



## Mississippi Association for Institutional Research



### Annual Conference

Oxford, Mississippi

April 23<sup>rd</sup> – 24<sup>th</sup>, 2015



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# PRESENTATION INFORMATION & ABSTRACTS

THURSDAY, APRIL 23<sup>RD</sup>

**1:10 – 1:55**

## **UPDATE FROM THE STATE BOARDS**

**Jim Hood – IHL, Raúl Fletes – MCCB**

This session will provide the attendees with an overview of current topics within the IHL and MCCB administrative offices including items such as enrollment audits, funding models, etc.

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**2:10 – 2:55**

## **IR & ACCREDITATION: A MARRIAGE THAT WORKS!**

**David Fowler, Jennifer Simpson, Mitzi Norris – UMMC**

### **Room A**

Schools and programs are actively developing new ideas to meet market and workforce needs. UMMC has developed a committee that marries several institutional functions to ensure the proper planning and implementation of new academic degree programs, oversee the development of new academic units, and manage modifications to existing academic units or degree programs. The Potential Academic Change Committee (PAC) works with the schools to ensure compliance with federal financial regulations, governing board guidelines, and institution-wide accreditation standards.

## **MAXIMIZING EXCEL: TIPS, TRICKS, AND SHORTCUTS**

**Tiffany Ward, Kayla Arrington – UM**

### **Room B**

Excel is a powerful tool but many are not maximizing it to its full potential. In this presentation, I would like to demonstrate some tips, tricks, and shortcuts in Excel that have been beneficial in the world of Institutional Research. I have found that if you can dream it, most likely Excel can do it!

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**3:05 – 3:50**

## **EXAMINING FACULTY RETENTION IN MISSISSIPPI'S PUBLIC UNIVERSITIES**

**Eric Atchison – IHL**

### **Room A**

While many postsecondary institutions focus resources on attracting and retaining bright, capable students, the retention of college faculty can be obstacles for institutional growth and development. Early faculty departure can create gaps in institutional services that make a college less efficient and effective in achieving its stated mission. This study will utilize survival analysis via a Cox regression model to determine the factors associated with faculty retention across the eight public universities within Mississippi. Factors considered within the model will include variables such as discipline to which a faculty member is assigned, course load, faculty rank, highest degree earned, salary, and demographic variables such as age, gender, and race.

## **IMPROVING CAMPUS SURVEYS: EFFECTIVE SURVEY DESIGNS & QUESTION WORDING**

**Joe Hanel – UM**

### **Room B**

When designing surveys, it is important to spend time developing and evaluating question wording and survey order. The impact of common mistakes can lead respondents to drop out of the survey or bias their response. This presentation discusses this impact, and discusses best practices to improve surveying from defining the survey's intention to designing questions and survey order. Improving this process can help you effectively design a survey that provides clear and unbiased data. Regarding survey order, the presentation discusses simply ways to improve completion rates, including focusing on respondents' attention spans. In regards to developing questions, I discuss both poor question wording that confuses respondents, and question wording that can bias your results. Lastly, I discuss methods to improve survey writing, focusing on best practices in piloting your survey.

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**4:00 – 4:45**

## **USING CANVAS FOR LEARNING OUTCOMES**

**Carolyn Warren – NWMCC**

### **Room A**

This session will explore designing, implementing, and using the Outcomes feature in canvas to assess Student Learning Outcomes. Include how to train faculty on use of outcomes. Practical application and theory will be shared.

## **CREATING TAGS IN COMPLIANCE ASSIST TO FACILITATE A COMPREHENSIVE, CLEAR, & CONVINCING IE PLAN**

**David Case – ECCC**

### **Room B**

East Central Community College has incorporated some of Mary Harrington's concepts for organizing a body of evidence (SACSCOC Annual Meetings 12/2011 & 12/2014) into Compliance Assist Strategic Planning. The presentation will simply demonstrate the codes and tags built into the planning tool and the process of exporting the data for use in a relational database.

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**FRIDAY, APRIL 24<sup>TH</sup>**

**9:00 – 9:45**

## **RESOURCES FOR EMPLOYMENT PLANNING & COMMUNITY COLLEGE COMPLETION**

**Eric Atchison – IHL**

### **Room A**

Two resources will be introduced in this session. The Economic Development and Employer Planning System (EDEPS) is an analytical tool for business, education, workforce and economic planners. EDEPS facilitates the analysis of economic health, industry performance, population trends, labor supply and demand, training resources, income characteristics, and market potential. The Completion Arch is a web based tool that provides quick and easy access to national-, state- and initiative-level data that describe the progress and success of community college students.

## **SINGLE PARENT PROGRAM AT A RURAL COMMUNITY COLLEGE: A RETENTION & COMPLETION STRATEGY**

**Craig-Ellis Sasser – NEMCC**

### **Room B**

Many students attending both universities and community colleges transition into higher education with little responsibilities beyond attending class regularly and maintaining satisfactory academic progress. Many students, and especially community college students, need remediation before tackling gateway courses such as English Composition and College Algebra. Some students qualify for, apply for, and receive Federal financial aid to make their attending college possible. Others are the first person in their family to pursue higher education. These groups are not mutually exclusive, and for single parents who attend college, many have the same concerns and barriers in addition to a unique set of barriers and challenges to their pathway to and through higher education. Northeast Mississippi Community College will pilot a single parent program in Fall 2015 to reach single parents and provide them with resources, information, support services, and social interaction/engagement opportunities. Over 10% of NEMCC's student body in the Fall 2014 semester was single parents. The program aims to improve single parent retention, ultimately leading to degree attainment and successful entry to gainful employment in the workforce by lowering many of the barriers single parents face as they transition to and through higher education.

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**9:55 – 10:40**

## **FIVE DIMENSIONS OF QUALITY: AN OVERVIEW OF ONE MODEL FOR ASSESSMENT & ACCREDITATION**

**Ginny Cockerill – Belhaven**

### **Room A**

In Linda Suskie's new book, *Five Dimensions of Quality: A Common Sense Guide to Accreditation and Accountability*, she presents a framework for assessment focused five aspects of culture: relevance, community, focus and aspiration, evidence, and betterment. This session will provide a summary of each aspect with specific examples and implementation suggestions.

## **DETAILS MATTER: SACSCOC VISIT LOGISTICS**

**Jeff Posey – C-LCC**

### **Room B**

This session will begin with brief tips on preparing the Compliance Certification and the faculty credentials files and move into an in-depth discussion of the importance of logistical considerations when planning the on-site reaffirmation visit. Emphasis will be placed on the importance of advanced preparation, task-management, flexibility, immersion of the QEP topic into campus culture, and logistical considerations for the visit. Special emphasis will be placed on planning for airport arrivals and departures, lodging considerations, meals and snacks, resource rooms, and other details. Having just completed a successful on-site visit in September 2014, the presenter brings a variety of ideas and small details that come together to help keep a committee on schedule, comfortable, and well-accommodated.



# ROUND TABLE INFORMATION & ABSTRACTS

FRIDAY, APRIL 24<sup>TH</sup>

10:50 – 12:25

## **MASTERING YOUR DATA**

**Lea Ann Bethany - Belhaven**

This discussion will address ways of dealing with data that institutions have. Often data must be transformed and stored to facilitate regular retrieval. We will discuss the solution that was implemented without a full blown data warehouse to better use the data we had.

## **EVALUATING IPAS TECHNOLOGIES**

**Laura Damm – EMCC**

Integrated Planning and Advising Services (IPAS) provide students, faculty, and staff information and services (e.g. early alerts, degree planning, progress tracking, advising and counseling) that contribute to students completing degrees or credentials. This session is a follow up to last year's presentation on installation issues. As more institutions implement IPAS systems, the need to demonstrate effectiveness and provide evidence of the impact of these student success initiatives becomes paramount. This session provides an overview of IPAS and addresses evaluation of EMCC's project.

## **I FOUND MY VOICE: A ONE WOMAN CRUSADE TO INCREASE EVALUATION RESPONSE RATES**

**Rhonda Loper – DSU**

This presentation focuses on the implementation of a program entitled I Found my Voice. This program was birthed as an effort to increase the response rates on the Student Evaluation of Instruction on our campus. It will follow the journey of how this project started out as a class project and morphed into promotional material used by our IRP department. There will be open-discourse at the end of the presentation about different methods utilized across campuses in an effort to increase response rates.

## **ORGANIZATIONAL CHANGE**

**Lee Skinkle – Belhaven**

Assessment should lead to improvement and improvement usually requires change. As we seek to close the loop understanding how change works and ways to best support change are critical to its success. This session will look at how to lead change and look at a tool for guiding successful change.

## **WHAT CLICKER TRAINING TAUGHT ME ABOUT IMPROVING ASSESSMENT**

**Samra Ward, Kate Kellum – UM**

Most of us have units complying with assessment basic requirements; however, few of us can claim everyone is fully embracing the process. If only we could crawl inside people's heads to make them understand the benefits of committing to assessment. Unfortunately, this simply isn't possible. Clicker Training and TAG Teach are training techniques derived from Behavioral Science. This science suggests that context has influence on what people think, believe, and do. This paper provides an overview of this perspective and provides opportunities to discuss ways to improve assessment behavior using ideas from Clicker Training.