Sunday, November 6

8:00 AM – 9:00 AM  ALL APLU Breakfast

9:00 AM – 10:15 AM  Day 1 Session 1

10:15 AM – 11:00 AM  Day 1 Networking/Beverage Break

12:15 PM – 1:45 PM  Day 1 Awards Luncheon

2:00 PM – 3:00 PM  Creating a Data Literate Culture on Campus

*Capitol Ballroom 56&7*

Most institutions collect, store, and analyze data to support student success. However, for those who work directly with students, access, transparency, and use of these data may be limited. The ability to make data actionable for decision-making across functional roles to support institutional strategies is still nascent at most campuses. A recent survey of higher education institutions by EDUCAUSE and APLU ranked learning analytics maturity very low, with institutions rating themselves between the “still planning” and “developing” phases of maturity. The good news is that adoption of analytics is increasingly viewed as an institutional priority. The challenge for institutions remains: how do we create a data-literate culture, focusing on individuals who work directly with students? The Council on Information Measurement and Analysis (CIMA), Powered by Publics, and the Office of Digital Transformation for Student Success are working with institutions in an effort to improve data literacy and access to learning analytics with funding support from the Bill & Melinda Gates Foundation and the Ascendium Education Group. In this session, we will share the barriers to data literacy as well outcomes from the Data Literacy Institute and learning analytics projects.

**Moderator:**
Alex Cartwright, President, University of Central Florida

**Panelists:**
Christine Keller, Executive Director, Association for Institutional Research
Junius Gonzales, Provost and Senior Vice President for Academic Affairs, Montclair University
Eboni Pringle, Senior Associate Vice President for Student Access and Support and Dean, Kent State University
3:15 PM – 4:15 PM

**Capitol Ballroom 56&7**

**Artificial Intelligence to Improve Student Success: Challenges and Opportunities**

In an interconnected and rapidly changing world, the United States needs to educate society to continue to support research and innovation while sustaining its competitiveness against international competitors—public research universities provide this foundation. Public research universities initiate critical research; drive STEM education and training; skill and reskill the workforce of today and tomorrow; and prepare educators across from P-12 to Higher Education—undoubtedly, the role of public universities has provided a foundation for society. Still, as higher education forges into a new future, public universities will be a fundamental and vital part of rebuilding the middle class and providing the necessary economic and social mobility to demonstrate the role and importance of public higher education institutions. In this session, participants will engage with university leaders on the background of public research universities and their crucial function in supporting the social and economic mobility of varying populations, specifically the middle class. In addition, participants will hear from various university leaders across urban serving, land-grants, and rural and their critical work with the community and regional partners, employers, and other stakeholders in supporting the rebuilding of the middle class.

**Bob Carpenter**, Associate Provost for Analytics and Institutional Assessment, Deputy CIO for Business Intelligence and Student Success Technologies, University of Maryland, Baltimore County

**Jim Larimore**, Chairman, EDSafeAI

**Beth McCusky**, Vice Provost for Student Life, Purdue University

**John Wiebe**, Provost, University of Texas at El Paso

4:15 PM – 4:45 PM

**Day 1 Networking/Beverage Break**

6:00 PM – 7:30 PM

**Annual Meeting Welcome Reception**

**Monday, November 7**

8:00 AM – 9:00 AM

**ALL APLU Breakfast**

9:00 AM – 10:15 AM

**Capitol 4 & North Corridor**

**Beyond Articulation Agreements: Taking a Holistic Approach to Transfers**

Transfer students represent a large segment of the U.S. higher education student population. Last academic year, over 2 million students transferred to a new institution. As we navigate college affordability and demonstrate the value of higher education, building strong transfer partnerships should be a part of the student success equation. While policy and practice efforts in recent years have sought to simplify the transfer process, many postsecondary institutions and systems continue to create or maintain systemic barriers that impede a seamless transition which ultimately impacts a student’s return on investment. These barriers include credit loss, unclear transfer pathways, and lack of helpful transfer advising particularly impact students of color and low-income students, who are more likely to begin their college careers at community colleges and
then transfer in order to complete their postsecondary degrees (ACE, 2021). This session will highlight best strategies from Public and Urban Universities to improve transfer students’ and the institution’s return-on-investment.

Moderator:
**John Griffin**, Dean, Rutgers–Camden Faculty of Arts and Sciences, Rutgers University-Camden

Panelists:
**Jess Boersma**, Associate Dean for Student Success & Applied Learning, University of North Carolina, Wilmington
**Regina Williams-Davis**, Associate Vice Provost for Student Success, North Carolina A&T University
**Michael Quattro**, Director of Educational Outreach and Transfer Initiatives, Wayne State University

10:15 AM – 11:00 AM
**Day 2 Networking/Beverage Break**

11:00 AM – 12:00 PM
**Countering Misconceptions & Building Relationships with Elected Officials to Advance the University Mission**

**Capitol 12&3**

With growing public skepticism over the value of higher education as well as dismay over the cost of attendance, the need for public research universities to counter many misperceptions from all sides and foster strong relationships with state and federal elected officials is more critical than ever. As universities seek to gain more funding and support for their institutions and students, they must effectively communicate and demonstrate why their institutions matter. On the eve of Election Day, hear from a panel of university leaders on the strategic and innovative ways they’ve fostered a greater understanding and appreciation of their institutions among their state and federal elected leaders and what steps they are planning to take to ensure newly elected officials readily realize their institutions are critical to the strength of their state and the nation.

Panelists:
**Barbara Wilson**, President, University of Iowa
**Richard Reeves**, Associate Vice President of Institutional Research and Effectiveness, University of Delaware
**Makola Abdullah**, President, Virginia State University
**Lauren Brookmeyer**, Assistant Vice President for Federal Relations, Stony Brook University
**David Roskowsky**, Vice President, Kansas State University

12:15 PM – 1:45 PM
**Day 2 Lunch**
Open to all attendees

2:00 PM – 3:00 PM
**An Equity First Agenda for Improving the Student Experience**

**Capitol 4 & North Corridor**

Public universities are committed to equitable outcomes for students, but gaps in retention and completion persist – particularly for Black, Latinx, and Indigenous
students. To move the dial, institutions must put equity first on their student success agenda. “Equity first” means entrusting stakeholders at every level with shared responsibility for improving student outcomes and considering students as equity experts with valuable insights to contribute. This session will showcase actionable strategies and resources for working with administrators, faculty, and staff to approach their daily work with a commitment to creating an environment where all students are supported to succeed. In addition to these strategies, the session will explore how best to measure progress using real-time data and incorporate the student voice effectively and often to inform university-wide change efforts. Participants will have the opportunity to ask questions from practitioners, discuss possible implementation of these strategies on their campuses, and will return to their institutions with tangible tools and resources to improve their own student success efforts.

Panelists:
John Smail, Interim Dean, CLAS, University of North Carolina at Charlotte
Amy Goodburn, Senior Associate Vice Chancellor and Dean of Undergraduate Education, University of Nebraska-Lincoln
Charlene Stubblefield, Executive Director, Prairie View A & M University
Valeria Garcia, Associate Vice President of Decision Support, University of South Florida

3:15 PM – 3:45 PM  Day 2 Networking/Beverage Break
3:45 PM – 5:00 PM  Executive Committee Meeting
   Mineral G
   CIMA 2021-2022 Executive Committee members only
6:00 PM – 7:00 PM  CIMA Business Meeting & Reception
   Capitol Ballroom 6

Tuesday, November 8
8:00 AM – 9:00 AM  Day 3 Breakfast
9:00 AM – 10:15 AM  Closing Plenary Session
   Changing World: The Critical Role of Public Universities in a Green Economy
10:15 AM – 11:30 AM  Closing Plenary Session
   A Critical Moment: Protecting, Strengthening & Advancing Democracy

Annual Meeting Adjourns

For additional information about CIMA committees, please visit the CIMA Website.