

35th Annual Conference

South Carolina Association for Institutional Research



February 29-March 1, 2024

Springhill Suites by Marriott, Columbia Downtown/The Vista

Columbia, SC

About the Organization

The primary purpose of the South Carolina Association for Institutional Research (SCAIR) is to benefit, assist, and advance research leading to improved understanding, planning, and operation of institutions of post-secondary education in South Carolina. Research focused on a single institution or that concerned with groups of institutions fall within this purpose.

In keeping with the dynamic nature of institutions of post-secondary education, our Association seeks to encourage the application of appropriate methodologies and techniques from many disciplines. SCAIR also seeks to encourage and facilitate publishing and exchange of ideas and information with respect to institutions of post-secondary education through our website and conferences.

Dear Colleagues,

On behalf of the SCAIR Executive Committee, welcome to Columbia for the 2024 SCAIR Conference!

As in prior years, the SCAIR Executive Committee has worked hard to organize and plan a comprehensive program of featured guest speakers, concurrent sessions, and networking opportunities that will allow all of us to add to our existing IE/IR resources.

Our focus this year is “The Future of Institutional Research: Redefining the Priorities of IR in the Age of AI.” Technology has evolved at a breathtaking pace since 2022. Capabilities that recently seemed a decade away are now actively deployed. In many respects, these developments point to incredible opportunities in higher education. For example, the rise of predictive analytics, machine learning, and rapidly evolving modalities of artificial intelligence represent opportunities for institutions with limited resources to take a leap ahead. Larger institutions have a chance to create efficiencies that would have been unthinkable five years ago. But progress is not guaranteed. It is imperative for each institution to approach AI technologies with a deliberate strategy. And it is important for IR/IE professionals to help shape that strategy. The SCAIR Executive Committee hopes to do our part by catalyzing conversations that help to shape deliberate strategies.

As always, this great knowledge-sharing event is made possible by the generous support of our committed exhibitors and sponsors: Xitracs, HelioCampus, and Lightcast. The SCAIR Executive Committee encourages each of you to spend time and have a conversation with them to learn about the solutions they provide. We also encourage each of you to express your appreciation for their continued support of this conference.

On behalf of the entire SCAIR Executive Committee, we are extremely happy that each and every one of you chose to attend the conference this year. We thank you for your support. Please know that without your support, contributions, and participation, this event would not be possible. We also extend a big thanks to our concurrent session presenters for sharing your knowledge and experiences with your peers so that all our institutions can grow stronger.

We hope you truly enjoy the conference this year as well as your stay in the Columbia area as you network with and learn from your fellow IR/IE professionals!

Ben Reynolds
2023-24 SCAIR President

2023-2024 SCAIR Executive Committee

Officers

President: **Ben Reynolds**, University of Texas Southwestern Medical Center

President-Elect: **Jonathan Poon**, University of South Carolina at Columbia

Past-President: **Cleve Wilson**, Retired

Secretary: **Elizabeth Rennick**, Trident Technical College

Treasurer: **Catherine Watt**, Penn State University

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Juan Xu, Clemson University

Michelle Smith, College of Charleston

Rahat Khan, Claflin University

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2024 Conference at a Glance

Thursday, February 29		
Event	Time	Location
Registration	11:00 AM – 12:00 PM	Lobby
Welcome	12:00– 12:05 PM	Vista Ballroom
Dr. Ben Reynolds , 2023-24 SCAIR President and Director of Institutional Effectiveness, Accreditation, and Assessment at UT Southwestern Medical Center		
Lunch Buffet	12:00 – 12:30 PM	Vista Ballroom
Plenary Address	12:35 - 1:30 PM	Vista Ballroom
Dr. Alexei Matveev , SACSCOC Director of Training and Research, SACSCOC Trends in Higher Education Survey: Artificial Intelligence		
Concurrent Sessions	1:45 – 2:30 PM	
CS-1: The Power of Collective Intelligence in Institutional Research: Insights from Experts Michelle Smith, College of Charleston Dr. Catherine Watt, Penn State University	General Skills	Vista Ballroom
CS-2: Navigating Excellence: Voorhees University's Strategic Vision Unveiled through SWOT Analysis Ed Green, Voorhees University Dr. Corey Amaker, Voorhees University Tiffany Leaf, Voorhees University Cathy Scarborough, Voorhees University	General/Compliance Reporting	Palmetto Room
CS-3: Making Assessment Meaningful with Data Visualization LaTrice Small, University of South Carolina LaQuanda Baker, University of South Carolina	Assessment	Congaree Room
Concurrent Sessions	2:45 – 3:30 PM	
CS-4: A Human Workplace in an Era of AI Lauren Simer, Greenville Technical College	AI	Vista Ballroom
CS-5: Technical Skills for the Modern IR Office Dr. Elizabeth Rennick, Trident Technical College	General/Skills	Palmetto Room
CS-6: Precision in Assessment: Implementing the Lawshe Method for Rubric Creation and Reliability Evaluation Edward Green, Voorhees University Dr. Corey Amaker, Voorhees University Dr. Michiko McClary, Morris College	Assessment	Congaree Room
Concurrent Sessions	3:45 – 4:30 PM	
CS-7: Using ChatGPT to Enhance Reporting Practices Richard Loveday, Clemson University	AI	Vista Ballroom
CS-8: More Bang for Your Buck: Utilizing the Free IPEDS Data Center for Strategic Planning and Benchmarking Jonathan Poon, University of South Carolina	General/Strategic Planning	Palmetto Room
CS 9: Brain Drain or Brain Gain? Leveraging PSEO Data and Tableau to Compare Employment Outcomes of SC Post-Secondary Graduates Michelle Smith, College of Charleston Kate Anderson, College of Charleston Susanne Nelson, College of Charleston	Tracking Student Success	Congaree Room

Concurrent Sessions	4:45-5:30	
CS-10: Assessing the Whole Student: Co-Curricular Assessment and Credentialing Tools for Deeper Learning Carey Smouse, HelioCampus	Sponsor	Vista Ballroom
CS 11: Post-Baccalaureate Enrollment Rates Jennifer Fox, Clemson University	Tracking Student Success	Palmetto Room
CS 12: Navigating Compliance: Voorhees University's Adherence to SACSCOC Student Achievement Rules 8.1 & 8.2 Ed Green, Voorhees University Dr. Corey Amaker, Voorhees University	Tracking Student Success	Congaree Room
Dinner Groups to Columbia restaurants in the Vista	5:45	
Friday, March 1		
Event	Time	Location
Continental Breakfast	8:00 AM	Vista Ballroom
Welcome and Introduction of Speaker	8:30 AM	Vista Ballroom
Jonathan Poon , 2023-24 SCAIR President-Elect and Associate Director of Institutional Research and Analytics at the University of South Carolina		
Keynote	8:35 – 9:30 AM	Vista Ballroom
Mitch Shue , professor of practice in the School of Computing at Clemson University and Executive Director of Clemson's AI Research Institute for Science and Engineering		
Concurrent Sessions	9:45 – 10:30 AM	
CS-13: From Data to Design: Optimizing Programs with Lightcast Intelligence Josh Collins, Enterprise Account Executive: Higher Education Data Solutions Dorian Clark, Account Executive: Higher Education Data Solutions	Sponsor	Vista Ballroom
CS-14: So, They Want You to Build A Dashboard Kevin McMindes, Greenville Technical College	General/Skills	Palmetto Room
CS-15: Tracking Graduate Student Success – A University's Journey Dr. Juan Xu, Clemson University Joe McLaughlin, Clemson University	Tracking Student Success	Congaree Room
Concurrent Sessions	10:45 – 11:30 AM	
CS-16: Xitrac TM : Flexible and Focused on YOUR Evidence-Informed Future Howard Taylor, VP, Customer Liaison	Sponsor	Vista Ballroom
CS-17: Connect and Collaborate with the South Carolina Commission on Higher Education, Office of Data Management and IT Christopher Robinson, SC-CHE Stephanie Charbonneau, SC-CHE	General IR	Palmetto Room

<p>CS-18: Crafting Excellence: Voorhees University's Journey in Developing a Quality Enhancement Plan (QEP)" Ed Green, Voorhees University Dr. Corey Amaker, Voorhees University Dr. Sherry Hopkins, Voorhees University</p>	<p>Assessment</p>	<p>Congaree Room</p>
<p>Lunch Buffett Business Meeting, Professional of the Year Award, Door Prizes</p>	<p>11:45 – 12:45 PM</p>	<p>Vista Ballroom</p>
<p>AIR Webinar: Financial Value Transparency and Gainful Employment (The SCAIR Executive Committee is providing a room for those who hoped to participate in this webinar and might otherwise be prevented because of travel from the conference.)</p>	<p>1:00-2:00 PM</p>	<p>Congaree Room</p>

2024 Conference Speakers and Session Descriptions

Thursday, February 29, 2024

12:00-12:05 PM

Vista Ballroom

Welcome and Introduction of Speaker: Dr. Ben Reynolds

12:35-1:30 PM

Vista Ballroom

Plenary Speaker: Dr. Alexei Matveev
SACSCOC Director of Training and Research

Drawing on preliminary findings from a recent survey of the SACSCOC membership, the presenter will provide a general overview of the current state of institutional activities related to Artificial Intelligence (AI) at colleges and universities. Special emphasis will be placed on current AI-related developments in teaching & learning contexts.

1:45-2:30 Concurrent Sessions

CS-1: The Power of Collective Intelligence in Institutional Research: Insights from Experts
Michelle Smith, College of Charleston
Dr. Catherine Watt, Penn State University

Vista Ballroom

A panel of institutional research experts with decades of experience will discuss the diverse pathways and preparations that make a successful institutional researcher. The panel will outline resources and emerging skills for success in the IR field along with national studies and initiatives that should be on any researcher's radar. Not just for newcomers, this session will provide novice and experienced institutional researchers the Collective Intelligence (CI) gained from years of wisdom and practice in the field.

CS-2: Navigating Excellence: Voorhees University's Strategic Vision Unveiled through SWOT Analysis
Ed Green, Voorhees University
Dr. Corey Amaker, Voorhees University
Tiffany Leaf, Voorhees University
Cathy Scarborough, Voorhees University

Palmetto Room

This presentation encapsulates Voorhees University's forward-looking strategic plan, meticulously shaped by an exhaustive SWOT analysis. As custodians of Voorhees' mission, our team has rigorously examined internal dynamics and the evolving external landscape to identify strengths, areas for enhancement, potential opportunities, and challenges. This abstract offers a condensed preview of the strategic roadmap designed to propel Voorhees forward and ensure sustained academic excellence. Join us in exploring how our institution, guided by the pillars of Strengths, Weaknesses, Opportunities, and Threats, is poised to thrive in the ever-changing landscape of higher education. Thank you for your anticipation, and we look forward to unveiling Voorhees University's dynamic and thriving future.

CS-3: Making Assessment Meaningful with Data Visualization**Congaree Room****LaTrice Small, University of South Carolina****LaQuanda Baker, University of South Carolina**

The biggest obstacle to getting academic program administrators to use assessment results for improvement is making the results meaningful enough to inspire action. In our recent efforts to report on the results of student learning outcomes from our general education program, the University of South Carolina has developed a general education assessment results dashboard that features reporting tailored to individual users. Thus, making connections between the results and classroom learning experiences easier for faculty and enhancing departmental discussions of assessment results for improving academic programs.

2:45-3:30 Concurrent Sessions**CS-4: A Human Workplace in an Era of AI****Vista Ballroom****Lauren Simer, Greenville Technical College**

As we spend the better part of our lives at work and it becomes increasingly technological, leaders have a moral imperative to build a culture where employees feel valued. This session will share ideas on how you can serve as a leader in your institution, regardless of position and title to create space for employees to thrive.

CS-5: Technical Skills for the Modern IR Office**Palmetto Room****Dr. Elizabeth Rennick, Trident Technical College**

I will review some of the more critical skills to become acquainted with for this new era of data analytics. Concepts covered will include data collection, shaping, and modeling; ETL, and programming.

CS-6: Precision in Assessment: Implementing the Lawshe Method for Rubric Creation and Reliability Evaluation**Congaree Room****Edward Green, Voorhees University****Dr. Corey Amaker, Voorhees University****Dr. Michiko McClary, Morris College**

This presentation sheds light on Voorhees University's approach to achieving precision in academic assessment through the systematic implementation of the Lawshe Method. Focused on the creation and evaluation of rubrics, our team explores how this methodological framework ensures the reliability and validity of assessment tools. Delving into the intricacies of rubric design, we highlight the steps taken to align assessments with desired learning outcomes, providing a clear and standardized approach to evaluating student performance.

3:45-4:30 Concurrent Sessions**CS-7: Using ChatGPT to Enhance Reporting Practices****Visa Ballroom****Richard Loveday, Clemson University**

Technology can be a savior or a curse. The outcome boils down to how you put it to work. We will explore how to use ChatGPT to create, upgrade, or simplify reporting processes. Are there some

new metrics that need to be added to a report that is proving tricky? Do some manual reports need to be automated? Are the reports many years old and need to be refreshed? Learn how to put ChatGPT to work for you. See real world examples of the following: Using just a description of the problem. Using a description along with a break down of the schema/data, i.e. table names and column headers. Using a description, breakdown, and data (ALWAYS use fake data) I have used ChatGPT to create complex formulas, break down code to see what it is actually doing, convert code between programming languages, and even build entire websites. Jumpstart your AI journey by learning from my mistakes.

CS-8: More Bang for Your Buck:

Palmetto Room

Utilizing the Free IPEDS Data Center for Strategic Planning and Benchmarking

Jonathan Poon, University of South Carolina

Strategic planning and benchmarking are quintessential efforts at any higher education institution. These efforts require an extensive amount of data to collect, analyze and present. Fortunately, data heavily focused on in these efforts are required by the South Carolina Commission on Higher Education and IPEDS. Not many are familiar or aware that these data are publicly available! This presentation will walk the audience through a step-by-step journey utilizing the IPEDS Data Center to enhance their strategic planning and benchmarking conversations with their constituents and leadership.

CS 9: Brain Drain or Brain Gain?

Congaree Room

Leveraging PSEO Data and Tableau to Compare Employment Outcomes of SC Post-Secondary Graduates

Michelle Smith, College of Charleston

Kate Anderson, College of Charleston

Susanne Nelson, College of Charleston

Last year, the SCCHE provided graduate data to the US Census Bureau for all SC postsecondary institutions for display in the Post-Secondary Employment Outcomes Explorer web site. The combined graduate and employment data sets for each state are available for public consumption. The presenters will discuss the steps to import South Carolina's data sets into Tableau dashboards and the additional analysis that this facilitates, including comparisons across SC institutions by discipline, time span, geography, industry, and salary ranges. Institution-specific report cards that provide a snapshot of graduates' employment outcomes by program have also been developed and will be shared.

4:45-5:30 Concurrent Sessions

CS-10: Assessing the Whole Student: Co-Curricular

Vista Ballroom

Assessment and Credentialing Tools for Deeper Learning

Carey Smouse, HelioCampus

Co-curricular activities are a valuable part of the student learning experience, and we are hearing from higher ed institutions across the state that co-curricular program design is a key initiative linked to their strategic plan. Dive into co-curricular learning, approaches in design, gathering data and engagement of students across the institution.

CS 11: Post-Baccalaureate Enrollment Rates**Palmetto Room****Jennifer Fox, Clemson University**

National Student Clearinghouse data were used to calculate and present graduate school enrollment rates for the annual baccalaureate graduating classes in Tableau. Rates are presented in one year increments. The dashboards are designed for academic areas to measure student outcomes for their graduates. These data support strategic planning as they present data on enrollment in professional programs and look at post-baccalaureate enrollment by academic areas. Dashboards include rate trends, comparisons by graduate characteristics, comparisons by post-baccalaureate institutions and programs, and top ten lists.

CS 12: Navigating Compliance: Voorhees University's Adherence to SACSCOC Student Achievement Rules 8.1 & 8.2**Congaree Room****Ed Green, Voorhees University****Dr. Corey Amaker, Voorhees University**

This presentation illuminates Voorhees University's dedicated commitment to compliance with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Student Achievement Rules 8.1 and 8.2. As we delve into the intricacies of these regulations, our team will showcase the comprehensive measures taken to ensure student success, academic quality, and institutional effectiveness. From data-driven strategies to proactive initiatives, this abstract provides a concise overview of how Voorhees University upholds the highest standards in meeting SACSCOC's stringent criteria. Join us in exploring the meticulous planning and execution that underpins our institution's unwavering dedication to fostering student achievement within the framework of SACSCOC guidelines. We look forward to sharing our insights on maintaining excellence in education and ensuring the continued fulfillment of Voorhees University's educational mission.

Friday, March 1, 2024**8:00-8:30****Vista Ballroom****Continental Breakfast****8:30-8:35 PM****Vista Ballroom****Welcome and Introduction of Speaker: Jonathan Poon****8:35-9:30 PM****Vista Ballroom****Plenary Speaker: Mitch Shue****Professor of Practice in the School of Computing at Clemson University and Executive Director of Clemson's AI Research Institute for Science and Engineering**

Navigating the technology landscape in the era of artificial intelligence (AI) can be daunting. This presentation delves into the remarkable achievements facilitated by AI while shedding light on its integration into our daily lives, often without explicit awareness and safeguards. Moreover, there is a common lack of clarity regarding the nature and true impact of AI and AI tools like ChatGPT, particularly in the realm of higher education. By exploring the present implications and future path

of AI, attendees will gain valuable insights into harnessing AI's potential in higher education, fostering understanding, and preparing for an AI-powered future.

9:45-10:30 Concurrent Sessions

CS-13: From Data to Design: Optimizing Programs with Lightcast Intelligence

Vista Ballroom

Josh Collins, Lightcast
Dorian Clark, Lightcast

Delve into the intersection of data and program design as we showcase how Lightcast transforms labor market analytics into actionable strategies. Understand how IR professionals can utilize this information to optimize program offerings, better understand their alumni, ensuring alignment with industry needs and enhancing student success.

CS-14: So, They Want You to Build A Dashboard
Kevin McMindes, Greenville Technical College

Palmetto Room

Everybody wants a dashboard these days. They are full of catchy visualizations and useful insights. But can I make one? From scratch? On my own? This session will chronicle our journey to develop a homegrown dashboard that presents a number of Key Performance Indicators identified by our chief academic officer. The goal is to give both a high-level overview and the ability to drill down to actionable data so that those high-level numbers can be affected. Join me as we look at the process from inquiry to production of our KPI Dashboard starting with Excel and moving to Power BI.

CS-15: Tracking Graduate Student Success – A University's Journey
Dr. Juan Xu, Clemson University

Congaree Room

Joe McLaughlin, Clemson University

There have been established methodologies tracking undergraduate student success, such as retention, graduation and even time to degree. However, at our university we have not established a systematic way to track graduate student success. When questions arise, they are usually handled in an ad-hoc manner. With the introduction of graduate program review and the new strategic plan, it is imperative that we develop measures to evaluate the success of programs in graduating their Masters or PhD students. In this presentation, we are going to share our journey towards developing graduate time-to-degree and graduation rate metrics. We are also going to discuss data limitations/challenges and the lessons learned in hope to be helpful to colleagues considering a similar project at their institutions.

10:45-11:30 Concurrent Sessions

CS-16: Xitracs™: Flexible and Focused on YOUR Evidence-Informed Future
Howard Taylor, Xitracs

Vista Ballroom

Xitracs™ is a user-friendly platform that allows your IR/E Department, other campus leaders, and instructors to perform assessment, planning, accreditation, and credentialing activities in a more streamlined and cost-effective manner. This presentation will give an introductory overview of how

XitracTM can help institutions to manage processes that promote continuous improvement, collaboration, and—ultimately—accreditation success.

CS-17: Connect and Collaborate with the South Carolina Palmetto Room
Commission on Higher Education, Office of Data Management and IT

Dr. Christopher Robinson, SC-CHE

Stephanie Charbonneau, SC-CHE

In this session, we will explore the journey of your data upload, shedding insights in the collection process, challenges, and reporting outcomes. We will share a comprehensive overview of our reporting requirements, to cultivate open lines of communication. The discussion will highlight how the institutions can collaborate with the Commission on Higher Education to reach the full potential of the coordination of South Carolina state-wide reporting.

CS-18: Crafting Excellence: Voorhees University's Journey Congaree Room
in Developing a Quality Enhancement Plan (QEP)"

Ed Green, Voorhees University

Dr. Corey Amaker, Voorhees University

Dr. Sherry Hopkins, Voorhees University

In this presentation, we invite you to explore Voorhees University's distinctive process of conceiving and implementing a Quality Enhancement Plan (QEP) within the context of a small institution. With a focus on enhancing the overall educational experience for our students, this abstract provides insights into the meticulous steps taken to identify institutional needs, engage stakeholders, and develop a purposeful QEP.

11:45-12:45 Lunch Buffett & Business Meeting

South Carolina Association for Institutional Research 2024 Annual Business Meeting

March 1, 2024

Agenda

Welcome and Acknowledgements	J. Poon
Approval of Minutes from 2023 Business Meeting	J. Poon
Treasurer's Report	C. Watt
Old Business	Membership
New Business	Membership
Door Prize Drawing	M. Smith

*To enter the door prize drawing, put your **name** in the box near the door labeled **Door Prize Drawing**.*

2023 Minutes

SC-AIR Business Meeting, March 10, 2023

1. Incoming President, Ben Reynolds, called the meeting to order.
2. Current President, Cleve Wilson, provided the Treasurer's Report on behalf of Treasurer, Catherine Watt
3. Old Business – none
4. New Business
 - a. Professional of the Year Award was awarded to Melissa Welborn (Clemson University)
 - b. Nominations were taken for:
 - i. Incoming President
 1. Corey Amaker (Voorhees University)
 2. Jonathan Poon (USC Columbia), submitted via email
 - ii. Four Members at Large
 1. Rahat Khan (Claflin University)
 2. Juan Xu (Clemson University)
 3. Liz Rennick (Trident Technical College)
 4. Michelle Smith (College of Charleston)

*Nominations will be taken at the business meeting for the following Executive Committee positions:

- President-Elect
- Treasurer
- Member-at-Large (2)

*IR Professional of the Year

Each year, SCAIR recognizes one person as IR Professional of the Year. To be eligible for the award, a nominee must meet the following criteria:

1. Be employed in an IR position or carry out IR-related responsibilities,
2. Be currently employed at a SC institution of higher education, state agency, or related consortia,
3. Have been employed in said role and/or institution/agency for a minimum of 3 years, and
4. Have made significant contributions to the practice of IR at his/her institution and made significant contributions to state programs and/or processes related to IR.

It is not necessary that the IR Professional of the Year is a current member of SCAIR.