



Summer Forum
A·P·L·U - Commission on Information Measurement & Analysis
Summer Forum- July 12 to July 13, 2015
Niagara Falls, Ontario Canada – Marriot Fallsview

Saturday, July 11		
11:30-12:30 p.m.	Registration	Salon C
Sunday, July 12		
7:45 a.m.-3:00 p.m.	Registration	Salon C
8:00-8:45 a.m.	Breakfast	Terrapin Grille
8:45-9:45 a.m.	CIMA Welcome session	Salon C
9:45-11:00 a.m.	CIMA Session I: Meeting Demands for Improvements in Public System Institutional Research	Salon C
11:00-11:15 a.m.	Break	
11:15-1:30 p.m.	Joint Session I: Student Success Through Proactive Advising - Infrastructure, Models, and Lunch (CIMA, CAA, CSA)	Fallsview/Portaranna/ Molinara
1:45-3:00 p.m.	CIMA Session II: Creating a Culture of Evidence	Salon C
3:00-4:15 p.m.	CIMA Session III: Harnessing the Power of Big Data	Salon C
4:15-4:30 p.m.	Break	
4:30-5:45 p.m.	CIMA Business Meeting	Salon C
5:45-6:30 p.m.	Break	
6:30-7:00 p.m.	Reception	Fallsview/Portaranna
7:30-9:30 p.m.	CIMA dinner in Niagara Falls	Marilyn's Bistro & Lounge
Monday, July 13		
7:30-8:30 a.m.	Registration	Salon C
7:45-8:45 a.m.	Breakfast	Terrapin Grille
8:45-9:15 a.m.	Joint Session II: Updates from APLU and Discussion (CIMA, CAA)	Salon B/C
9:15-9:30 a.m.	Break	
9:30-10:45 a.m.	Joint Session III: Common Priorities Joint Panel Session (CIMA, CAA)	Salon B/C
11:00 a.m.-12:15 p.m.	CIMA Session IV: Responsibility Centered Management	Portaranna
12:30-2:15 p.m.	CIMA Session V and Lunch: Oh, The Places They Go! Institutional, State, and Federal Models for Tracking Post-Collegiate Employment Outcomes	Fallsview/Molinara

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Session Description

CIMA Session I: 9:45-11:00 a.m. Sunday

Meeting Demands for Improvements in Public System Institutional Research

Institutional Research (IR) offices have served institutions and systems in a variety of capacities. Ranging from the creation of fact books to fulfilling reporting requirements for state and Federal funding, these roles have positioned IR offices as the gatekeepers of knowledge. However, much like the rest of higher education, IR faces uncertainty in the wake of rapid technological advancements and the proliferation of big data. Systems and institutions are awakening to the powers of data and analytics. As this awareness grows, so too does the role of IR offices. Yet, IR offices face major challenges if they are to evolve to meet these evolving roles and demands. To that end, the National Association of System Heads (NASH) has spent the last two-years studying the IR function. This session will discuss the findings of this work, identifying opportunities and challenges facing IR today, as well as highlighting how the function continues to change.

Presenters: Jonathan S. Gagliardi, Ph.D., Deputy Director, National Association of System Heads
Moderator: Stephanie A. Bond Huie, Ph.D., Vice Chancellor for Strategic Initiatives, The University of Texas

Joint Session I: 11:15-1:30 p.m. Sunday

Student Success Through Proactive Advising - Infrastructure, Models, and Insights

With greater emphasis on student retention and completion, universities are relying on new models and frameworks that employ data analytics, student progress tracking, and non-cognitive predictors to personalize the student experience. In this session we examine multiple dimensions that accompany the growth in proactive advising approaches.

Presenters: Roy Mathew, Assoc. Vice President & Director, Ctr for Institutional Evaluation Research & Planning, University of Texas-El Paso
Joel Hartman, Vice Provost & CIO, University of Central Florida
Kurt J. Keppler, Vice President for Student Life & Enrollment, Louisiana State University
John Frederick, Provost and Vice President for Academic Affairs, University of Texas at San Antonio

CIMA Session II: 1:45-3:00 p.m. Sunday

Creating a Culture of Evidence

The productive use of institutional data and outcomes results to inform decision-making and to improve educational effectiveness remains one of the most important unaddressed challenges in colleges and universities. Actionable results and campus-wide involvement are critical to advancing assessment and data use for planning and decision-making. This session will explore field-tested approaches to creating and sustaining an effective, cross-campus culture of evidence, including an emphasis on the qualities for developing a data informed culture and considerations for who needs to do what to advance data use.

Presenters: Natasha Jankowski, Assistant Research Professor at the University of Illinois and Associate Director of the National Institute for Learning Outcomes Assessment (NILOA)
Jillian Kinzie, Associate Director of the Indiana University Center for Postsecondary Research and Senior Scholar at the National Institute for Learning Outcomes Assessment (NILOA)

CIMA Session III: 3:00-4:15 p.m. Sunday

Harnessing the Power of Big Data-What can higher education learn from other industries, sectors?

Analytics and big data are being used to advance the frontiers and increase the accessibility of scientific research across disciplines, as well as to reap value for many industries. For examples, climate data initiatives are being used to increase public awareness of the challenges climate change poses as well as to help identify solutions. Across healthcare, clinical analytics are being pursued to achieve better health care outcomes at lower overall cost. Industries such as retail, telecom, insurance, and banking have epitomized customer-centricity as a key focus for customer service, competitive advantage, product innovation, improving top line, and reducing costs, without sacrificing on quality of products and services that they offer. In this session, speakers will draw parallels and lessons learned from their experiences to suggest how we can harness the power of big data to harvest value for the higher education industry.

Presenters: Ajay Bhargava, CEO, Analytics Advisory Group

John Cuddeback, Chief Medical Information Officer, Anceta- The American Medical Group
Association (AMGA) Collaborative Data Warehouse

Robert F. Gilmour, Jr., Vice President Research & Graduate Studies, University of Prince
Edward Island

Moderator: M. Roy Wilson, President, Wayne State University

Joint Session II: 8:45 a.m.-9:15 a.m. Monday

Joint Updates from APLU and Discussion (CIMA, CAA)

Joint Session III: 9:30 a.m.-10:45 a.m. Monday

Common Priorities

Data, analysis, and metrics are increasingly important to university operations - to guide campus decision-making and program improvement, to communicate with external stakeholders, and to satisfy regulatory requirements. Leaders from the CIMA and CAA executive committees will lead a discussion on key issues and priorities for facilitating the effective and informed use of data across APLU campuses from the perspective of both groups. The conversation will contribute to the selection of CIMA priorities for the upcoming year by the CIMA executive committee.

Presenters: Joseph Glover, Provost and Senior Vice President for Academic Affairs, University of
Florida

Jeffrey Vitter, Provost and Executive Vice Chancellor, The University of Kansas

Kim Wilcox, Chancellor, University of California, Riverside

M. Roy Wilson, President, Wayne State University

CIMA Session IV: 11:00 a.m.-12:15 p.m. Monday

Responsibility Centered Management

Featuring speakers from campuses with a track record of implementation of responsibility center management (RCM), this panel provides an overview of components, strengths, and challenges in using RCM for campus budgeting. Perspectives are offered from finance and academic leaders at institutions that have implemented RCM. Topics covered will include how costs are handled, what data support various allocation models, the effectiveness of the approach to create appropriate incentives, and challenges and pitfalls of RCM implementation.

Presenters: Jonathan Wickert, Senior Vice President and Provost, Iowa State University
Richard Pfutzenreuter, Vice President and Chief Financial Officer, University of Minnesota
Julie Tonneson, Associate Vice President for Budget & Finance, University of Minnesota
J. Michael Gower, Senior Vice President for Finance & Treasurer, Rutgers, The State University of New Jersey

Moderator: Braden Hosch, Assistant Vice President for Institutional Research, Planning, and Effectiveness, Stony Brook University

CIMA Session V: 12:30 p.m.-2:15 p.m. Monday

Oh, The Places They Go! Institutional, State, and Federal Models for Tracking Post-Collegiate Employment Outcomes

And will you succeed? Yes! You will, indeed! (98 and $\frac{3}{4}$ percent guaranteed.)” — Dr. Seuss, Oh, The Places You'll Go! Wouldn't it be nice to report a 98 $\frac{3}{4}$ percent success rate for your graduates and simply site Dr. Seuss? Unfortunately, affirmations and firmest beliefs aside, providing data about the post-collegiate activities and outcomes of our students remains one of the most difficult data challenges for many institutions, which can be especially frustrating as demand for evidence of student success increases. This session highlights initiatives designed to improve access to and use of post-collegiate employment data at three levels: institutional, state, and federal. Ed Koc, Director of Research, Public Policy, & Legislative Affairs at the National Association of Colleges and Employers (NACE), will provide an overview of their First-destination Survey Standards, which include common definitions for conducting first-destination student surveys, and discuss results from over 200 institutions who administered the survey in 2014. Brian Prescott, Director of Policy Research at the Western Interstate Commission for Higher Education (WICHE), will share successes and lessons learned from the Multistate Longitudinal Data Exchange system, designed to facilitate interstate sharing of student-level education and workforce data between at least 10 states. Finally, Richard Dirmyer, Senior Institutional Researcher at the National Technical Institute for the Deaf (NTID), will demonstrate how federal data from the Social Security Administration is used at NTID to both document student success and improve campus programming

Presenters: Ed Koc, Director of Research, Public Policy, & Legislative Affairs, National Association of Colleges and Employers (NACE)
Brian Prescott, Director of Policy Research Policy Analysis and Research at the Western Interstate Commission for Higher Education (WICHE)
Richard Dirmyer, Director of Institutional Research & Assessment, National Technical Institute for the Deaf (NTID)

Moderator: Julie Carpenter-Hubin, Assistant Vice President for Institutional Research and Planning, The Ohio State University



REGISTRATION IS OPEN!!

Visit www.aplu.org/meetings-and-events/annual-meeting/
Join us in Indianapolis, at the JW Marriott, November 15-17, 2015.