CIMA FALL PROGRAM
2018 APLU Annual Meeting
New Orleans Marriott, New Orleans LA.
November 11-13, 2019

Sunday, November 11

7:00 AM – 8:15 AM
Bissonet

Breakfast

8:30 AM – 10:00 AM
Balcony L

The Use of Advance Analytics to Drive Decisions

You have undoubtedly heard the buzz about machine learning, AI, and Big Data. Many believe that these are futuristic trends that will eventually find higher education. That future is now. Your colleagues are already using data to improve student success, improve learning, identify grant opportunities and target development activities. This session will present up to four case studies where advanced statistical methods and/or machine learning approaches are being used or designed to address an important question and advance institutional success.

Moderator:
Stephen Wisniewski, Vice Provost for Data and Information, University of Pittsburgh

10:00 AM – 10:45 AM
Iberville

New Attendee Orientation

10:45 AM – 12:00 PM
Balcony L

The Role and Importance of Building an Analytics Infrastructure In-House

Analytics platforms for decision-making are often built by outside vendors with the promise to replicate successful vendor experiences. A growing number of institutions believe that the implementation cost of analytics is too high, there is a general lack of an understanding of how it can be used and the returns are unclear, thus opting for a third-party vendor implementation is an effective way to address these concerns. Current understanding and implementation of analytics is largely derived from past IT and business sectors practices with little understanding of higher education needs and priorities.

Building a successful, institutional-wide analytics platform requires an understanding of the institutional culture, student body, administrative challenges, the fiscal environment and a collaborative approach involving institutional research and effectiveness, information technology, senior leadership, as well as a variety of stakeholders on campuses. Join us to hear

about the role and the importance of institutions implementing analytics platforms by leveraging the strengths of cloud architecture, on-campus IT, IR, end-user groups, as well as the decision makers from various divisions.

Speakers
- **Ken Smith**, Vice Provost, Academic Resource Management, Virginia Polytechnic Institute and State University
- **Thulasi Kumar**, Vice Provost for Academic Decision Support, Virginia Polytechnic Institute and State University
- **John Campbell**, Vice Provost, West Virginia University

12:15 PM – 1:30 PM **Bonaparte**	**CIMA Executive Committee Lunch Meeting** *CIMA Executive Committee members only*

1:45 PM – 3:00 PM

APLU Critical Sessions
CIMA members are encouraged to attend

- ➢ Changing the Narrative: Making the Affirmative Case for Public Universities
  Salons F-H
- ➢ Connecting-the-Dots: Aligning Learning, Discovery and Engagement Assets for Community Resilience
  Salon D
- ➢ Exploring Resilience in North American Research Enterprise
  Salon E

3:30 PM – 5:15 PM
Iberville

Institutional Strategies for Degree Completion
CIMA members are encouraged to attend

5:15 PM – 6:45 PM
Carondelet & Bissonet

Keynote - Resilience: Turning Challenges in Opportunities

6:45 PM – 8:00 PM
Acadia

Annual Meeting Welcome Reception

Monday, November 12

7:00 AM – 8:15 AM
Carondelet & Bissonet

Breakfast

8:30 AM – 10:00 AM
Galerie 4

Leading Institutional Transformation with NACUBO's Economic Models Framework

Reductions in public funding and endowment returns, changing demographics

and increasing cynicism about the value of higher education, coupled with reliance on traditional missions and structures, require institutions to actively engage in the examination of existing business models and envisioning new ones.

Recognizing that the financial sustainability of colleges and universities was challenged by internal and external forces, the National Association of College and University Business Officers (NACUBO) commissioned the Economic Models Project. In this session, NACUBO will describe the Economic Models Project and two institutions share insight on how their campuses have been inspired to work with Board leadership, the President and other key leaders to drive change in the business model. Following a review of the NACUBO toolkit, panelists will share how their institutions are developing innovative solutions to business model challenges.

Speaker
- **Randy Roberson**, Director, Strategic Initiatives, National Association of College and University Business Officers (NACUBO)
- **Leslie Brunelli**, Vice President for Finance and Chief Financial Officer, University of South Carolina
- **Lynn Valenter**, Vice Chancellor for Finance and Operations, Washington State University, Vancouver
- **Joe Sobieralski**, University Budget Director, University of South Carolina

10:45 AM – 12:00 PM
Galerie 1

Creating a Bigger Data Tent for Student Success

Student success models have long suggested that persistence, retention and graduation depend on engagement both in and outside of the classroom. Yet much data collection, storage and analysis still occurs in silos. As campuses across the country increasingly rely on data driven models to improve college outcomes, increased collaboration between CIMA and CSA - and the key campus partners each represents - can play a role in creating comprehensive mature, data-informed student success environment. Including student affairs data in analytics may create a more holistic view of the student journey. Identifying key indicators of engagement, disengagement, retention, attrition and graduation can also target more effective and efficient allocation of resources for student success. This session will provide an overview of current trends in data use and examples from two disparate campuses that are successfully working across boundaries to use data in support of student success. We will share an existing model (FSU) where the student success tent has included student affairs offices and data for nearly twenty years and an emerging model (UMBC) where the tent is currently expanding to include student affairs offices and data.

Presenters
- **Darlena Jones**, Director of Assessment & Research, Association for

Institutional Research
- **Nancy Young**, Vice President for Student Affairs, University of Maryland, Baltimore County
- **Rick Burnette**, Associate Vice President for Academic Affairs, Florida State University

12:15 PM – 1:30 PM
Carondelet & Bissonet

Lunch hosted by the Council of Presidents with Walter Isaacson, Former Chairman and CEO of CNN, Former CEO of the Aspen, Institute and Current Professor of History at Tulane University.

1:45 PM – 3:00 PM

APLU Critical Sessions
> *CIMA members are encouraged to attend*

- ➢ Cultivating Student Resiliency: How, When, Where
  Acadia
- ➢ Pandemic: Universities Preparing for the Next Public Health Emergency
  Salon E
- ➢ Surviving the Storm: The Resiliency of Universities and their Leaders
  Salon D

3:45 PM – 5:00 PM
Galerie 4

CIMA Business Meeting
Open to CIMA members only.

5:15 PM – 6:30 PM
Lafayette & Napoleon

CIMA Happy Hour/Reception (Open to all)

All attendees are invited to join APLU's newest commission– Commission on Information Measurement & Analysis (CIMA) for a happy hour reception and open house. Come enjoy snacks and a beverage with your colleagues and learn more about CIMA and some of the work APLU and our member campuses are engaged in to use data to guide campus innovation and improvement.

Tuesday, November 14

7:00 AM – 8:15 AM   **General Breakfast**
Carondelet

8:30 AM – 9:45 AM
Carondelet

Closing Sessions - Flashpoints and Balms

9:45 AM- 11:00 AM
Carondelet

Closing Sessions - Where We Stand: One Week After the Midterms

Annual Meeting Adjourns