last several decades. More recently we are also witnessing expanded efforts to integrate "global learning" into curriculum as well as movement towards shifting the paradigm from global exposure being a nice complement to a degree for those who can afford to opt for it towards viewing it as a necessity for every student. These changes in approach require a more sophisticated and comprehensive set of key performance indicators (KPIs) to evaluate progress. These KPIs are critical to guiding strategic planning/goal setting, articulating the impact of globalization*

to internal and external audiences, and aiding in the allocation of scarce resources – to maximize return on investment. This session will explore the implications of these shifts on how we approach measuring internationalization on our campuses and how offices across campus can work together to enhance how we measure both the progress and impact of internationalization.

Speakers:
Kiki Caruson, Associate Professor & Assistant Vice President for Research, Innovation, and Global Affairs, University of South Florida
Karin Fischer, Journalist, Chronicle of Higher Education
Stephen Wisniewski, Vice Provost of Budget and Analytics, University of Pittsburgh

Moderator:
Janaka Ruwanpura, Vice Provost, International, University of Calgary

12:00 PM – 1:15 PM **COBALT 501B**	**CIMA Executive Committee Lunch Meeting** *CIMA 2018-2019 Executive Committee members only*

1:30 PM – 2:30 PM

COBALT 500

Primer on How to Transform the Landscape of Analytics with Data Governance
Concerns about privacy, security, cloud computing, data access, and the fair and ethical use of data affect institutions every day. Data governance is a set of tools that include an organizational structure as well as processes designed to help institutions manage the availability, usability, integrity, and security of institutional data. In this session, you will learn why DG is a necessary strategic priority. CIMA presenters will outline the basic components of DG and break down the strategic and risk-related aspects of data governance. This non-technical presentation will leave you with a better understanding of: a) what it takes to create a data governance structure, b) how you can maximize the value of data, and c) how to create a culture of data-informed decision making on your campus.

Speakers:
Rick Burnette, Associate Provost for Analytics and Institutional Data Administrator, Florida State University
Braden Hosch, Associate Vice President for Institutional Research, Planning, and Effectiveness, Stony Brook University

3:15 PM – 4:15 PM

Institutional Strategies Session
CIMA members are encouraged to attend
  ➢ **2019 Innovation and Economic Prosperity (IEP) Universities Awards**
     ➢ APLU's Innovation and Economic Prosperity (IEP) Universities designation program recognizes higher education institutions that have demonstrated a sustainable, substantial, and campus-wide commitment to economic engagement. The IEP process helps

institutions engage on-campus and off-campus stakeholders to better know, measure, and tell their economic engagement impact holistically across 1) Talent and workforce development 2) Innovation and entrepreneurship 3) Placemaking via community engagement, public service, and outreach. IEP designees apply for IEP awards that recognize exemplary and innovative case studies for economic engagement. In this session, the Class of 2019 IEP designees will be recognized, and IEP award winners will share successful institutional strategies that have enabled their universities to excel in economic engagement.

> **SAPPHIRE A**

> **Institutional Strategies for Global Learning, Research and Engagement**
>> The world's most complex challenges are global in nature, requiring international cooperation and collaboration to develop solutions. These challenges have created a world in which interdisciplinary, cross-cultural, and cross-national learning, research, and engagement are basic requirements for excellence. Institutions that are able to prepare students-of-the-world and support global research and engagement will be the successful colleges and universities of this century. The APLU Institutional Award for Global Learning, Research, and Engagement recognizes public research universities and their leaders who excel in their efforts to drive an inclusive approach to their global engagement, research, and learning, and measure the impact of these efforts. In this session, the winners from this year's competition will present the lessons they have learned and effective practices they have discovered through their efforts to drive an inclusive approach to comprehensive internationalization.
>> **AQUA (SALON) C**

> **Institutional Strategies Session for Community Engagement**
>> Learn strategies and tactics about successful university and community engagement practices from the 2019 Community Engagement Scholarship Award finalists: Purdue University, University of Louisville, Cornell University, and Colorado State University. Finalists will share successful strategies that have enabled their universities to excel in collaboration between the institution and their larger communities for the exchange of knowledge and resources.
>> **AQUA 310A**

> **Institutional Strategies to Increase Degree Completion**
>> Student success and degree completion are one of the most pressing concerns for institutions of higher education in America; however, ever-changing student needs coupled with evolving workforce demands require institutions to become expert innovators to meet these complex needs. APLU established the Degree Completion Award to identify and honor public universities that are using innovative strategies and

initiatives to increase retention and graduation outcomes and/or close achievement gaps for all students. This session includes presentations of the innovative practices from the 2019 Degree Completion Finalists: University of Central Florida, University of North Carolina at Charlotte, and University of Rhode Island. Finalist presentations will focus on lessons learned from the creation and implementation of these solutions and practical recommendations for senior institutional leaders wishing to adapt the finalists' initiatives.

> **SAPPHIRE GH**

4:30 PM – 6:00 PM
INDIGO BCDFG

Welcoming Remarks:
    Adela De La Torre, President, San Diego State University
    Peter McPherson, President, The Association of Public and Land-grant Universities (APLU)

APLU Awards Session:
    Michael Drake, President, The Ohio State University and Chair, APLU Board of Directors

Keynote Speaker:
    Richard Meyers, President, Kansas State University and Former Chair, Joint Chiefs of Staff

Moderator/Panelist:
    Gary May, Chancellor, University of California, Davis

Panelist:
    Heidi Anderson, President, University of Maryland Eastern Shore
    Nancy Cantor, President, Rutgers University-Newark
    Tim White, Chancellor, California State University System
    Wendy Wintersteen, President, Iowa State University

6:00 PM – 7:30 PM
INDIGO AE &
INDIGO TERRACE

Annual Meeting Welcome Reception

All Annual Meeting participants are cordially invited to enjoy the delicious hors d'oeuvres and refreshments at APLU's Welcome Reception at 6:00 p.m., on Sunday, in Indigo A&E and on the Indigo Terrace. The reception is a great opportunity for participants to meet with their colleagues from public universities.

Monday, November 11

7:00 AM – 8:00 AM
INDIGO A & E

ALL APLU Breakfast

7:00 AM – 8:00 AM
Reserved table in breakfast hall

Program Planning Committee Breakfast

8:15 AM – 9:45 AM **INDIGO 202**	**Measuring and Evaluating Equity at Public Institutions**

What do institutions do when they find inequity at their institutions? Many institutions collect and analyze data on equity, but are the data used effectively? This session reviews some of the common metrics on equity developed by institutional researchers and how diversity officers use data to address equity issues. The selected panelists will discuss challenges with collecting and analyzing quality data, explore what data are needed to better address equity issues, and how various campus constituents can work together to use data more effectively to address equity issues on campus.

Speaker:
Mary Ann Villareal, Vice President for Equity, Diversity, and Inclusion, University of Utah
Jason Simon, Associate Vice President for Data Analytics and Institutional Research, University of North Texas

Moderator:
Denise Pearson, Vice President of Academic Affairs and Equity Initiatives, Association of State Higher Education Executive Officers (SHEEO)

10:30 AM – 11:45 AM **INDIGO 202**	**Mind the Gap: Practical Applications for Narrowing the Achievement Gap at Public Institutions**

The Commission on Information, Measurement, and Analysis (CIMA) and the Center for Public University Transformation (CPUT) explore institutional strategies for reducing the achievement gap. Many institutions want to close the achievement gap. Some have, others are still working on it. The Powered by Publics initiative focuses on closing the achievement gap through institution-driven initiatives. Senior leaders at three institutions will discuss and deconstruct strategic initiatives from the past, present, and future - identifying what works and what does not work. Panelists will also discuss the context and culture around these initiatives, identifying obstacles to closing the achievement gap. This discussion will inform strategic plans that include achievement gap and initiatives imbedded in the Powered by Publics initiative. Audience members will learn from experiences of senior leaders in higher education and walk away with ideas on how to narrow the gap.

Presenters:
Brit Kirwan, Chancellor Emeritus of the University System of Maryland
Beth Boehm, Provost, University of Louisville
Monica Brockmeyer, Associate Provost for Student Success, Wayne State University

Moderator:
Rahim Rajan, Deputy Director, Bill & Melinda Gates Foundation

12:00 PM – 1:15 PM **INDIGO BALLROOM**	**Lunch hosted by the Council of Presidents** Open to all attendees.

1:30 PM – 2:45 PM **SAPPHIRE KL**	**$1.5T Student Debt: Is this a Crisis?** *Public and policymaker perceptions of higher education are significantly shaped by student debt with the overall number drawing a lot of attention. Is this a national crisis though as some increasingly argue? Expert panelists will breakdown the $1.5T in student debt to identify the parts of the debt that should be of biggest concern and discuss how student debt drives perception and policy including the 2020 presidential campaign.* **Panelists:** **Sandy Baum**, Nonresident Senior Fellow, Center on Education Data and Policy, Urban Institute and Professor Emerita of Economics, Skidmore College **Cinnamon Blair**, Chief Marketing and Communications Officer, The University of New Mexico **Doug Lederman**, Editor and Co-founder, Inside Higher Ed **Moderator:** **Crystal Martinez**, Director of Education, University of California
3:30 PM – 4:45 PM **AQUA SALON F**	**CIMA Business Meeting** *Open to CIMA members only.* *CIMA Business Meeting to welcome new Executive Committee Members and review new and old business.* **Chair:** Tim Sands, President, Virginia Tech **Chair-Elect:** Rita Cheng, President, Northern Arizona University **Secretary:** Gesele Durham, George Mason University **Secretary-Elect:** Rick Burnette, Florida State University
5:00 PM – 7:00 PM **SAPPHIRE G&H**	**CIMA Happy Hour/Reception (Open to all)** **Drink tickets available: see CIMA Staff onsite** *The CIMA reception is an opportunity to network with your colleagues from various roles at various institutions. Enjoy light hors d'oeuvres and drinks. The reception will feature a demo of the new VSA Analytics designed for benchmarking key performance metrics across peer groups. See new metrics, create and save custom peer groups, and explore 4 student success metrics. This reception is sponsored by Precision Campus – the developer of VSA Analytics.*

Tuesday, November 12

7:00 AM – 8:15 AM **INDIGO CDGH**	**General Breakfast**
8:30 AM – 9:15 AM **INDIGO CDGH**	**Closing Sessions - The Empowered University**
9:15 AM – 9:45 AM **INDIGO CDGH**	**Closing Session - Higher Education & Immigration Policy**
9:45 AM – 10:45 AM **INDIGO CDGH**	**Closing Session - The 2020 Election: Where Does It Stand?**

Networking Breaks

Most morning and afternoon breaks have been extended to provide more time for professional networking. Coffee and refreshments will be served in the Indigo West Foyer.

Exhibit Hall

APLU's Exhibit Hall will run Sunday from 8:15 a.m.–5:00 p.m. and Monday from 8:15 a.m.–5:00 p.m. in the Indigo West Foyer.

Commission on Information, Measurement & Analysis (CIMA)

Executive Committee Officers

Timothy Sands, President, Virginia Tech, CIMA Chair Nov 2018- Nov 2020
Rita Cheng, President, Northern Arizona University, CIMA Chair-Elect Nov 2018- Nov 2022
Gesele Durham, Associate Provost, Office of Institutional Effectiveness and Planning, George Mason University, CIMA Secretary Nov 2018- Nov 2020
Rick Burnette, Associate Provost for Analytics and Institutional Data Administrator, Florida State University, CIMA Secretary-Elect Nov 2018- Nov 2022

Executive Committee Members-At-Large

Julie Carpenter-Hubin, Assistant Vice President of Institutional Research & Planning, The Ohio State University
Tom Taylor, Deputy CIO, Clemson University
Rodolfo Torres, Associate Vice Chancellor for Research, University of Kansas
Stephen Wisniewski, Vice Provost for Data and Information, University of Pittsburgh
John Campbell, Vice Provost, West Virginia University
Julia Matuga, Associate Vice Provost, Institutional Effectiveness, Bowling Green State University
Robert Carpenter, Associate Provost for Analytics and Institutional Assessment and Professor of Economics, University of Maryland, Baltimore County
Valeria Garcia, Associate Vice President of Decision Support, University of South Florida
Thulasi Kumar, Associate Vice Provost for Academic Decision Support, Virginia Tech
David Singel, Senior Vice Provost, Montana State University

Program Planning Committee 2019

Julia Mame Matuga, Associate Vice Provost, Institutional Effectiveness, Bowling Green State University, Chair 2019
Rick Burnette, Associate Vice President for Academic Affairs and Institutional Data Administrator, Florida State University, Past Chair and Co-Chair 2019
Julie Carpenter-Hubin, Assistant Vice President, The Ohio State University
Terry Chisolm, Vice Provost Strategic Planning Performance and Accountability, University of South Florida
Gesele Durham, Associate Provost, Office of Institutional Effectiveness and Planning, George Mason University
Thulasi Kumar, Associate Provost for Institutional Research and Assessment, George Mason University
Ken Smith, Vice Provost, Academic Resource Management, Virginia Polytechnic & State University
Michelle Pickett, Director, Academic Advising Center, Northern Illinois University
Stephen Wisniewski, Vice Provost for Data and Information, University of Pittsburgh

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Denise Nadasen, Director, Research and Policy Analysis
Nathalie Dwyer, Project Coordinator and Research Associate