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AIRUM

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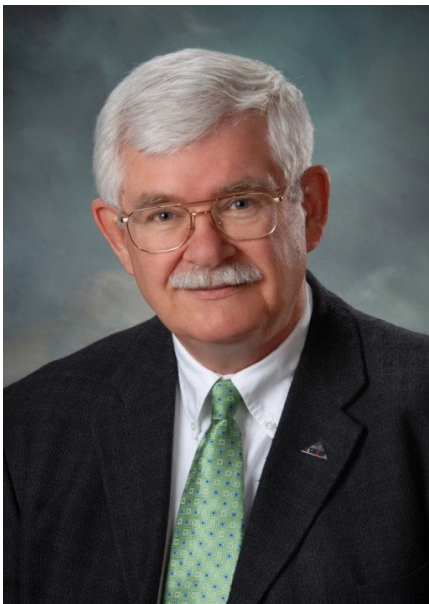
AIRUM 2019 Fall Conference:

IR/IE's Role in Postsecondary Equity & Opportunity

Join your colleagues at the 2019 AIRUM Pre-Conference Wednesday, November 6, and Annual Conference, Thursday, November 7th–Friday, November 8th!

Keynote

Thomas G. Mortenson, Senior Scholar at the Pell Institute for the Study of Opportunity in Higher Education, will deliver the keynote address "*Unequal Family Income and Unequal Opportunity for Higher Education*." Tom is a candid speaker with decades of experience analyzing and reporting on the demographics, sociology, history, politics, and economics of educational opportunity after high school through his monthly research newsletter, *Postsecondary Education Opportunity*.



After the keynote, Tom will be offering two sessions unpacking the Institute's State Data Books, a compendium of 38 historical data tables of direct,

supporting, and contextual measures of postsecondary opportunity, from public high school graduation rates and interstate college migration to educational attainment, employment, and per capita personal income going back to 1929.

Registrants will be sent data books for all states in the AIRUM region before the conference. Join us for lively discussion and data-driven insights about changes in opportunity for students and families.

Pre-Conference

This year, we're delighted to offer three outstanding Pre-Conference workshops:

- A hands-on workshop on **equity, diversity, and inclusion** by Priyank Shah and Narren Brown based on Priyank's highly rated concurrent session at AIRUM 2018;
- A **beginning Tableau** workshop using programmatic loan data from the College Scorecard, and
- An **intermediate/advanced Tableau** workshop using Scorecard and IPEDS data, both led by Dan Bradley of Tableau, our Platinum Sponsor.

All Pre-Conference workshops are 3.5 hours, and lunch will be provided for all attendees. Further details are available on p. 2 and on our [website](#).

Deadlines: Hotel reservations: October 15; Priority Conference Registration: October 25

[Visit the AIRUM website](#) for full conference details.

Other Conference Highlights

- **AFFORDABILITY**

No increase in conference (\$225) or pre-conference (\$75 half-day; \$130 full-day) registrations or member fees plus lower hotel rates.

- **NEW HOTEL**

Book your [hotel reservations](#) at our new hotel, the Crowne Plaza AiRE MSP/ Mall of America, by **October 15** to get the AIRUM rate (\$109).

- **SOCIAL HOUR!**

Thanks to **Rapid Insight** for sponsoring our Thursday Social Hour. (Drink tickets are back!)

- **PRESENTATION GUIDELINES ONLINE**

Helpful advice for presenting at AIRUM on our member website.

- **AIR LISTENING SESSION**

- **SWAG!**

Pick up a Bloomington Visitor's Guide and voucher for a free Mall of America coupon book and gift bag at the registration desk.

Three Outstanding Pre-Conference Workshops: Wednesday, November 6th

Full abstracts of these sessions are available on our [website](#).

Wednesday Morning (8:30am-noon):

"Beginning Tableau Hands-On Workshop: An Introduction to Visual Analytics Using Tableau Desktop with Loan Debt by Field of Study Data" by Dan Bradley, Tableau

"Engaging Equity, Diversity, and Inclusion: Understanding, Assessing, & Delivering Equity Related IR/IE Needs at Your Institution" by Priyank Shah, Rochester Community & Technical College and Narren Brown, South Central College



Wednesday Afternoon (1-4:30pm):

"Intermediate/Advanced Tableau Hands-on Workshop: Advanced Topics in Tableau Desktop and Introduction to Preparing your Data with Tableau Prep Builder" by Dan Bradley, Tableau

Attendees at a Tableau workshop are asked to bring a laptop with Tableau installed; registrants will receive a special trial key to download software, as well as customized data files from the College Scorecard and IPEDS and a Tableau workbook in the week before the conference. Each Tableau attendee is asked at registration to complete a needs-and-interests survey to help Dan tailor the course to meet your needs.

Note from the Chair

This year, our main goals as a Steering Committee were to keep building on the positive momentum of the past few years and help AIRUM grow as a professional organization with increased stability and service to members. From feedback at last year's conference and from discussions at our AIR affiliate meeting, we've worked to expand opportunities for member engagement throughout the year.

Affordability and access have remained priorities for our Conference, and we hope you'll join your colleagues and find ways to connect, whether signing up to be a mentor/mentee, checking out the conference and discussion resources on our member website, attending the new member breakfast meeting, or joining with colleagues at the Thursday Social Hour. We hope to see you all in November!

Announcing the AIRUM Mentoring Program

AIRUM is excited to announce our first-ever mentoring program at this year's Conference! Registrants will soon receive an email **survey asking for volunteers to serve as mentors and/or mentees**. The survey will ask about your areas of expertise and interest to match mentors with mentees. You are welcome to be both a mentor and a mentee based on your areas of interest.

At this time, the mentoring program will be limited to Conference attendees. A dedicated area will be set aside for mentors and mentees to connect during the afternoon coffee break on Thursday, November 7th.

If you are an experienced IR/IE professional, or even if you are relatively new but have expertise, please consider being a mentor. There are no set time commitments and you can decide with your mentees the frequency, format, etc. of contact after the initial meeting.

If you are a relatively new IR/IE professional or work in small or single-person office and would value outside input, sign up to be a mentee. Numbers permitting, we will pair you with someone who has expertise in your areas of need, and we hope mutually beneficial partnerships will develop. But if you are interested in the mentoring program, you need to be at the Conference—so if you haven't already, please register!



Financial Advisory Committee Report

The Financial Advisory Committee, approved at last year's Annual Meeting, undertook a comprehensive analysis of AIRUM's financial health and oversight in spring 2019. Committee chair, Jim Lenio, with members Mandy Henkel and Daniel Glover, pored over financial records, policies, and practices.

The Committee issued a report with specific recommendations for storing and organizing financial records and communications; recalibrating our reserves policy; and planning for variability in conference expenses.

Their recommendations helped shape our work and planning this year, and we thank them for their work. Their full report and AIRUM's response is available on our member website.



AIR 2020 Call for Proposals Due Oct. 16th

Don't forget to submit your AIR proposal by October 16, 2019. Head over to the [AIR website to submit your proposal](#) and get more details on the Forum. And be sure to join with AIRUM colleagues at our affiliate meeting and dinner in the Big Easy.

AIRUM Treasurer's Report

After returning to fiscal health in FY2018, we began FY2019 with \$28,952 in our checking account. Things are currently hopping with AIRUM financials as sponsorships and registrations are coming in for the conference and pre-conference workshops. Including registrations and sponsorships, we are currently at over \$52,000, but that is before paying the hotel bill for hosting the conference.

Due to this solid financial footing, we did not increase our membership fees (\$25 annual) or our fall pre-conference and conference registration fees (\$225 for regular members). Our goals as an organization are to both stay in financial health and keep our conference and membership low-cost and easily accessible. We continue to be on track for a stable financial year in 2019. We will have more details in the Treasurer's update at the Conference and in a year-end summary in 2020.

Thank you for your continued support of AIRUM!

Conference Feedback

Annual Conference evaluations for the past four years are summarized in the chart at right. This year's conference builds on past strengths with additions to hopefully become traditions for the future.

Remember to complete your concurrent session and overall conference evaluations—they're very important to planning—and let's get those response rates trending up again, IR community!



We Need Your Help!

Volunteers make AIRUM run, and we need your help to keep the organization strong. At the conference, please consider volunteering for the AIRUM **Steering Committee**. We will have 3 openings for 3-year terms and 1 opening for a 2-year term, completing the term for Bethany Miller who leaves us to take on a new job in Virginia.

We also will have an opening for a 3-year term on the **Financial Advisory Committee**, which provides valuable oversight and advice on AIRUM's finances. For further information consult our website or contact a Steering Committee member; and look for the sign-up sheets in your conference folder.

OVERALL CONFERENCE EVALUATIONS				
Topic	2018 Mean	2017 Mean	2016 Mean	2015 Mean
Pre-conference 1	3.90	4.25	4.25	4.36
Pre-conference 2	3.90	4.43	3.42	4.82
Concurrent Sessions	4.40	4.60	3.90	4.11
Range of Topics Covered	4.40	4.65	3.67	4.05
Keynote	4.80	3.53	4.02	4.06
Roundtable Discussions	4.30			
Registration Costs	4.50	4.52	4.09	4.35
Hotel Costs	4.00	4.55	3.87	4.13
Quality of Food	4.30	4.75	4.47	4.48
Hotel room accommodations	4.10	4.59	4.45	4.27
Hotel meeting space accommodation	4.20	4.59	4.41	4.44
Location: Bloomington, MN	4.50	4.75	4.53	4.49
Opportunity for Networking	4.50	4.57	4.64	4.54
Business Meeting	4.50	4.67	4.00	4.29
Constitution Bylaws		4.56		
Sponsor Involvement	4.30			
Overall Conference rating	4.70	4.71	4.27	4.37
Response Rates	27% (N=46)	36% (N=56)	34% (N=43)	50%
<i>1=very dissatisfied, 5=very satisfied</i>				

We're looking forward to seeing you at the 2019 Conference!

2019 AIRUM Steering Committee

Lesley Lydell (U. of Minnesota-Twin Cities, Chair, 2018-20, MN)
 Laura Fingerson (Strategic Education, Inc., Treasurer, 2018-19, MN)
 Andrew Baldwin (Chippewa Valley Technical College, Secretary, 2018-20, WI)
 Viktor Brenner (Waukesha County Technical College, 2018-19, WI)
 Christopher Feit (Loras College, 2019-21, IA)
 Jennifer Pearson Hennen (Anoka-Ramsey Community College/ Anoka Technical College, 2019-21, MN)
 Bethany Miller (Cornell College, IA; Mary Baldwin U., 2019, VA)
 Emily Neumann (U. of Wisconsin - Superior, 2018-19, WI)
 Natalie Solverson (U. of Wisconsin - La Crosse, 2018-20, WI)

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A Multi-Methods Approach to Understanding Student Thriving
Georganna Robinson & Kaitlin Wilcox, Grinnell College

A Tableau Dashboard on Academic Majors at the University of Wisconsin System
Yufeng Duan, University of Wisconsin System Administration

At the Intersection of Data, Policy, and Institutional Research – You Choose the Route, We Will Talk About the Journey (Panel)
Tasha Almond-Dannebring, Heliocampus; Meredith Fergus, Minnesota Office of Higher Education; Laura Fingerson, Strategic Education Inc.; & Bethany L. Miller, Mary Baldwin University

Benchmarking for Breakthrough Improvement
Brenda Krueger & Meredith Wentz, University of Wisconsin-Stout; & Jim Lenio, Walden University

Benefits of Succession Planning and Secrets of Leadership Development
Kristin McKinley & Sarah Dunnagan, Lawrence University

Beyond First Destination Data: Career Center/IR Exploration of Factors Associated with Career Engagement, Internships, and Experiential Learning
Susan Canon & Nate Jacobi, St. Olaf College

Building Interactive Web Applications in R: Comparing Shiny and Dash
Mike Wallinga, Northwestern College

Campus Climate and Graduate Students' Mental Health
Krista Soria, University of Minnesota-Twin Cities

Developing and Sustaining an Institutional Review Board at a Two Year College
Nora Morris & Jennifer Pearson Hennen, Anoka-Ramsey Community College

Developing a Homegrown First-Year Survey: Macalester's Rationale, Process, and Initial Insights
Adam Johnson & Polly Fassinger, Macalester College

Efficient Methodological Techniques Applied to the Reporting of Graduation Rates for Program Review
Sidney Fisk, North Dakota State University

Evaluation of the Effectiveness of Success Navigators
Viktor Brenner, Waukesha County Technical College

4 Tips for Breaking Down Barriers to IR Success
James Cousins, Rapid Insight; Katie Reed, Macalester College

Improving Student Success in Math: Winds of Change at University of Wisconsin System Institutions
David Blough, University of Wisconsin System Administration; Kinga Jacobson, University of Wisconsin-Green Bay; & Emily Neumann, University of Wisconsin-Superior

Innovation Through Strategic Planning
Meredith Wentz, University of Wisconsin-Stout

IR and Financial Aid: Techniques for Better Partnership
Christopher Feit, Loras College

IR Empowers Data-Driven Decision-Making: A Nursing Program Example

Ellie Shockley, North Dakota University System

Lessons from the Field: Advice from a Career in IR/IE and Points along the Way (Panel)

Lesley Lydell & John Kellogg, University of Minnesota-Twin Cities; Cynthia DeVore, Metropolitan State University; & Daniel Nelson, Bethel University

Making the Most of Your State's Data Books, Parts I & II

Tom Mortenson, Pell Institute

Managing Reporting Changes for Student Feedback of Instruction

Daniel Glover, University of Minnesota-Twin Cities

NC-SARA Data Reporting: Institutional Approaches to Reporting Out-of-State Learning Placements and M-SARA's Role

Michelle Sturm, University of Wisconsin-La Crosse; Tracy King, University of Wisconsin-River Falls; & Emily Jacobson, Midwestern Higher Education Compact (MHEC)

Projecting University of Wisconsin System Enrollments to 2025 from Detailed Population Estimates and Enrollment Rate Modeling

Daniel Younan, Andrew LeBeau, & Mark Pioli, University of Wisconsin System Administration

Research in Action: Program-Level Postsecondary Outcomes

Lesley Lydell, Ron Huesman & Helen Horner, University of Minnesota-Twin Cities

The Pivotal Role of Institutional Research and Meeting HLC Criteria 4.B

Nichole Peterson, Century College

The Role of Institutional Research in Guiding and Supporting Institutional Effectiveness Practices: A Triangulation of Academic Officer's View

Carol Okigbo, Minnesota State University-Moorhead

Transformers: Academic Performance Solutions Implementation Superstars and Optimus Prime

Kinga Jacobson, University of Wisconsin-Green Bay

Using SLEDS to Investigate Pathways to a Family-Sustaining Wage

Erin Osborn, Century College & Jane Fields, U of MN Center for Applied Research and Educational Improvement

What Do We Really Know About Adult Learners in Minnesota?

Meredith Fergus, Minnesota Office of Higher Education; Yanan Zhang, College of Saint Benedict; & Erin Osborn, Century College

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