



## OKLAHOMA ASSOCIATION FOR INSTITUTIONAL RESEARCH

### FALL 2016 CONFERENCE AGENDA

Hosted By:  
OSU – OKC  
October 14, 2016

- 8:30 am **Registration**, Continental Breakfast (3<sup>rd</sup> Floor Lobby/Conference South)
- 9:30 am **Welcome**, Brad Williams, Vice President Student Services, Oklahoma State University - Oklahoma City (Conference South)
- 9:45 am **The Ole Early Mornin' Break**
- 10:00 am **Morning Breakout Session:**

**OU's Banner Student System – What We've Learned in the Past Six Years (Pruitt Suite)**

Susannah Livingood, Associate Provost and Director of Institutional Research and Reporting, University of Oklahoma  
Patti Otto, Senior Systems Analyst, University of Oklahoma

OU brought the Banner student system online in spring 2010, and we've progressed from implementation mode to maintenance and enhancement mode. We've moved from the delivered ODS objects and Cognos to discussions about potential new tools and strategies. We'd like to invite those with experience with Banner systems – new or not – to a Q/A session where we can all share our experiences and see what we might learn from each other.

~OR~

**Transitioning from A&IR to IE (The Longest and Shortest Year of My Life) (Pistol Pete)**

Julie Sawyer, Executive Director of Institutional Effectiveness, Northeastern State University

Effective July 1, 2015, NSU's Office of Assessment & Institutional Research became the Office of Institutional Effectiveness. This presentation is personal narrative of the journey, lessons learned (and unlearned), and a Solicitation of input from others who have survived a similar transition.

- 10:45 am **Mid-Morning Break n' Stretch**

- 11:00 am **Morning Technology Breakout Session:**

**Tableau Insights from OK-AIR Members (Pruitt Suite)**

**Getting Started with Tableau**

Justin Smith, Director of Institutional Effectiveness, Western Oklahoma State College

A demonstration on making that first data connection, exploring data, and combining different connections. Tableau Desktop, Reader, and Server - how they work together. If time allows show and tell of some of WOSC's Tableau projects.

**Using Tableau to Create our Student Profile Maps**

Thad Clements, Programming Analyst, Oklahoma State University

Using County and State Information to build maps using Tableau for our University Student Profile.

~OR~



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#### **SAS Insights from OK-AIR Members (Pistol Pete)**

##### **Presenting Minerva: How Our New Reporting Tool is Changing the Way We Do Business**

Susannah Livingood, Associate Provost and Director of Institutional Research and Reporting, University of Oklahoma

OU has developed a new reporting site, Minerva, powered by SAS Visual Analytics and Visual Statistics. As we move reporting to this new system, it has raised a lot of questions about what our campus constituents really want and need from us, as well as prompted us to reevaluate what we should be providing to the general public via our website.

##### **Achieving Information Dominance with IRR and SAS**

Brendan Klein, Assistant Director of Strategic Technology for Enrollment and Student Financial Services, University of Oklahoma

Over the past year using SAS, Institutional Research has helped launch a major initiative called “Information Dominance”. This initiative will ensure the office of Admissions and Recruitment can now provide clarity and insight into the recruitment lifecycle of a student. I will share insights from the initial predictive models, how they were used, and what obstacles were faced in terms of reluctance, as well as our future plans and give the impressive results we have achieved.

Noon **Lunch and OK-AIR Business Meeting**

1:00 pm **Keynote Session: (Conference South)**

##### **Navigating the Future with HLC**

Dr. Rebecca Timmons, Director of Academic Assessment and Accountability, University of Arkansas – Fort Smith

Learn how the data that institutions collect and submit to HLC can guide institutions’ strategic planning initiatives and give direction for retention rates and student learning.

2:00 pm **Afternoon Sweet Treat Break**

2:15 pm **Afternoon Breakout Session:**

##### **Reflections on HLC’s Persistence and Completion Academy (Pruitt Suite)**

Karla Oty, Director, Institutional Research, Assessment and Accountability, Cameron University

Cindy Boling, Executive Director, Institutional Research, University of Central Oklahoma

~OR~

##### **Free Survey Alternative (Pistol Pete)**

Justin Smith, Director of Institutional Effectiveness, Western Oklahoma State College

Demonstration and discussion of LimeSurvey. LimeSurvey is an Open Source survey utility with 28 question types, question branching, and tons of other features. It is free and easy to use.

2:45 pm **Conference Wrap Up and Raffle Bonanza!**



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