

## **AIRUM Newsletter**

### **Association of Institutional Research in the Upper Midwest**

#### **Message from the Steering Committee**

Greetings to our dedicated, hard-working and talented members!

Our Conference in November 2016 ended successfully, with the participation of 128 members. As you will read in this newsletter, participants had generally positive experiences even with some major changes to the overall schedule. We also received helpful suggestions for improvement. The 2017 AIRUM Steering Committee is eager to make the 2017 Conference (November 2-3, 2017) as successful as the last year's. Please watch for the call for presentation proposals and the announcement of registration information, both coming to your email before the end of this month. This Conference can provide more opportunities for cross-disciplinary exchanges as well. We hope to share the Conference information with research professionals in related institutional settings where higher education data analysis supports institutional effectiveness. If you have suggestions for this outreach initiative, please send them to [airumonline@gmail.com](mailto:airumonline@gmail.com).

The 2017 Conference may be a watershed in the 44-year history of AIRUM. We plan a vote on the revised AIRUM Constitution and brand-new Bylaws during the AIRUM Business Meeting at the Conference. The Steering Committee put time and energy into improving our governance structure to strengthen the financial integrity and sustainability of AIRUM as a volunteer-based, non-profit organization. Prior to the Conference, the drafts of these documents will become available to members for comments.

Finally, please consider giving to AIRUM through the newly established fundraising site: [www.youcaring.com/airumfundraiser](http://www.youcaring.com/airumfundraiser). Your generosity will help us navigate the journey to reverse the currently negative account balance of the organization.

Wishing you a fantastic summer!

2017 AIRUM Steering Committee

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## AIRUM Meeting at AIR Forum



Thank you to all who were able to join your colleagues for our regional meeting at AIR and the lovely dinner that followed. This year's meeting focused on updating members about the current financial situation of the organization, proposing and gathering ideas for repaying our current debt, discussing ideas to ensure the financial stability of AIRUM into the future, and introducing the 2017 Conference theme and speakers.

**Repaying Debt** – The main source of funds to repay last year's Conference hotel bill will come from fundraising. Keep an eye out for emails in the near future from AIRUM with more information on how you can donate. The AIRUM Steering Committee is also considering the feasibility of hosting smaller workshops outside of the annual Conference (online or in person) as another means to generate funds. If you have an area of IR/IE expertise and would like to donate your time, please email us at [airumonline@gmail.com](mailto:airumonline@gmail.com).

**Ensuring Future Stability** – A number of great ideas were shared at this meeting such as updating AIRUM's Constitution and Bylaws, restructuring the AIRUM Steering Committee, ensuring more financial oversight, investigating the possibility of applying for 501C3 status, and reaching out to other regional AIR groups for advice. The Steering Committee is currently working on updates to the Constitution and Bylaws which should be shared during the 2017 Conference.

**2017 Conference** – in addition to introducing this year's theme and pre-Conference workshops, members were also asked for their ideas on how to generate additional participation. Ideas shared included reaching out to state systems, reviewing our current member list for potential opportunities and outreach, communicating with relevant graduate programs in the region (as a presentation opportunity for students), and attempting to secure vendor participation. Also suggested to the committee was to ensure that Conference information (i.e. Conference presenter topics) is available in a timely fashion ahead of registration.

Following this tough, but productive meeting, around 20 AIRUM members joined one another for a delicious dinner at Thally. The food was great and the company even better – check out a few pictures from the event !



## Five Ways to Support AIRUM

As stated in the email message from the Steering Committee, AIRUM is facing an unprecedented financial challenge. Fortunately a number of members expressed their commitment to the successful future of AIRUM. In response, we came up with five ways for members to get involved and help make the future of AIRUM better and brighter.

### DONATE

We now have a fundraising site: [www.youcaring.com/airumfundraiser](http://www.youcaring.com/airumfundraiser).

Any amount of contribution (May we suggest \$25-\$50?) will support AIRUM's viability and sustainability grounded in our financial health. Thank you in advance for your generous support!

### JOIN SUBCOMMITTEES

We will soon be forming subcommittees to assist with member recruitment, Conference promotion, and fundraising. If you have experience in these areas and would like to help, please drop an email to [airumonline@gmail.com](mailto:airumonline@gmail.com).

### REGISTER EARLY

Register and make the payment online by September 30, 2017. Your early commitment to the conference is critical in meeting the payment requirement to the conference hotel. (This year we need to pay the Conference hotel a few weeks before the Conference.)

### SPREAD THE WORD

Spread the word about the AIRUM Conference to related organizations, your staff, graduate students, and others at your and other institutions/agencies. Invite them to propose presentations. This is the only IR Conference in the region. Do not let others miss this unique opportunity to showcase your best practices and network with your geeky IR colleagues.

### SHARE VENDOR CONNECTIONS

If you know any vendors who may wish to participate in the Conference, please email [airumonline@gmail.com](mailto:airumonline@gmail.com).

## 2017 AIRUM Conference

### Save the Date!

**2017 AIRUM Conference November 2-3, 2017**

**Pre-Conference workshops on November 1, 2017**

The 2017 AIRUM Conference will be held at the Hilton Minneapolis-St. Paul Airport/Mall of America on November 2-3. Guest rooms are \$134/night and should be reserved by October 5. The Conference will focus on "*IR Reconsidered; Leveraging Institutional Research Capital for Campus Success*" and a myriad of skills-building sessions are planned. Two half-day IPEDS workshops, co-hosted by the Association for Institutional Research, are planned for November 1.

**Registration opens August 21; priority registration closes on September 30.**

**Conference Registration: \$225.00**

**First-time attendees will be assessed an AIRUM membership fee of \$25**

**Graduate students enjoy a discounted registration fee of \$100.00**

**Pre-Conference Workshop: sign up for one or both workshops and pay only for lunch! AIR will be donating the cost of room and technology fees for AIRUM members.**

## 2017 AIRUM Conference Theme

### “IR Reconsidered: Leveraging Institutional Research Capital for Campus Success”

“IR Reconsidered” will focus on the transformative role of the institutional research office. Institutional researchers span the spectrum of disciplinary preparation and bring a variety of expertise and diverse skillsets to their roles. Their insight and expertise are important assets to institutions that aspire to make substantial and sustainable changes through development, implementation, and evaluation of creative initiatives. What can an IR office do to promote an institutional culture that values data-informed decisions? What tools are available to IR specialists to underscore the strategically critical role that IR can play and to encourage institutional leaders to re-envision IR as an essential partner in continuous improvement and transformation? The inspiration for this theme comes from Boyer’s *Scholarship Reconsidered: Priorities of the Professoriate* (1990), *Learning Reconsidered: A Campus-Wide Focus on the Student Experience* (2004), and *Learning Reconsidered 2: Implementing a Campus-Wide Focus On the Student Experience* (2006).

**Our keynote speaker will be Dr. Lisa Foss.** She is currently the Associate Vice President and Associate Provost for Strategy, Planning and Effectiveness at St. Cloud State University (Minnesota). She has a Bachelor’s degree in Mass Communications, a Master’s degree in Business Administration, and a Ph.D. in Education Policy and Administration, and presents frequently on change management and data analytics in higher education. We are excited to have her for she can speak to our interest in developing specific ways in which IR can help campus decision makers utilize data for institutional effectiveness.

### Hotel Information

The Conference will be held at the Hilton Minneapolis-St. Paul Airport/Mall of America (3800 American Blvd E, Bloomington, Minnesota). Located in lovely Bloomington, the hotel is next to the Minnesota Valley National Wildlife Refuge featuring a complete Visitor Center and over eight miles of walking/jogging trails through the beautiful MN River Valley. The Hilton is one mile from the Mall of America and three miles from the Minneapolis St. Paul International Airport; both of which are accessible via light rail just blocks from the hotel. The Conference rate is \$134/night for reservations made by October 5. Contact the hotel at (952) 854-2100 or visit their [website](#).



### Pre-Conference Workshops

Two half-day IPEDS workshops will be offered on Wednesday, November 1. Co-hosted by the Association for Institutional Research (AIR), these workshops offer training on using IPEDS data for research. These workshops will benefit any IR colleagues who are interested in using IPEDS data for institutional effectiveness.

#### Workshop 1. Data as the Public Face of an Institution

This workshop stresses the importance of accuracy and consistency in data reported to IPEDS. Examples of real IPEDS data used in the public domain are incorporated, enabling participants to understand the role of governmental and non-governmental entities in IPEDS reporting. The workshop includes presentations, discussions, exercises, and demonstrations using IPEDS data tools and resources.

#### Workshop 2. Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness

This workshop introduces the fundamentals of benchmarking as a measure of institutional effectiveness. It is designed for individuals with little to no experience in benchmarking studies. Participants use data from the IPEDS Surveys, Data Feedback Reports, and the “Use of Data” section of the NCES website to learn about the types of comparison groups that can be constructed. Exercises demonstrate establishment of key performance indicators (KPIs) and identification of variables to refine comparison groups.

## Extend Our Reach!

As we reconsider IR and the expanded leadership role this function can play, we would like to extend our invitation to colleagues who can help stretch our thoughts, practices, and skills. If you know of individuals who have done inspiring and relevant work in related fields, please send your recommendations to [airumonline@gmail.com](mailto:airumonline@gmail.com).

For examples:

- Colleagues from state departments of education and/or higher learning departments. Possible presentations include the integration of data across systems for the public good; how to use data integration to provide a fuller picture of student success; how to eliminate and avoid common errors and technical issues; and, how to maximize benefits of these collaborations.
- Survey incentives: Does this technique provide better results? How to lobby for resources.
- Co-present with those on your campus responsible for co-curricular activities to discuss approaches to co-curricular review.
- The Higher Learning Commission (HLC) Persistence and Completion Academy.
- Presentations by tech companies that have tools of value to IR.
- Baldrige Foundation: What is it and how has it helped your institution?

## Conference Proposals

Are you ready to share your successes, your new learning, and your contributions to our important work? Proposal submission for the 2017 AIRUM Conference is now open! Submit your proposal by clicking [here](#) or copy and paste the URL below into your internet browser.

[https://ndstate.co1.qualtrics.com/jfe/form/SV\\_9HLf144dfiJhuAt?Q\\_DL=4TkMOOMhHOMY84t\\_9HLf144dfiJhuAt\\_MLRP\\_4PCpbRhhB66lopD&Q\\_CHL=email](https://ndstate.co1.qualtrics.com/jfe/form/SV_9HLf144dfiJhuAt?Q_DL=4TkMOOMhHOMY84t_9HLf144dfiJhuAt_MLRP_4PCpbRhhB66lopD&Q_CHL=email)

We welcome program proposals in all areas of our work, and we encourage submissions that reflect our call to responsible action. Possible program submission ideas include but are not limited to:

<b>Assessment</b>	How are we contributing to assessment initiatives on our campuses, to improve institutional effectiveness, prepare for accreditation, and shape quality and best practices?
<b>Collaboration</b>	We work collaboratively both inside and outside the institution in analysis and reporting of data. What's working on your campus?
<b>Resources</b>	Via the use of institutional data, we can provide guidance in the development of resources, such as: faculty, staff, facilities and programs on campus. How are you shaping that process?
<b>Students</b>	What effective actions have you taken in your work to further engage in evolving campus decisions about student matriculation, retention, student profile, and students' experiences?
<b>Technology</b>	Data management and analysis are rapidly evolving with new tools. What steps are you taking?
<b>Management</b>	Effective leadership of IR on campus means internal operations and staffing are in order. What can we learn about how it's evolving for your department?

***The call for proposals closes on July 31, 2017.***

## 2016 AIRUM Conference Evaluation

The 2016 Conference provided 128 institutional researchers with opportunities for professional development and fellowship. An evaluation of the event showed a positive response to a variety of high quality presentations and praise for the hotel and hospitality events!

OVERALL CONFERENCE EVALUATION (N = 43)		
Topic	2015 Mean	2016 Mean
Pre-conference 1 (Enrollment Forecasting)	4.36	4.25
Pre-conference 2 (Project Management)	4.82	3.42
Concurrent Sessions	4.11	3.90
Range of Topics Covered	4.05	3.67
Keynote	4.06	4.02
Registration Costs	4.35	4.09
Hotel Costs	4.13	3.87
Quality of Food	4.48	4.47
Hotel room accommodations	4.27	4.45
Hotel meeting space accommodation	4.44	4.41
Location: Bloomington, MN	4.49	4.53
Opportunity for Networking	4.54	4.64
Business Meeting	4.29	4.00
Overall rating of the Conference	4.37	4.27
<i>1 = very dissatisfied, 5 = very satisfied</i> <i>Response rate = 34%</i>		

### Key themes from the comments:

- Expand non-MN representation
- Post agenda earlier
- Offer more topics
- Offer inspirational keynote

### 2017 AIRUM Conference Dates and Deadlines:

June 19 – July 31	Call for Conference Presentation Proposal
August 21 – September 30	Priority Conference/Preconference Registration
October 5	Last Day of Hotel Registration at Conference Rate (\$134/night)
November 1	Preconference Workshops on Using IPEDS Data for Research
November 2-3	AIRUM Conference

## 2017 Steering Committee Members and Volunteers

The AIRUM Steering Committee is comprised of seven members. Each member serves a three-year term; an exception was made in 2017 due to the unusual circumstances.

Three positions will be opening on the Committee in 2017 and we encourage AIRUM members to volunteer or nominate a colleague. Nominations may be submitted during the AIRUM Conference. For those unable to attend the Conference, please contact AIRUMonline@gmail.com by the end of the 2017 Conference with your comments.

### Current Members

**Eri Fujieda, Chair** (2015-2017)  
Winona State University

**Adam Johnson** (2016-2018)  
Macalester College

**Emily Berg** (2015-2017)  
North Dakota State University

**Ellen Carmody Roster** (2015-2017)  
Ridgewater College

**Greg Carlson** (2016-2018)  
Valley City State University

**Tracy Williams** (2014-2016, extended to 2017)  
Hamline University

**Nicole Holland** (2014-2016, extended to 2017)  
Walden University

### Special Thanks to :

Debbie Furlong (Listserv; University of Wisconsin—Green Bay)  
Carol Drechsel (Webmaster; University of North Dakota)  
Ron Huesman (AIR Liaison; University of Minnesota—Twin Cities)

### Follow Us!

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