



The Mid-America Association for Institutional Research

34th Annual Conference

IR 2014: I'm Relevant.



November 05-07, 2014

Holiday Inn Country Club Plaza, Kansas City, MO

President's Welcome

MidAIR colleagues,

Welcome to the 34th Conference of the Mid-America Association for Institutional Research. Each year the board works to provide the opportunity for IR professionals from six states to collaborate on issues facing institutional research practitioners. Whether you are an experienced IR professional or a newcomer to the profession, I am certain you will find abundant opportunities for professional growth. I would encourage you to use this conference to not only grow professionally, but also as an opportunity to build a network of colleagues that will be more beneficial during your career than the knowledge you gain here this week.

The MidAIR board selected the topic for this year's conference, "IR2014: I'm Relevant" due to ever increasing importance and use of institutional research data in the daily operation and decision making that occurs across campus. As institutions become more in tune with the use of "Big Data" and begin to leverage its capabilities; institutional research offices should become more relevant in helping guide and direct those discussions. I hope that you will find our keynote speakers this year to be enlightening as they address the current issues around institutional research relevancy.

With nearly 20 years of experience in higher education I am very thankful for the networking connections that MidAIR has offered me through the years. I would like to thank my fellow board members, Melissa Giese, Michelle Taylor, Denny Butler, Randy Sade, Paul Klute, and Debbie Phelps in their tireless efforts to provide a great experience for you this year. I would like to extend a special thanks to Michelle Flynn as she completes four years of service to the board – she has provided invaluable guidance when needed the most.

I trust that you will take an opportunity to enjoy the KC Country Club Plaza and the shopping and dining experiences it offers. Newcomers – be brave and introduce yourself to a new face! Old Timers – take time to reconnect with colleagues and to introduce newcomers to the world of institutional research!

John A. Clayton
MidAIR President 2013-2014
Ozarks Technical Community College

Association Information

MidAIR is a professional association with the purpose of encouraging communication, professional development, and networking among institutional research, assessment, and data professionals. It serves as a source of information about higher education issues and topics. MidAIR serves the Midwest region of Arkansas, Iowa, Kansas, Missouri, Nebraska, and Oklahoma and is an affiliate of the Association for Institutional Research. For more information, see the association website at: www.Mid-AIR.org

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Research Analyst, Institutional Research
University of Missouri System

Information

On-site Registration

On-site conference registration will be available during the following hours:

Wednesday, November 5 – 7:30 am to 5:00 pm

Thursday, November 6 – 7:30 am to 12:00 pm

Meals

A hot breakfast buffet is included for hotel guests ONLY.

Wednesday, 11/5 Welcome Reception with hors d'oeuvres and a cash bar.

Thursday, 11/6 Mid-Morning Snack, Lunch Banquet, Afternoon Snack

Friday, 11/7 Mid-Morning Snack

Dinner groups can be organized to catch up and network with your friends and colleagues at nearby restaurants. Shuttle service is available to the Plaza.

Hotel Information

Holiday Inn Country Club Plaza
One East 45th Street
Kansas City, MO 64111

Phone: 1-816-753-7400
Fax: 1-816-753-0359

Hotel Garage Parking
On-site parking fee: Included
Shuttle Service to Plaza and Westport

Wireless Internet Access
In-Room: Included
Public areas: Free

Check-out time is 12 PM.

Room Service is available from 6:00 AM to 11:00 PM.

Plenary Session Presenters

Paul Gore | Presenter, First Plenary Session

Relevancy of Institutional Research

Paul Gore will speak about the relevancy of institutional research within the institution. Paul received his BS in Psychology and Biology from Saint Louis University, a MS in Psychology from the University of New Orleans, a MEd in Counseling and Guidance from Northeastern Illinois University, and a PhD in Counseling Psychology from Loyola University-Chicago. Paul currently serves as the Director of Institutional Research at the University of Utah in Salt Lake City.

Dr. Daniel W. Barwick | Presenter, Second Plenary Session

Without IR, You're Just Faking It.

Dr. Daniel W. Barwick currently serves as President of Independence Community College in Independence, Kansas. Prior to that role, he was Director of Institutional Advancement at Alfred State College and Executive Director of the Alfred State College Development Fund, Inc. in Alfred, New York. Previous positions include Interim Director of Corporate Relations, Corporate Development Specialist, Assistant to the Vice-President for Academic Affairs, Assistant to the Director of Records and Institutional Research, Grants Assistant to the Dean of the School of Management and Engineering Technologies, and Interim Coordinator of Assessment. He was awarded the first system wide Provost Fellowship in the State University of New York, and served as an Academic Policy and Planning Evaluation Associate for that system. Formerly a tenured professor in the State University of New York, he has published and lectured widely on both philosophy and administrative leadership, and was the President of the New York State Association of Scholars, as well as the President of the American Association for Learning Outcomes Assessment. Dr. Barwick is certified by CRFE International, the only global provider of professional certification of fundraising proficiency. He received a Bachelor's Degree in Philosophy from the State University of New York at Geneseo, a Master Degree in Philosophy from the University of Iowa, and a PhD from the State University of New York at Buffalo. He lives in Independence, Kansas with his wife and two daughters

MidAIR Award Winners

The Julia M. Duckwall Award

The Julia M. Duckwall Award is presented by the Mid-America Association for Institutional Research (MidAIR) to both honor the memory of Julia Duckwall and recognize her contributions to Institutional Research and Higher Education. This award represents the energy, involvement, and professionalism that Julia personified. Julia Duckwall was about doing the most you could with the present, always learning, and encouraging others to work together to learn. Whether she went out of her way to recognize a new young professional, or introduced the experienced institutional research professional to new learning, Julia was about development and inclusiveness.

MidAIR extends this award to those nominees who create learning and professional development opportunities through individual and/or collaborative efforts.

The Julia M. Duckwall Award, although not necessarily an annual award, is presented at the annual MidAIR regional meeting.

YEAR	RECIPIENT
2013	Joe DeHart, Des Moines Area Community College
2007	Charles Van Middlesworth, Metropolitan Community College

Joe Saupe Award: Best First-Time Presenter

This award was created in honor of Joe Saupe, Emeritus Professor of Education at the University of Missouri, Columbia. Joe was one of the founding members of both AIR and MidAIR and has been a role model for many institutional researchers. Among his many publications, he authored one of the seminal documents of the field, *The Functions of Institutional Research*. The Joe Saupe Award is an honorary award initially given to Joe in recognition of his years of participation in and contribution to MidAIR. Subsequently, it has been awarded to first-time presenters at MidAIR to acknowledge the quality of their presentation, and as an encouragement to other newcomers to present at future MidAIR conferences.

YEAR	RECIPIENT
2013	Kelli Burns, St. Louis Community College
2012	Matthew Simpson & John Clayton, Ozarks Technical Community College
2011	Sheri Barrett, Benedictine College
2010	Evelyn Eubank, University of Kansas Kelli Schutte, William Jewel College
2009	Patrick Rossol, National Higher Education Benchmarking Institute at Johnson County Community College
2008	Derek Wesley, Mount Marty College
2007	Hong Gao, Loras College
2006	Karen Cunningham, University of Northern Iowa Kristin Moser, University of Northern Iowa Anthony Smothers, University of Northern Iowa
2005	Mark Hamner, Texas Women's University
2004	Larry Westermeyer, University of Missouri - St. Louis Jennifer Spielvogel, University of Missouri - Kansas City
2003	Ralph Juhnke, Johnson County Community College Larry Bunce, Johnson County Community College
2002	Rosemary Hayes, University of Oklahoma Thulasi Kumar, University of Northern Iowa
2001	Cheryl Carpenter, Metropolitan Community College Maura McCool, Metropolitan Community College
2000	Cindy Wehmeyer, St. Louis University
1999	Debra McClure, Washburn University
1998	Alisha Rychnovsky, University of Missouri System
1997	Ron Pennington, Webster University
1996	Barbara Alpern, Walsh College
1995	Carla Reichard, Oklahoma State University
1994	Ryan Cherland, University of Kansas
1993	William McCully, Iowa State University
1992	Brian Nedwek, St. Louis University
1991	Joint Conference with SAIR/SCUP--no award given
1990	Larry Kelly, Johnson County Community College
1989	John Bush, Oklahoma State University
1988	Joe Saupe, University of Missouri - Columbia

MidAIR Best Paper Award

The best paper winner is automatically awarded a slot at the next year's AIR Forum. Beginning with the 2006 winner, MidAIR provides a small stipend to help defray travel costs to the AIR Forum.

YEAR	RECIPIENT
2013	Sheri Barrett, Johnson County Community College
2012	John Clayton, Ozarks Technical Community College
2011	Rachel Boon, Drake University
2010	Sarah Williams, Missouri State University
2009	Kathy Schmidtke-Felts, University of Missouri - Columbia Mark Ehlert, University of Missouri - Columbia
2008	Ron Pennington, St. Charles Community College Barbara Keim, St. Charles Community College
2007	Kathy Schmidtke-Felts, University of Missouri - Columbia
2006	Mark Hammer, Texas Women's University Lindsay Renfro, Baylor University
2005	Mike Podgursky, University of Missouri - Columbia Mark Ehlert, University of Missouri - Columbia
2004	Charles Van Middlesworth, Metropolitan Community Colleges
2003	Thulasi Kumar, University of Northern Iowa
2002	Ming Wang, University of Missouri System
2001	Mardy Eimers, University of Missouri System Robert Mullen, University of Missouri System
2000	Karen Conklin, Johnson County Community College
1999	Ryan Cherland, University of Kansas
1998	Theresa Smith, University of Oklahoma
1997	Guihua Li, University of Missouri Shawna Long, University of Missouri Mary Ellen Simpson, University of Missouri
1996	Ryan Cherland, University of Kansas
1995	(No award given)
1994	Karen Conklin, Johnson County Community College
1993	Brian Nedwek, St. Louis University

Presentation Evaluations

Results of participant evaluations are used to select the Joe Saupe Award for first time presenter and the MidAIR Best Paper Award. The winner of the best paper award is invited to present at the 2015 AIR Forum.

Participant feedback on the conference is very important to the continued success of MidAIR. Evaluation forms are provided to rate both individual sessions and the conference overall. The results of the overall conference evaluations are used to make future conferences more valuable to MidAIR members.

Evaluation forms can be dropped off at the registration desk throughout the conference. Your participation in the evaluation process is encouraged and appreciated!

Sponsor Information

MidAIR extends its welcome and appreciation to the following business partners who have agreed to display their products and services during the MidAIR conference. Exhibitor displays will be set up in the conference area on Thursday and Friday during conference times. Additionally, exhibitors will be making presentations during the conference. See the program schedule for session times. MidAIR members and conference attendees are encouraged to stop by and visit with exhibitor representatives to learn more about their products.

MidAIR would like to thank the following companies for their generous support:



Program Schedule

Tuesday, November 4, 2014

IPEDS WORKSHOP

9:00 AM - 4:00 PM IPEDS Finance Training and IPEDS Data and Benchmarking.

Ballroom A

This workshop features these training modules:

IPEDS Finance Training for IR Professionals is designed specifically for those persons who are not financial experts and have no training in the field of finance or accounting. The module presents eight objectives including an introduction to higher education finance, GASB vs. FASB, key accounting concepts, a review of the general purpose financial statements and how they relate to the finance survey, common errors in completing the IPEDS Finance Survey, reporting comparison challenges, and where and how the data are used. An exercise is included that gives participants a hands-on experience in filling out the IPEDS Finance survey using data from a fictional institution. Since the Institutional Researcher is typically not the person filling out the IPEDS survey, this module focuses more on a general understanding of higher education finance and how and why the IPEDS Finance data are used.

IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness is designed for participants with little to no experience in the area of conducting benchmarking studies or with the IPEDS Data Center. This module introduces the fundamentals of creating benchmarks to measure institutional effectiveness. The module provides an overview of the types of comparison groups that can be constructed using IPEDS data, with examples of appropriate use. Participants will use actual data from the IPEDS Surveys, Data Feedback Reports, and the Data Center. Exercises and resources will demonstrate processes to establish key performance indicators and identify variables to refine comparison groups.

The National Initiative for Leadership and Institutional Effectiveness (NILIE) is dedicated to helping colleges and universities develop strategies for improving student success through collaborative leadership. Since 1990, NILIE has been instrumental in facilitating institutional climate assessments at 2 and 4-year colleges. In 2014, NILIE expanded to include the Interfaith Diversity Experiences and Attitudes Longitudinal Survey (IDEALS), which investigates how diversity experiences in college impact students' behaviors and attitudes. IDEALS is administered in partnership with North Carolina State University, New York University, and Interfaith Youth Core (IFYC).

ifyc.org | nilie.ncsu.edu



Wednesday, November 5, 2014

Professional Development Opportunities (PDOS)

PDO 1	CENSUS BUREAU DATA WORKSHOP
8:00 AM - 12:00 PM	Matt Simpson, Ozarks Technical Community College Abby Benz, Ozarks Technical Community College
Ballroom C	The Census Bureau offers a broad collection of useful data in areas such as population trends, demographics, and economic indicators. This session will cover the types of available data as well as effective data extraction techniques tailored to your institution's relevant geographic region. We will also cover higher education related applications of this extracted data. Attendees are encouraged to bring a laptop to follow along with the activities demonstrated in the presentation.
PDO 2	COST AND PRODUCTIVITY STUDIES
8:00 AM - 12:00 PM	John Barnshaw, Delaware Project Lou Guthrie, National Benchmarking Project
Ballroom B	This workshop is designed to explore the uses of the National Study of Instructional Costs and Productivity (Delaware Study) and the National Community College Cost & Productivity Project (Kansas Study).
PDO 3	NEWCOMERS TO INSTITUTIONAL RESEARCH WORKSHOP
1:00 PM - 5:00 PM	Larry Westermeyer, University Of Missouri, St. Louis Joe DeHart, Ph.D., Des Moines Area Community College
Ballroom C	This popular workshop is designed for newcomers to IR - or anyone desiring a refresher! Each Institutional Research office is a unique entity shaped by an extensive assortment of internal and external forces. If you are new to IR and wondering what you've gotten yourself into, this PDO may provide some insight.
PDO 4	ADVANCED EXCEL
1:00 PM - 5:00 PM	Matt Simpson, Ozarks Technical Community College
Ballroom B	This workshop will focus on advanced excel techniques that can be used by IR professionals.

Wednesday, November 5, 2014

Opening Reception

	OPENING RECEPTION
5:30 PM-6:30 PM	Welcome reception, hors d'oeuvres, cash bar
Boardroom	An opportunity to see old friends and find new ones.

Thursday, November 6, 2014

Networking & Logistics

EVENT

7:30 AM - 12:00 PM Registration

First Plenary Session

FIRST PLENARY SESSION

8:30 AM-9:45 PM Introduction
Ballroom AB John Clayton, MidAIR President

Keynote Address: Relevancy of Institutional Research
Paul Gore, Director of Institutional Research at University of Utah

Networking

REFRESHMENT BREAK

9:50 AM - 10:05 AM Refreshments served

Concurrent Sessions

SESSION 1A MISSOURI REVERSE TRANSFER UPDATE

10:10AM-10:55AM Larry Westermeyer, University of Missouri, St. Louis
Salon C Jeremy Kinzel, Missouri Department of Higher Education

This session will describe the progress made on the Missouri Reverse Transfer Initiative during the past year. Plans for next year, including potential data collection and broader outreach activities, will be discussed.

SESSION 1B NATIONAL STUDENT CLEARINGHOUSE REVERSE TRANSFER PROJECT: A NATIONAL AUTOMATED SOLUTION

10:10AM-10:55AM W. David Pelham, Ed.D., National Student Clearinghouse
Ballroom C

In response to calls from institutions, the National Student Clearinghouse is developing an automated process which leverages technology already used to report enrollment to facilitate the exchange of student academic data to support Reverse Transfer. When developed this service will be provided to institutions free of charge. Come hear a summary of how NSC became involved, the current status of the project and future plans.

SESSION 1C	OFF TO SEE THE VIZ: VISUAL ANALYTICS AT THE UNIVERSITY OF KANSAS
11:05AM-11:55AM Boardroom	Will Pitzler, Tableau Dave Mannering, University of Kansas

SESSION 2A	ENGAGING EVERYONE WITH POLL EVERYWHERE
11:05AM-11:55AM Salon C	Matthew Simpson, Ozarks Technical Community College Abby Benz, Ozarks Technical Community College
	Poll Everywhere has allowed Ozarks Technical Community College to improve its strategic planning efforts by allowing groups ranging from 30 to 550 to meaningfully participate in planning activities. This presentation will cover the service's cost, implementation, and potential uses. Audience members will also have the opportunity to test the service themselves.

SESSION 2B	THE VALUE OF AN ACADEMIC SUPPORT CENTER
11:05AM-11:55AM Ballroom C	Greg Works, St. Louis Community College
	This presentation describes the research findings from a project using tracking software in academic support center settings. Tracking data is combined with enterprise data to present a picture of who uses the academic support centers at St. Louis Community College and describe the outcomes associated with use of academic support centers. Causal mechanisms and implications for practitioners is also discussed.

SESSION 2C	TRANSPARENCY AND PROGRAM REVIEW: A WINDOW INTO ACCOUNTABILITY AND PROGRAM IMPROVEMENT
11:05AM-11:55AM Boardroom	Dr. Sheri H Barrett, Johnson County Community College Natalie Alleman-Byers, Johnson County Community College Mary McMullen-Light, Johnson County Community College
	Program review is integral to assessment and academic planning processes at the departmental, division, and institutional levels. The program review process is intended to improve the quality of the academic programs. It is also intended to provide an organized opportunity for departments to reflect on educational practices and review the role of transfer programs in the context of the academic branch. Ultimately, program review offers an opportunity for all participants to reflect on institutional priorities and support the strategic direction of the college. In 2013-14, Johnson County Community College launched a project to revitalize its program review process and, in doing so, embraced transparency and accountability by designing a meaningful, data-driven process.

Lunch

LUNCH AND MIDAIR BUSINESS MEETING

12:00 PM- 1:30 PM
Ballroom AB State of the Organization address, awards, and other business
John Clayton, MidAIR President

Concurrent Sessions

SESSION 3A MEASURING THE IMPACT OF COLLEGE ON STUDENTS' INTERFAITH ENGAGEMENT AND PLURALISM ATTITUDES

1:45PM-2:30PM
Salon C Shauna Morin, North Carolina State University

Little empirical research exists that specifically evaluates educational initiatives in relation to students' interfaith cooperation and attitudes toward pluralism. This session introduces a national research initiative examining the collegiate experiences and high-impact educational practices that foster behaviors and attitudes essential for getting along with others in a pluralistic world. In addition, it explores strategies for fostering interfaith engagement, promoting student learning, and building momentum for innovative interfaith research and practice.

SESSION 3B MAKE YOUR IR WEBSITE WORK FOR YOU (AND EVERYONE ELSE...)

1:45PM-2:30PM
Ballroom C Coleen Dickman, DePaul University
Alim Ray, DePaul University

As an IR office, we cater to a wide range of audiences – both internal and external. When we were tasked with rebuilding our website, we redesigned a site rich in content and user-friendly. The focus was to make a site that catered to our internal partners, was publicly-accessible, and also served as a living library for our IR office. In this presentation, we will display our website and focus specifically on our use of Resource Rooms which allow a user-group direct access to various analysis already posted on the site. The rooms serve as a one stop shop for specific user groups--i.e. Freshman Admission or Senior Leadership.

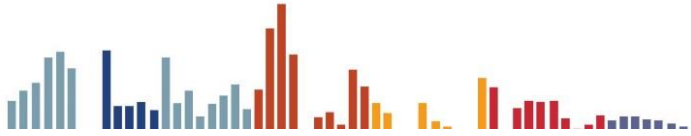
SESSION 3C LEAN IN HIGHER EDUCATION

1:45PM-2:30PM
Boardroom Misty Haskamp, Columbia College
Katie Wheeler, Columbia College

Lean is a systematic, continuous process improvement approach to increasing value and eliminating waste (duplication, defects, wait time...) from the customer's perspective. This session will define Lean and how to embed it into an institution's culture. Specific examples of how Columbia College achieved this will be discussed.



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NEWS!



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- DATA EXTRACTION
- AND MUCH MORE.

Xitracs is proud to be a sponsor for this years MidAIR Conference. Unfortunately we cannot be with you this year in person but if you are a customer that wants to know more about our new assessment and data extraction tools, or a potential new user that wants a demonstration please contact Ed Hanley (ehanley@concord-usa.com).

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Concurrent Sessions

SESSION 4A	THE EFFECTS OF FINANCIAL AID AWARDS ON ENROLLMENT
2:30 PM-3:25 PM Salon C	Stephanie Kouv, University of Northern Iowa
	Universities and colleges are facing a large problem on how to evaluate the effects of financial aid awards on students' enrollment decisions. Many institutions have not done extensive research on the effects that financial aid awards have on student enrollment. This presentation will detail a model that allows our institution to predict the likelihood of enrollment at the university based on the amount of financial aid awards, the different type of financial aid awards, and other socio-economic characteristics of the student, such as age, gender, race, high school metrics, parents' income, etc. This model will allow the university to have an efficient instrument to compete with other colleges and universities for students.
SESSION 4B	A WORKLOAD PICTURE: GIVING THE BOSS A SNAPSHOT OF PROJECTS' STATUS WITH SMARTDRAW
2:30 PM-3:25 PM Ballroom C	Carol Green, Missouri State University Megan Schiller, Missouri State University
	Do you find yourself struggling to quickly answer the question, "Where are we on that?"
	Are you having difficulty representing how busy you are?
	At Missouri State University, we are implementing SmartDraw to visually depict our projects in the Office of Institutional Research. SmartDraw provides a concise visual of the Who, What, When, Where, and How involved to complete a project. With this format, we can provide a web link to share our visual plans in real time, to interested parties.
SESSION 4C	DATA VISUALIZATIONS ON THE WEB FOR FREE
2:30 PM-3:25 PM Boardroom	Danny Ferguson, Johnson County Community College
	Review of free source Data Visualizations including HighCharts, D3, R, Google Chart API and more. Using these tools web-based visualizations can be deployed easily and affordably and kept up to date by always pulling data from a live source.

Networking

REFRESHMENT BREAK

3:30 PM – 3:45 PM Refreshments served

SESSION 5A COURSE MIXOLOGY: MEASURING CREDIT HOURS BY STUDENT HOME COLLEGE AND COURSE COLLEGE FOR RESOURCE ALLOTMENT

3:45 PM-4:30 PM Jasmine Ahmad, DePaul University
Salon C

With budgets getting tighter, administrators and deans are deliberating on the most effective strategies to determine resource allocation. DePaul has 10 colleges, and as the university plans for the future, more questions are being raised about the number of courses students are taking inside and outside their home college in order to best allot resources. To examine patterns, the home-by-course college matrix and data visualizations were created using Tableau and Microsoft Analysis Browser. Automated and interactive matrix dashboards will be presented and discussed.

SESSION 5B INVESTIGATING A PROPOSED FUNDING FORMULA METRIC

3:45 PM-4:30 PM Ronald Thompson, University of Missouri System
Ballroom C

This presentation describes in detail how mathematical probability was used to investigate the practicality of a proposed metric pertaining to a higher-education funding formula model.

SESSION 5C THE VALUE OF AN ACADEMIC SUPPORT CENTER

3:45 PM-4:30 PM Greg Works, St. Louis Community College
Boardroom

This presentation describes the research findings from a project using tracking software in academic support center settings. Tracking data is combined with enterprise data to present a picture of who uses the academic support centers at St. Louis Community College and describe the outcomes associated with use of academic support centers. Causal mechanisms and implications for practitioners is also discussed.

MIDAIR BOARD MEETING

4:45 PM MidAIR Board of Directors Only
Salon A

Friday, November 7, 2014

Second Plenary Session

SECOND PLENARY SESSION

8:30 AM-9:45 AM Opening Remarks & Introduction
Ballroom AB John Clayton, MidAIR President

Keynote Address: Without IR, You're Just Faking It.
Dr. Daniel W. Barwick, President Independence Community College

Networking

REFRESHMENT BREAK

9:45 AM - 10:05 AM Refreshments served

Concurrent Sessions

SESSION 6A USING ACTIVITY-BASED COSTING TO IMPACT STUDENT SUCCESS

10:10AM-10:55AM Lou Guthrie, Benchmarking Institute
Ballroom C

Maximizing Resources for Student Success, supported by the Bill & Melinda Gates Foundation, uses activity-based costing to capture, analyze and benchmark the cost and outcomes of instructional activities and student services. Results can be used to allocate college resources to activities with the highest beneficial impact on student learning and outcomes. Useful for decision making, strategic planning, budgeting decisions and process improvement, project data allows your institution to align expenditures with priorities. Data from the study and an on-line demonstration from, "Maximizing Resources for Student Success" will be presented, examining the relationship between costs and student success outcomes.

SESSION 6B THE EFFECTIVENESS OF ADVISING

10:10AM-10:55AM Megan Vogt, University of Northern Iowa
Salon C Anthony Smothers, University of Northern Iowa

The Office of Academic Advising at the University of Northern Iowa (UNI), works incoming freshmen regarding transition to college and academic success. The office has many responsibilities including helping students plan their program of study, learning about the Liberal Arts Core, assisting in selection of courses for the following semester(s), exploring of major and major changes.

This project examined variables such as the number of times students change their major, what majors students are most likely to decide on pursuing, what majors students are most likely to decide against pursuing, and if major changing is correlated with the number of times a student will interact with an academic adviser on campus.

Following this presentation, the audience will have a broad insight on choices students make when deciding to change majors and an understanding of how to assess effectiveness of advising offices/centers on their own campuses.

Schedule at a Glance

TUESDAY, NOVEMBER 4

IPEDS Workshop (Tuesday, November 4)	9:00AM-4:00PM
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WEDNESDAY, NOVEMBER 5

Registration	7:30 AM-5:00 PM
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Professional Development Opportunity (Morning Sessions)	8:00 AM-12:00 PM
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Professional Development Opportunity (Afternoon Sessions)	1:00 PM-5:00 PM
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Welcome Reception	5:30 PM – 6:30PM
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THURSDAY, NOVEMBER 6

Registration (Continued)	7:30 AM-12:00 PM
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Exhibitor Fair	7:30 AM-5:00 PM
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First Plenary Session and Keynote Address	8:30 AM-9:45 PM
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Concurrent Sessions	10:10 PM-11:55 PM
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Lunch and MidAIR Business Meeting	12:00 PM-1:30 PM
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Concurrent Sessions Continued	1:45 PM-4:30 PM
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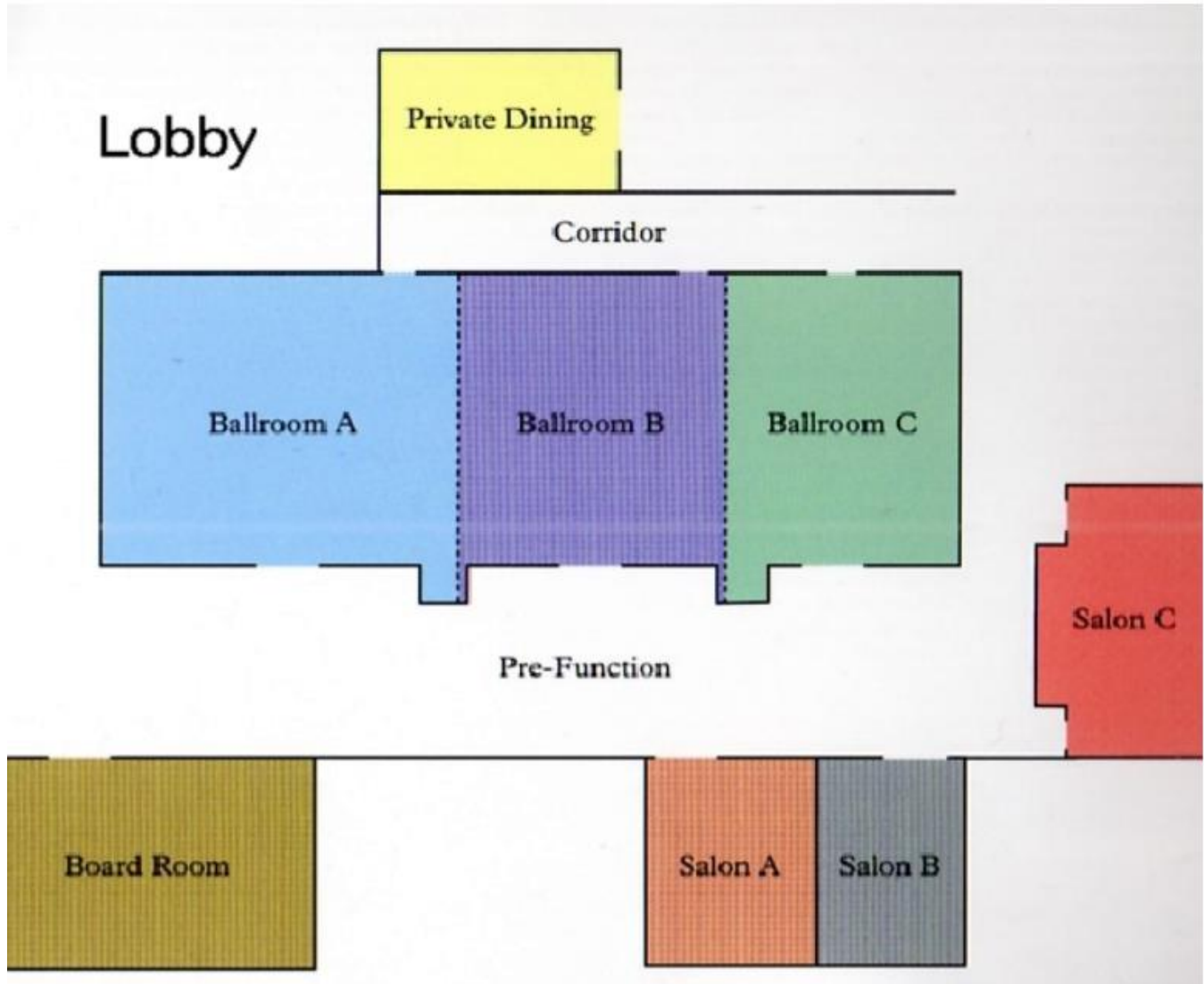
FRIDAY, NOVEMBER 7

Exhibitor Fair	7:30 AM-12:00 PM
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Second Plenary Session	8:30 AM-9:45 AM
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Concurrent Sessions Continued	10:10 AM-10:55 AM
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Holiday Inn Country Club Plaza



**Plan ahead for our 35th Annual Conference at the University Plaza Hotel.
Springfield, MO - November 4th - 6th, 2015**

Website: <http://www.mid-air.org/>

LinkedIn: <https://www.linkedin.com/groups?home=&gid=4862116>

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About this Program
Content: Denny Butler
Design & Layout: Patrick Rossol