

# TUNING INTO DATA

CIRPA 2018 CALGARY



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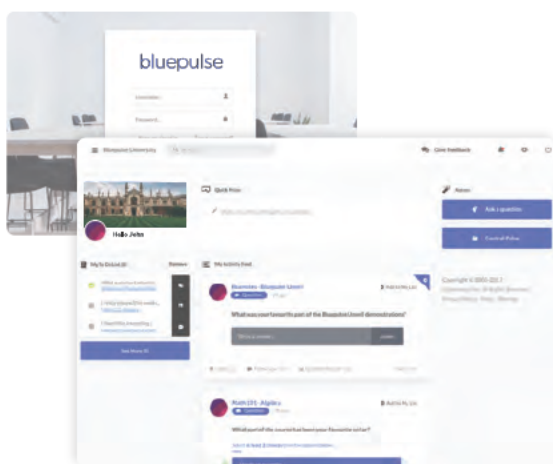
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**Calgary**

Naheed K. Nenshi, Mayor

October 2018



#### A MESSAGE FROM MAYOR NENSHI

On behalf of my City Council colleagues and the citizens of Calgary, I am pleased to welcome you to the CIRPA 2018 – Tuning Into Data Conference hosted by the Canadian Institutional Research and Planning Association.

Conferences such as this allow research professionals to come together and learn best practices, exchange knowledge and expertise and to provide the opportunity to network with colleagues, lending to the collegial community of institutional research and planning professionals from across Canada.

I commend everyone involved in organizing the CIRPA 2018 – Tuning Into Data Conference including all of the sponsors and event organizers who lend their time and expertise to host a successful event.

I hope those of you visiting Calgary have the opportunity to explore everything our city has to offer, from the incredible parks and pathways, to the wonderful dining and shopping experiences. I wish you all a productive and informative conference.

Congratulations!

Sincerely,

Naheed K. Nenshi  
MAYOR





## TUNING INTO DATA

CIRPA 2018 CALGARY

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**Arne Toma**

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# President's Message



**Mike Krywy**

*CIRPA President*

Welcome to Calgary, Alberta.

On behalf of CIRPA-ACPRI and all its members, I would first like to acknowledge that this land is the traditional territories of the people of the Treaty 7 region in Southern Alberta, which includes the Blackfoot

Confederacy, the Tsuut'ina First Nation, and the Stoney Nakoda First Nations. The City of Calgary is also home to Métis Nation of Alberta, Region III.

As President of CIRPA I am excited to once again be in Western Canada at the gateway to the Rockies. Special thanks go out to our conference co-chairs: Laurie Beatt of SAIT and Erin Lassiter of Mount Royal University, as well as their conference planning team, who have worked tirelessly to put this year's event together. Collectively we benefit from the many hours and professional expertise that they have committed to make this conference a reality.

Over the past year the CIRPA Board has continued to be guided by the two priorities set out in our Strategic Plan: a) building a community of IRP professionals with a broad, inclusive national membership; b) supporting the professional development of members through networking and knowledge-sharing.

To meet our first commitment, we have introduced a "Limited Membership" option to complement our Full Membership – which in turn has led to the growth of our membership base and furthered our year-round engagement. Looking ahead, we hope that all Canadian IR professionals become CIRPA members within the next few years, and we encourage all those attending the conference to reach out to their IR colleagues and ask them to become members.

In order to facilitate year round professional development opportunities, we have expanded the usage of our new membership portal to facilitate discussions and share information using our "workspaces" discussion boards. You will notice at this year's conference, that many sessions will utilize the discussion boards to host conversations related to their presentations.

In the past year, we also continued our CIRPA webinar series, featuring two excellent presentations from CIRPA 2017 – the first by Morgan Blair of Medicine Hat College and the second by Tony Gray and Aurora Mendelsohn from the University of Toronto. We anticipate expanding this model in the upcoming year, with a webinar by Dr. Tony Bates providing an overview of his teams' National Survey of Online and Digital Learning Study planned for November. Last but not least, we migrated our website to a new platform over the summer, increasing accessibility and modernizing the look and feel of the site.

In closing, I hope everyone enjoys the conference and walks away with many great experiences. Please reach out to a CIRPA board member to find out how you can help us realize these collective goals.

## THANK YOU TO OUR SPONSORS





## Conference Topics

**Decision Support** - This topic includes presentations of IR studies conducted to support institutional decision making. Proposals may focus on methodology, data sources, analytics, or results that inform decision making or inspire similar efforts.



**Research Methods** - This topic area includes presentations that are scholarly, theoretical, and/or focused on broad understandings of higher education issues or research/analytical methods. Emphasis should be on tools, methods or data sources rather than individual institution decisions.



**Planning** - This topic area includes presentations of IR practices in supporting/informing institutional planning efforts (e.g., strategic planning, operational planning, budget planning).



**Technology** - This topic area includes technologies used in conducting IR studies and in supporting data-based decision making. Examples include data storage, manipulation, and analysis; dissemination of results (e.g., dashboards, scorecards, fact books); automation of reporting; and other technologies that support IR, institutional effectiveness, and assessment.



**IR Operations** - This topic area includes the organization and management of IR offices and functions. It also includes intentional development of professional staff and leadership development of IR, IE, and assessment professionals.



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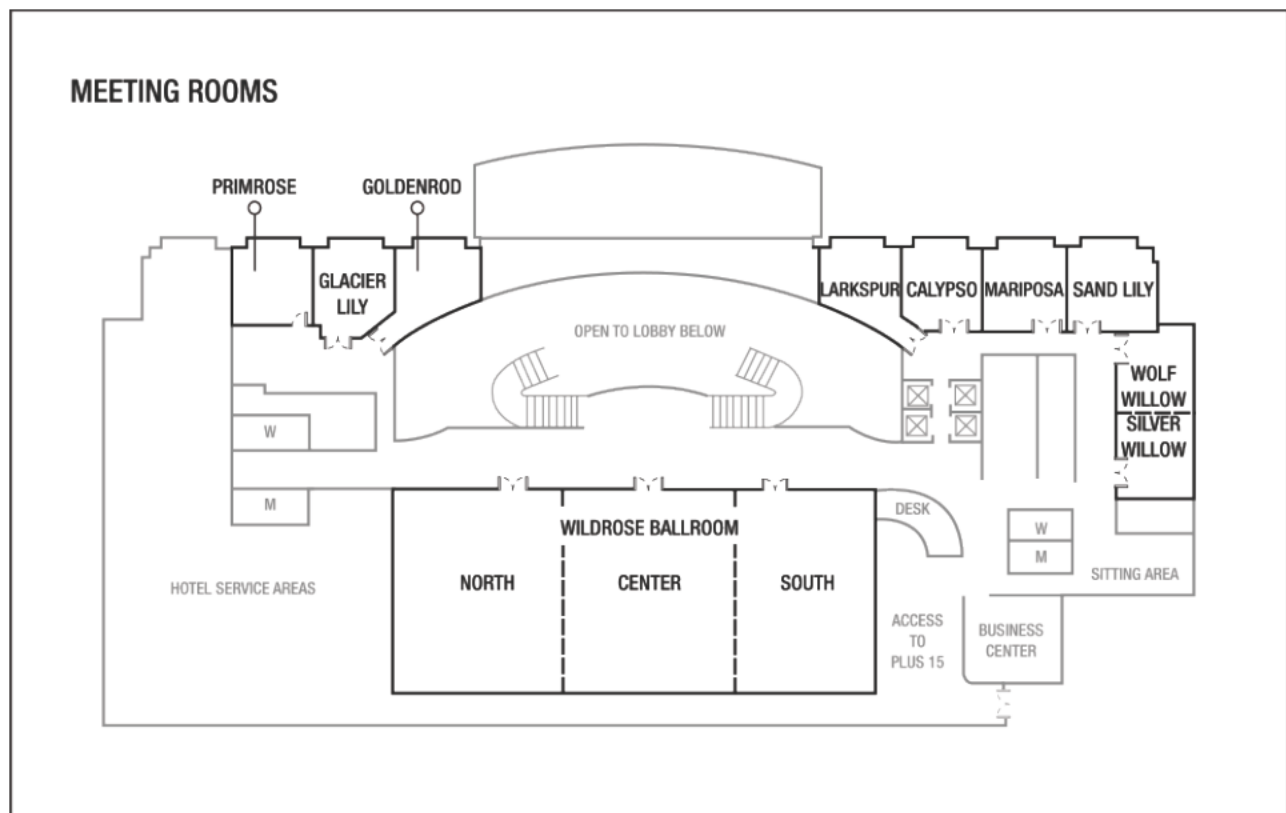


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# Conference at a Glance



















Saturday October 20				
8:00 am - 5:00 pm	CIRPA Board of Directors Meeting - Glacier Lily Room			
7:00 pm - 11:00 pm	Welcome Social - Barley Mill Restaurant			
Sunday October 21	Ballroom	Willow Room	Sand Lily Room	Mariposa Room
8:30 am - 6:30 pm	Vendor Expo - Concourse			
8:30 am -11:30 pm		Data Carpentry: Using R to Analyze and Visualize Data - A Hands-On Workshop	Sprinting Towards Solutions: An Applied Introduction to Design Thinking and Design Sprints for Institutional Researchers	
11:30 am -1:00 pm	Lunch on own			
1:00 pm - 4:00 pm	Exploring the possibilities of IRP and CIRPA: A Workshop for Newcomers (North Ballroom)	Data Carpentry: Using R to Analyze and Visualize Data - A Hands-On Workshop	Bluenotes Community Regional Workshop: End-to-end automation of your feedback process using Blue. From data preparation to insights.	CUSC Executive meeting (2:00 pm - 4:00 pm)
4:30 pm- 6:30 pm	President's Welcome Cocktail Reception (South Ballroom)			
6:30 pm onward	Dinner on own			







Monday October 22	North Ballroom	South Ballroom	Willow Room
7:00 AM - 4:30 PM	Vendor Expo - Concourse		
7:00 AM - 9:00 AM	Breakfast		
8:00 AM - 8:50 AM	CIRPA AGM		
9:00 AM - 9:40 AM	Useful Visualization of Geographic Information Using Tableau - Examples of how Institutional Research Departments can use it today TK	The Making of Data Strategy - A New Libretto PL	Getting Leaders Tuned In (to their Data): Delivering research data to divisional leaders at a large decentralized university TK
9:50 AM - 10:30 AM	International Students at Ontario Colleges: An examination of their characteristics and experiences as compared to domestic students DS	Fine-Tuning Your Survey Dashboards for Maximum Impact IR	What is the Role of Mathematics Proficiency on Academic and Labour Market Outcomes of College Students? RM
10:30 AM - 10:50 AM	Break - Concourse		
10:50 AM - 11:30 AM	Better Placed and in Concert: Harmonizing Geographic Data to Improve Member Services RM	The Next Evolution of Dashboards: Modern Business Intelligence and Augmented Analytics in Power BI TK	Data Visualization Forensics: Detecting Strategic Data Misuse DS
11:40 AM - 12:20 AM	Understanding Users: Design, Dashboard, and You TK	Effective Integration of International and Permanent Residence Students DS	Moving and Shaking with the OCAS Data Warehouse: exploring student transfers and mobility at Ontario's Colleges DS
12:30 PM - 2:00 PM	Lunch & Keynote - TUNE IN: A Music Therapy Approach to Life, Jennifer Buchanan, MBA, MTA, JB Music Therapy		
2:10 PM - 2:50 PM	Data Management BarCamp ("self-organizing" workshop) DS	Collecting Data on Students' Core Skills: A research approach to understanding institutional impact on learning PL	Creating and visualizing student success metrics at the British Columbia Institute of Technology TK
3:00 PM - 3:40 PM		Doing What We Do for the Institution, for ourselves: Strategic Planning for IR, IE, and Assessment Functions IR	Making Time: Tips and Techniques for Analyzing Timetabling Data PL
3:50 PM - 4:30 PM		Strategies to enhance data-informed faculty staffing and budgeting: better data and better stories PL	CUSC-CCREU AGM (3:50 pm - 5:15 pm)
4:30 PM - 5:15 PM			
6:00 PM - 11:00 PM	Social Night at Studio Bell		

Tuesday October 23	North Ballroom	South Ballroom	Willow Room
7:00 AM - 4:30 PM	Vendor Expo - Concourse		
7:00 AM - 8:30 AM	Breakfast		
8:30 AM - 9:10 AM	Indigenous Educational Pathways: Access, Mobility, and Persistence from the Student Perspective 	Strategic Enrollment Management and Scholarship of Teaching and Learning - Opposites Attract 	The UCASS (University and College Academic Staff System) Story and National Trends 
9:20 AM - 10:00 AM	Distance between the dials: How aligned are your programs with what the labour market is broadcasting that it needs? 	Student Patterns – Who? What? When? How? Why? 	The Art & Science of Communicating Data to the Non-data Audience: An Overview of the Analysts' Toolbox 
10:00 AM - 10:20 AM	Break - Concourse		
10:20 AM - 11:00 AM	Data governance: Deep thoughts of the risk averse. A panel discussion of motivating factors and promising practices 	How research on student pathways supports decision-making in the Maritime provinces 	Academic Program Profile and Balanced Scorecard – A BI Decision Support Application 
11:10 AM - 11:50 AM		Assessing the Relationship Between Student Attributes and Outcomes in a College Program – A Data Analytics Approach 	Leveraging Technology to Help Inform Faculty-Resource Allocation: An IR Team's Response to the Ever-Growing Data Needs of Their Academic Leaders 
12:00 PM - 2:00 PM	Lunch & Keynote - The Art of Failure (Practice Makes Progress), Jonathan Love, Communications Specialist, Voiceover Artist, Heebie-jeebies a cappella group		
2:10 PM - 2:50 PM	Canadian Higher Education Tableau User Group 	The Education and Labour Market Longitudinal Platform: Overview of current results and future direction 	Reconciliation, Indigenization, and IR 
3:00 PM - 3:40 PM		IR Support Platform: Helping IRP offices in technological and resource challenges 	Enrolment Research that Drives Institutional Decision-making 
3:50 PM - 4:30 PM		How to Transform Your Course Evaluation Process To Be More Forward Looking 	Data Visualization of Space on Campus – More Than Just How Classrooms Are Used 
4:30 PM - 6:30 PM			CUSC Executive Meeting
Wednesday October 24			
9:30 am - 3:00 pm	Polytechnics Canada IR Group Meeting - <b>Calypso Room</b>		





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# Keynote Speakers

**Monday October 22 - North Ballroom - 12:30 - 2:00 pm**

## Jennifer Buchanan

MBA, MTA, JB Music Therapy



Jennifer is a certified Music Therapist, the author of TUNE IN, and the Past President of the Canadian Association of Music Therapists. For over 25 years Jennifer Buchanan has introduced the term 'music therapy' to thousands of people across Canada. Her company, JB Music Therapy and its talented team of 20 certified Music Therapists, serve over 100 agencies a week and was most recently nominated for the Community Impact Award by the Calgary Chamber of Commerce. Their youngest client is 2 months old and her eldest is 104. For over 25 years Jennifer Buchanan has introduced the term 'music therapy' to thousands of people across Canada. Her company, JB Music Therapy and its talented team of 20 certified Music Therapists, serve over 100 agencies a week and was most recently nominated for the Community Impact Award by the Calgary Chamber of Commerce. Their youngest client is 2 months old and her eldest is 104. She is often an invited guest at national healthcare and education conferences and corporate wellness programs. She has appeared as a guest on numerous news and current affairs programs and has been featured in many newsstand publications. Her new book "The Healthpreneur's Handbook" is set for release January 2019. Here is what Don Felder, the lead guitarist from the "Eagles" has to say about Jennifer: "Jennifer introduced me to the miracles that music therapy can perform. Her work has touched many people in ways that could only be accomplished with both her special gift and her music - watching her work was one of the most heart warming experiences of my life."

### **TUNE IN: A Music Therapy Approach to Life**

In our age of unyielding distractions and persistent disruptions, often to the detriment of our health, there is a simple yet powerful tool that can connect us together and improve our health - music. As one of Canada's leading trailblazers and experts in music therapy, Jennifer Buchanan bridges the gap between the science of music and the public's use and value of music in an inspiring, warm and insightful way. Jennifer demonstrates that when we experience the right music, in the right way, at the right time, transformation can happen – improved productivity, a boost in mood, enhanced performance, reduction in stress and strengthened relationships - and she has the stories to prove it. Like music, Jennifer's Tune In message is universal – it reaches people worldwide regardless of age, gender, ethnicity, or location. No matter what kind of organization you belong to, whether you are a manager or employee, a teacher or a student, a healthcare professional or patient, the Tune In keynote will open or close your conference on a memorable high note - one that will transform the way you use music and share it with others.





**Plaid is an independent consulting agency specializing in helping higher education institutions use data to improve their policies, processes, and services.**

### Data Informed. Experience Driven.

Plaid has over combined 25 years of experience in operational and strategic roles in Canadian higher education. We have advised students, made admissions decisions, forecasted enrolments and revenues, overseen renovations and facilities changes, built institutional policy and business processes, and implemented enterprise systems.

### Our Partners



### Data Management

#### Searching for data?

We work with the full data stack, from creating new data sources, to assessing and improving data quality, to ensuring robust data governance and security.



### Analytics & Business Intelligence

#### Data rich, information poor?

We help you make data-informed decisions quicker through analytics, visualization, and reporting.



### Process & Policy Review

#### Do your policies need a fresh look?

We work with institutions to review, revise, and develop policy. We conduct environmental scans, incorporate data and analytics into the policy evaluation process, and write policy position papers.



### Tableau Training, Strategy, and Deployment

#### Are you getting the most out of Tableau?

From helping create dashboards to rolling Tableau Server out across the institution, Plaid can help.



### Project & Change Management

#### Bringing in a big change?

By bringing together your stakeholders and industry best practice, we can help position your team to confidently move forward with change.

## Workshops | Interested in working with data?

Our workshops provide participants with the knowledge necessary to be able to work with data effectively. By focusing on theory and principles rather than tools and by providing informative takeaways, participants leave with a toolkit they can use to be better producers and consumers of data. Workshops are delivered in-person or online, range from 3 hours to several weeks, and can be tailored to suit your needs. **Workshops we offer include:**

### INTRODUCTION TO DATA VISUALIZATION

This workshop provides a tool-agnostic introduction to the theory and principles of data visualization. Participants will leave the workshop with a toolset to design and create effective data visualizations for purposes from day-to-day performance monitoring to evidence-informed decision making.

- Why visualizing data is important
- How the human brain processes information
- Ethics of data visualization
- Focusing the audience's attention
- Telling data-informed stories

### INTRODUCTION TO DATA LITERACY

This workshop provides participants with the tools to be able to interpret data in the world around them. After the workshop, participants will be able to understand many common data scenarios and be able to appropriately interpret data presented to them.

- Understanding the context of data
- How the human brain processes information
- Basic statistical methods
- Populations, samples, and confidence intervals
- How to look beyond the data provided

### FUNDAMENTALS OF TABLEAU

This workshop provides participants with an understanding of the fundamentals of Tableau's products, including Desktop, Prep, Server, and Online.

- Why visualizing data is important
- How the human brain processes information
- Preparing data for Tableau
- Creating visuals, dashboards, and stories
- Calculated fields, groups, sets, and parameters
- Sharing visuals both within an organization and publicly

"Both Pat and Andrew have demonstrated high level of expertise and knowledge around data visualization. The techniques learned from the workshop have allowed me in delivering effective presentations to audiences of all levels." *Jeff Hsiao, Associate Director, Student Financial Support, University of British Columbia (Vancouver, British Columbia)*

"This workshop provided me with both a 30,000 foot view of the world of data visualization and concrete examples and best practices that I could take back to my team. The opportunity for practical, hands-on activities complimented the concepts covered in the class." *Workshop participant (anonymous)*

"In my experience, learning a new skill is easier when the topic and training is in context to our work. When the choice for Tableau training was to work with sales data or higher education data, the decision to work with Plaid was an obvious one. I could not have hoped for a better experience for my team." *Jodi Magee, Director, Institutional Research and Planning, Queen's University (Kingston, Ontario)*

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# Keynote Speakers

**Tuesday October 23 - North Ballroom - 12:00 - 2:00 pm**

## Jonathan Love

Communications Specialist, Voiceover Artist, Heebie-jeebees a cappella group



Jonathan Love has made many mistakes and played many roles.

He's currently the Marketing Strategist for The Conservatory at Mount Royal University. As a journalist, he has been a co-host and associate producer for The Calgary Eyeopener and The Homestretch on CBC Calgary where he is also a featured columnist with his theatre reviews. In addition to his voiceover/production business ToonVox ([www.toonvox.com](http://www.toonvox.com)), he voices and produces videos, commercials and cartoons. Onscreen, he has worked with visionaries like Ang Lee (Brokeback Mountain) and Kevin Costner (Open Range) and has appeared in television hits including Touch the Top of the World and Hell on Wheels. Onstage, he has written and performed many productions with the Calgary Philharmonic Orchestra, Calgary Creative Arts Ensemble, Edmonton Symphony Orchestra and has directed and performed at the National Arts Centre in Ottawa with the NAC Orchestra. He is a co-founder of a very successful marriage to lululemon ambassador Kate Love. They have co-produced two amazing kids. He is also a founding member of Calgary's comic a cappella group, the Heebie-jeebees ([www.heebie-jeebees.com](http://www.heebie-jeebees.com)) who have 8 CDs available on iTunes and 25 years of ground-breaking award-winning mistakes that have inspired, entertained and defined them.

### **The Art of Failure (Practice Makes Progress)**

Creative Uses for Failure. The invention of penicillin and the slinky were both mistakes. So were Post-it Notes and plastics. Like research, it all came from trial and error. No one was born a perfect performer. We're glad you liked the show and glad you missed the train-wreck of a dress rehearsal. In this presentation, we'll shine a spotlight on creative errors and how they allow us to 'fail forward'. Musicians are a perfect model for this. With excerpts of some outstanding MRU Conservatory talent, my goal is to have an interactive chat on how practice doesn't necessarily make perfect, but practice makes progress. Finding out how 'not' to do something might be just as productive as finding out how to. With examples of some famous cases of this peppered with personal stories of perpetual, and valuable, failure, we can create some common ground on which we can build and embrace how failure should be embraced on the path to success.



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Pour s’inscrire au sondage de 2019 auprès des étudiants en première année et pour en savoir davantage sur l’adhésion au CUSC-CCREU, les frais et les questions incluses dans le questionnaire, visitez: [www.cusc-ccreu.ca](http://www.cusc-ccreu.ca) «Participer»



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# Pre-Conference Workshops | Sunday October 21

## 8:30 am - 4:00 pm

### **Data Carpentry: Using R to Analyze and Visualize Data - A Hands-On Workshop**

*Stephen Childs, York University*  
*Evan Cortens, Mount Royal University*

#### **Willow Room**

In recent years, the statistical programming language R has become one of the foremost open source technologies in data science. Institutional Researchers can take advantage of this language and related tools to build capacity in data management, analysis, and visualization. In this hands-on workshop, bring your laptops and we'll walk you through the whole process, right from installing the software you'll need to analyzing data. No previous experiences with R or programming is necessary. Participants will be able to take home materials from the workshop to continue honing their skills.

## 8:30 am - 11:30 am

### **Sprinting Towards Solutions: An Applied Introduction to Design Thinking and Design Sprints for Institutional Researchers**

*Corey Buchanan, Southern Alberta Institute of Technology*  
*Candice Carrillo, Southern Alberta Institute of Technology*  
*Jacqueline Lambert, Southern Alberta Institute of Technology*  
*Walter Moreno-Pachon, Southern Alberta Institute of Technology*

#### **Sand Lily Room**

As Institutional Research and Planning (IRP) offices branch out from their traditional roles, coordinating teams in developing new initiatives to incorporate emerging technologies and answer complex questions can be overwhelming. Design thinking and design sprints can make solving even the most complex IRP challenges easier, more enjoyable and more efficient – all without computers. In this workshop, IRP practitioners will learn to problem-solve using Google Venture's design sprint methodology and how to effectively develop new IRP tools, collaborate with institutional stakeholders, and champion data-driven decision-making. Be prepared to leave this workshop with tips and tricks to host your own IRP sprint.

## 1:00 pm - 4:00 pm

### **Exploring the Possibilities of IRP and CIRPA: A Workshop for Newcomers**

*Garry Hansen, St. Thomas University*  
*Stephanie McKeown, University of British Columbia*

#### **North Ballroom**

Whether you're new to institutional research or an IR veteran attending your first CIRPA-ACPRI conference, this free half-day workshop is the perfect introduction to CIRPA-ACPRI and the IRP profession. Discover how to get the most from your conference experience as veteran members provide tips and tricks for optimizing your networking and learning. Address the challenges and possibilities of institutional research and planning in round-table discussions, and learn lessons from the painful and sometimes humorous experiences of long-time CIRPA members in our "True Confessions of an Institutional Researcher" segment.

### **Bluenotes Community Regional Workshop: End-to-End Automation of your Feedback Process using Blue. From Data Preparation to Insights.**

*Krimo Bouaou, explorance*

#### **Sand Lily Room**

Feedback data is an important source for institutions looking to improve their teaching and learning experience. Gathering course, instructor, and student data from various systems, making feedback surveys (such as course evaluations) available to students and other survey recipients at the right time, and producing reports with meaningful insights for all levels of the institution can be streamlined with Blue's automation features. The key benefit of such automation is a shortened cycle time from the data preparation to report availability for fact-based decision making. Participants in the workshop will use automation features and build reports that include qualitative and quantitative analysis for stakeholders at various levels. You will also get hands-on experience with the reporting features in Blue 7, as well as other Blue companion products such as the new Instructor Feedback Dashboard, Bluepulse, and BlueX that can facilitate "the right combination of data and analysis to make your data sing."



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# Concurrent Sessions | Monday October 22

**9:00 am - 9:40 am**

## Useful Visualization of Geographic Information Using Tableau - Examples of How Institutional Research Departments Can Use it Today

*Joseph Peter McNamara, University of Toronto*

**North Ballroom**



Geographic information can be used for more than just creating maps. It can be used by institutional researchers to gain insight into the student population, to understand how school resources can be better leveraged, and to present complex space information in a simply understood manner. Examples will be shown of how the visualization of geographic data can highlight the special needs of a student population, identify groups of people, assist in student recruitment, and better understand how school space is used.

## The Making of Data Strategy - A New Libretto

*Ashley Blackman, FV Analytics*

**South Ballroom**



Stay tuned to learn the story of how UCN used a Student Journey Map process to develop its new libretto, "Data Strategy" which sets the lyric, "we need to develop a planning culture" to the music of "more and timely data".

Traditionally, artists have created a data strategy by systematically reviewing all the earlier sheet music (reports) or have asked the audience what information they would like. In this new edition, UCN used a Student Journey Map to craft the music needed to fit the lyrics.

Academic Leaders and Institutional Research gave the process and the Data Strategy positive reviews.

## Getting Leaders Tuned In (to Their Data): Delivering Research Data to Divisional Leaders at a Large Decentralized University

*Deborah Buehler, University of Toronto*

**Willow Room**



How do you get institutional leaders tuned into their data? Often they want the big picture, but also the ability to drill down "into the weeds". For us, this meant giving leaders (and their teams) a way to interact with their data. Last year we delivered research data to divisional (faculty) leaders using Tableau visualizations. This presentation will show you our process including a brief introduction to research data and how it can be presented, the basics of data

security in Tableau and how to implement row-level security using an entitlement table, what we learned and where we might go next.

**9:50 am - 10:30 am**

## International Students at Ontario Colleges: An Examination of Their Characteristics and Experiences as Compared to Domestic Students

*Henry Decock, Seneca College*

*Matthew Duncan, Seneca College*

**North Ballroom**



Since 2009, the growth of international students in Ontario Colleges is dramatically exceeding that of domestic students at the system level, 246.0% and 11.4% respectively. Despite this growth, international students at Ontario colleges have not been the subject of studies especially as they compare to the domestic student population. Utilizing two provincially mandated surveys, this presentation will describe the demographic characteristics of international students and how do they differ with domestic students; identify how international and domestic students engage with their education and institutions; and document the differences in satisfaction and in their pursuit of further opportunities.

## Fine-Tuning Your Survey Dashboards for Maximum Impact

*Stephen Childs, York University*

**South Ballroom**



Your institutional surveys are sending you a message, but are you able to filter out the signal from the noise? Surveys such as NSSE are large-scale undertakings by your institution, but is the information collected being put to good use? While static reports can be useful, they can sit gathering virtual dust. To get the message out, you need to provide a way to explore the data. Prepare your survey data for Tableau using R and create engaging and useful visualizations of your survey data. Level up your survey data and put it in front of decision-makers at your institution.

## What is the Role of Mathematics Proficiency on Academic and Labour Market Outcomes of College Students?

*Ursula McCoy, Seneca College*

*Kathleen Williams, Seneca College*

**Willow Room**



# Concurrent Sessions | Monday October 22

Recent reports affirm concerns about the numeracy and math skills of Canadians, pointing to a decline in skills or performance at a level too low for what is needed for a productive labour force. This study used a database containing several linked student-level data sources from within Seneca College, which enabled the tracking of individual students from the beginning of high school, through to college graduation and transition into the labour market or further education. The results clearly show the long-term repercussions of weak math proficiency on college program selection, academic performance and post-graduation outcomes.

**10:50 am - 11:30 am**

## **Better Placed and in Concert: Harmonizing Geographic Data to Improve Member Services**

*Sarah Moreault, Colleges and Institutes Canada  
Shawn Anctil, Colleges and Institutes Canada*

**North Ballroom**



Colleges and Institutes Canada (CICan) is the voice of Canada's publicly-supported colleges, institutes, cegeps and polytechnics, and directly represents more than 125 institutions. This presentation examines the technical and methodological challenges of linking our members' 600+ locations to national, provincial and local data sets, and explores the opportunities afforded by this activity, such as providing members with actionable demographic, economic and political intelligence on their service areas, or enhancing the ability to advocate on members' behalf.

## **The Next Evolution of Dashboards: Modern Business Intelligence and Augmented Analytics in Power BI**

*Nadia Novikova, OCAS*

**South Ballroom**



Alongside many Institutional Research offices that are embracing modern Business Intelligence technologies, OCAS is working with the industry-leading Microsoft Power BI technology to supplement and extend traditional data warehousing solutions for the Ontario college system. In this session, we will walk through our journey of this pilot project, as well as do a live demonstration of a variety of functionality, including reports and dashboards, extended custom visuals, mapping, subscriptions and alerts, rudimentary forecasting, and natural-language augmented analytics.

## **Data Visualization Forensics: Detecting Strategic Data Misuse**

*Anthony Gray, University of Toronto  
Aurora Mendelsohn, University of Toronto*

**Willow Room**



Data visualizations are increasingly prominent and influential. At the same time, they have become ever easier to create with the proliferation of tools like Tableau and, of course, Excel. Detecting data-driven deceptions (both accidental and otherwise) is therefore an important part of data-literacy and evidence-based reasoning. This talk will look at several case studies, ranging from trivial to tricky. The aim will be to coach attendees on how to detect deceptive data visualizations and to offer useful tools to identify and decode them.

**11:40 am - 12:20 pm**

## **Understanding Users: Design, Dashboard, and You**

*Brad Congram, Mount Royal University*

**North Ballroom**



One of the main challenges in IR is effectively linking users to data in a timely manner. Through the use of open source software to develop dashboards, Mount Royal University has drastically reduced the time required for users to access required information. This presentation outlines a generic dashboard development cycle, the impacts on the IR office and institution, as well as the challenges of this approach.

## **Effective Integration of International and Permanent Resident Students**

*Lang McGilp, Insightrix*

**South Ballroom**



Saskatchewan Polytechnic is interested in enhancing the experience of international and permanent resident students. To this end, Insightrix Research was hired to conduct in-person in-depth interviews with identified international and permanent students attending Saskatchewan Polytechnic campuses throughout the province to understand the challenges these students face. This presentation will focus on the interviews with the students and identify from the student's perspective challenges they face from initial arrival to integration and the institutional supports required to make the transition a success.



# Concurrent Sessions | Monday October 22

## Moving and Shaking with the OCAS Data Warehouse: Exploring Student Transfers and Mobility at Ontario's Colleges

Melissa Fritz, OCAS

Willow Room

DS

Non-traditional student transfer and mobility pathways between College Programs continues to be a growing area of interest for College administrators across many levels. Using a multi-year, system-wide dataset extracted from the OCAS Data Warehouse this presentation provides an overview of the characteristics and trends related to student mobility within the Ontario College system. Highlights will include identifying common paths between programs, examining differences by degree credentials, and other points of interest. Where feasible, comparison by population and applicant type groupings will also be considered.

2:10 pm - 4:30 pm

## Data Management BarCamp ("Self-Organizing" Workshop)

Miranda Pearson, University of Regina

Keith Fortowsky, University of Regina

North Ballroom

DS

This participatory workshop builds upon "Adventures with Data Definitions and Reporting" from Toronto 2017. The goal of the session is to bring together CIRPA members who work with data and reporting, in a "barcamp" format (<https://en.wikipedia.org/wiki/BarCamp>), to discuss issues of common concern and possible solutions while building a network of contacts. Topics will be agreed upon at the start of the session – you are ENCOURAGED to discuss possible topics with other attendees beforehand. Come ready to ask questions and contribute your knowledge! Possible topics include Data Governance, Data Warehousing, DW schemas, platform issues, data dictionary tools, reporting "tricks," etc.

2:10 pm - 2:50 pm

## Collecting Data on Students' Core Skills: A Research Approach to Understanding Institutional Impact on Learning

Javarro Russell, Educational Testing Service

South Ballroom

PL

Articulating the learning that occurs as a result of a college or university education requires more than the calculation of graduation

rates. To this end, higher education institutions have sought data to inform their understanding of the extent to which students are attaining specified learning outcomes, such as critical thinking, written communication, and quantitative literacy. This data is often obtained through the process of learning outcomes assessments. This presentation will present a research driven approach to developing assessments of student learning and identifying the types of data that can be used to improve the teaching and learning process.

## Creating and Visualizing Student Success Metrics at the British Columbia Institute of Technology

Kevin Chen, British Columbia Institute of Technology

Patrick Loughheed, PLAID

Andrew Drinkwater, PLAID

Willow Room

TK

This presentation will showcase the British Columbia Institute of Technology's journey to mapping and visualizing student outcome metrics and learner pathways across the Institute's full-time technology programs using a variety of tools, including FME and Tableau. With the current data structure and model at BCIT, this has proven difficult. We'll showcase techniques for working with disparate data sources, program name and credential changes, programs that ladder, how we visualized these outcomes in Tableau, and how BCIT's Institutional Research office rolled these dashboards out to Institute leadership.

3:00 pm - 3:40 pm

## Doing What We Do for the Institution, for Ourselves: Strategic Planning for IR, IE, and Assessment Functions

Gina Johnson, Association for Institutional Research

Kara Larkan-Skinner, Trinity University

South Ballroom

IR

Institutional research, effectiveness, and assessment professionals are often involved in strategic planning initiatives as part of their scope of work, from identifying metrics, to collecting, analyzing, and reporting on data to evaluate success. But what about strategic planning for institutional research offices and teams themselves? This interactive session will demonstrate how to use materials from the Association for Institutional Research (AIR) to design a strategic planning process for an IR, IE, or assessment function. The resources will be explained and real-life examples from an institution that used the tools for strategic planning will be shared.

## Concurrent Sessions | Monday October 22

### Making Time: Tips and Techniques for Analyzing Timetabling Data

Mike Krywy, Red River College, President of CIRPA  
Willow Room



In recent years, Red River College senior management have been increasingly concerned that it was not making the best use of its classrooms. When attempting to add programming, the scheduling system was unable to find adequate time in the schedule, despite many rooms lying dormant. A research project was initiated to analyze the timetabling data, consult with key stakeholders, and validate current utilization. After analyzing the data, a potential solution was developed and tested to optimize room usage. This presentation will provide an overview of the data analysis techniques and research methods used to optimize the timetabling process.

3:50 pm - 4:30 pm

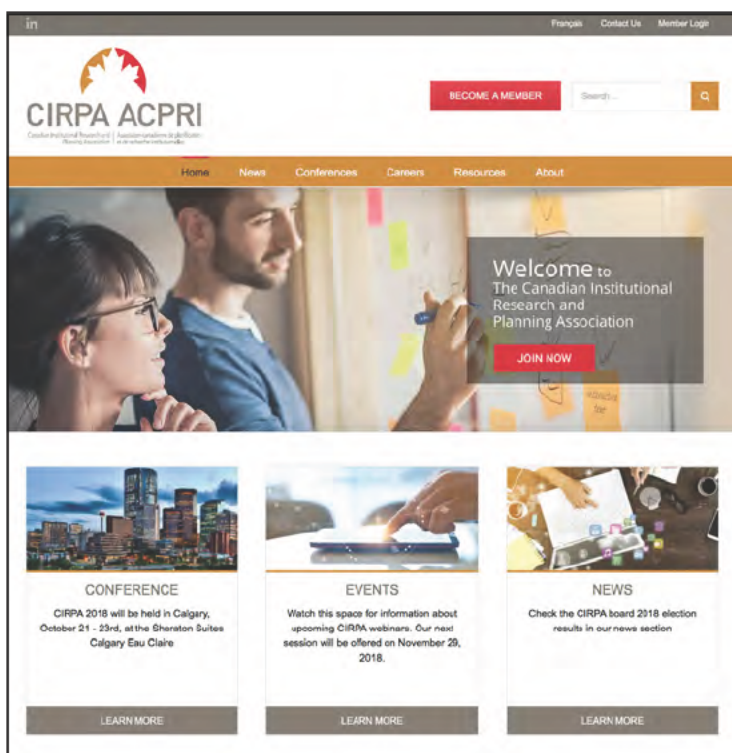
### Strategies to Enhance Data-Informed Faculty Staffing and Budgeting: Better Data and Better Stories

Ti Yan, University of Delaware



South Ballroom

Institutional effectiveness hinges on faculty's productivity and the corresponding cost management. Departments, Colleges, Institutions and Regional Higher Education Systems make decisions to allocate faculty and financial resources for instructions, services and research, and assess the utilization of those resources over a period. This practitioner-oriented session aims to make this procedure more data-informed and effective by improving the data quality and interpretation. Case studies will share suggested remedies to overcome common data reporting issues. A customizable Excel dashboard contains meaningful, good-for-benchmarking metrics that will give data end-users an updated, in-depth understanding of common key information indicators (KPI).



<http://cirpa-acpri.ca>

### Continuing the Conversation

Looking to talk more about a presentation you attended, or get details on a presentation you missed?

This year, each of the presenters will be hosting a discussion thread on the CIRPA-ACPRI website for post-conference conversation about their presentation topic.

Log in to your account and look for the workspace titled, "2018 CIRPA-ACPRI Conference Presentations Calgary" to keep the conversation flowing!

This is also where you will find presentation slides posted for download.



# Concurrent Sessions | Tuesday October 23

**8:30 am - 9:10 am**

## **Indigenous Educational Pathways: Access, Mobility, and Persistence from the Student Perspective**

*Stephanie McKeown, University of British Columbia*

*Adrienne Vedan, University of British Columbia*

*Lincoln Hallgren, University of British Columbia*

*Jackson Traplin, University of British Columbia*

**North Ballroom**



We will share the results of our provincial study, “Indigenous Educational Pathways: Access, Mobility, and Persistence from the Student Perspective.” This study is the first of its kind that engages with Indigenous post-secondary students across British Columbia through focus group discussions about their successes, opportunities, and barriers to post-secondary education. In addition, we conducted interviews with academic experts to share their knowledge on helping engage Indigenous students and provide a learning environment that helps them thrive. Findings from this study could help institutions across Canada enact policies and programs designed to limit the barriers Indigenous students face in the post-secondary environment.

## **Strategic Enrollment Management and Scholarship of Teaching and Learning - Opposites Attract**

*Bonnie Farries, Lethbridge College*

**South Ballroom**



The relationship between Strategic Enrolment Management (SEM) and Scholarship of Teaching and Learning (SoTL) is not an obvious one. In a time when evidence based decision making strongly considers impact to the bottom line, do we sacrifice quality of education for bums in seats? The two are not mutually exclusive and a symbiotic relationship between SEM and SoTL might be the answer. Meaningful, high impact learning experiences contribute to strong enrolment and retention, while SEM priorities can impact the type of SoTL research conducted. This arrangement, called the Sands Model, constitutes a beautiful relationship where opposites attract.

## **The UCASS (University and College Academic Staff System) Story and National Trends**

*Teresa Omiecinski, University and College Academic Staff Survey*

**Willow Room**



Institutions need to be in tune with what is going on in the education world to in order to support solid decision making. Making the right decisions often implies having good historical data on their academic

staff which allows them to contextualize them at the jurisdictional and institutional level. This presentation will analyze UCASS data over the last 40 years, and build on the areas that were presented at the CIRPA 2017 conference. It will highlight trends in areas such as gender, age profile, rank distribution, salaries, subject taught etc. It will tell the UCASS story in an historical context and highlight the analytic capacity of the data base.

**9:20 am - 10:00 am**

## **Distance Between the Dials: How Aligned are Your Programs with what the Labour Market is Broadcasting that it Needs?**

*Brian Bailey, Emsi*

**North Ballroom**



A simple turn of the radio dial can make the difference between jammin’ to your favourite tune or catching a bunch of static. The same holds true for program alignment and identifying new program opportunities in your community. If you’re not “tuned-in”, there could be a critical mismatch between what the labour market is broadcasting that it needs and your current program offering. Join us for a compelling introduction to Emsi’s Program Demand Gap Analysis and how you can assure your programs are aligned, healthy and meeting the needs of your regional economy.

## **Student Patterns – Who? What? When? How? Why?**

*Kathryn Snow, Manager, Vancouver Island University*

*Jacqueline Gregory, Vancouver Island University*

**South Ballroom**



This presentation summarizes a comprehensive student success project with a goal to provide information that leads to action and foster an evidence-based culture. The purpose is to build a tool that will answer many outstanding questions about student success.

Who: Who are our students?

What: What factors influence student retention, progression, attrition, and graduation? What information is actionable? What will we do with the information?

When: When do students reach milestones? When do students leave programs without completing?

How: How do students move through our institution? How do students progress through programs?

Why: Why do students leave? Why do students stay?



# Concurrent Sessions | Tuesday October 23

## The Art & Science of Communicating Data to the Non-data Audience: An Overview of the Analysts' Toolbox

Neil Chakraborty, University of Toronto

Willow Room



The fundamental competency that any institutional researchers and planners need today is the art and science of communicating data. The communication of results is such an archaic and mundane job that sometimes, we as analysts lose sight of the goals behind why we spent so much time and energy producing tons of charts and tables. This presentation will aim to provide a refresher course on a few of the nuggets of data communication and leave the participants with a compelling data storytelling framework that can be used to enrich and enhance everyday work in institutional research and planning.

10:20 am - 11:50 am

## Data Governance: Deep Thoughts of the Risk Averse. A Panel Discussion of Motivating Factors and Promising Practices

Blair Jackson, University of Ottawa

Adnan Ahmed, University of Calgary

Tony Olmsted, Northern Alberta Institute of Technology



North Ballroom

Institutional researchers live and breathe for valid and reliable data upon which we base our work. We make formal and informal decisions related to data governance on an ongoing basis. This discussion is important to our field, as it will assist in identifying the risks that exist when data governance is not formalized and the opportunities that exist to formalize data governance on our campuses.

10:20 am - 11:00 am

## How Research on Student Pathways Supports Decision-Making in the Maritime Provinces

Lisa O'Connell, Maritime Provinces Higher Education Commission

South Ballroom



The Maritime Provinces Higher Education Commission monitors persistence, graduation rates and time to-degree of bachelor students in the Maritimes. Looking at student pathway trends over 15 years, and following almost 140,000 students within and across Maritime universities, the latest research digs into what is behind the numbers by focusing on mobility, term-by-term persistence, and student course load. Linking the pathways data to graduate survey data

further enhances the analysis by providing information on student background and graduate outcomes. This presentation will focus on the Commission's research on student pathways, and how it informs decision-making by provincial governments and postsecondary institutions.

## Academic Program Profile and Balanced Scorecard – A BI Decision Support Application

Gabriel Toichoa, Assiniboine Community College

Amy Xu, Assiniboine Community College

Willow Room



The amount of data collected by universities and colleges has exponentially increased in the past few years with the advent of rapidly changing digital teaching and administrative technologies. However, these data are mostly used in these institutions to satisfy credentialing or reporting needs as opposed to addressing strategic issues. This massive amount of structured and unstructured data coming from a more and more distributed campus environment is challenging and in some cases forcing higher educational institutions to seek new technical solutions and managerial approaches to deal with their valuable data asset. The benefits of Business Intelligence (BI) are well known across industries such as banking, finance, insurance, telecommunications, retail, healthcare and increasing in some governments and a handful of higher education institutions. Unfortunately most of the higher educational institutions in Canada have been slow in adopting BI as a decision support technology. This paper presents a drillable dashboard application Assiniboine Community College will be using as a decision support tool in its academic program review process to enable evidenced-based decisions and ultimately improve program quality, student and staff experience.

11:10 am - 11:50 pm

## Assessing the Relationship Between Student Attributes and Outcomes in a College Program – A Data Analytics Approach

Gabriel Toichoa, Assiniboine Community College

South Ballroom



Many post-secondary educational institutions in Canada and the United States have grappled with the question of whether some instructors are systematically biased against certain groups of students. For example, are visible minority or indigenous students more likely to fail a course taught by certain instructors not because of a student's academic performance but due to the instructor's inherent bias against these types of students? These types of questions are very difficult to answer

## Concurrent Sessions | Tuesday October 23

given the multitude of factors that can affect student performance and outcomes including personal characteristics, academic background, institutional characteristics, and the environment. This paper presents the results of a research study that assesses the relationship between student attributes, institutional characteristics and student outcomes in one of the academic programs at Assiniboine Community College.

### Leveraging Technology to Help Inform Faculty-Resource Allocation: An IR Team's Response to the Ever-Growing Data Needs of Their Academic Leaders

*David Gasteiger, University of Toronto*  
*Mubin Merchant, University of Toronto*  
*Florence Wu, University of Toronto*

#### Willow Room



This presentation will introduce the evolution of the Faculty Appointed Committee process from distributed static PDFs to interactive Tableau dashboards. The reporting evolution has provided decision makers an easier way to compare while moving towards a 360-degree view of current departmental capacity.

We will highlight different features available in Tableau and how the variety of visualizations, measurements contribute to fulsome report. We will also demonstrate a unique usage of Tableau Stories. Attendees will connect the case demonstration to their day to day IR work and will learn how to utilize data to support academic decision making through IR office's resources and technology.

### 2:10 pm - 4:30 pm

#### Canadian Higher Education Tableau User Group

*Andrew Drinkwater, PLAID*  
*Amy Gao, University of Alberta*  
*Stephen Childs, York University*  
*Brent Harris, University of British Columbia*

#### North Ballroom



The Canadian Higher Education Tableau User Group brings together higher education professionals from across Canada and helps them expand their Tableau skillsets, get inspired from others in the space, and uncover insight through using Tableau Desktop, Prep, Server, and Online. This session at CIRPA features presentations by Amy Gao from the University of Alberta and Stephen Childs from York University, followed by a panel discussion.

Our user group meets 4 times per year: 1 in-person and 3 virtual sessions. Membership is open to current and aspiring Tableau users from all departments. We are actively seeking speakers for sessions once per quarter. If you're interested in sharing your institution's

or department's story of how you use Tableau, please reach out - chetug@plaid.is

### 2:10 pm - 2:50 pm

#### The Education and Labour Market Longitudinal Platform: Overview of Current Results and Future Direction.

*Sylvie Gauthier, Statistics Canada*  
*Tamara Knighton, Statistics Canada.*



#### South Ballroom

The Education and Labour Market Platform (ELMLP) is an initiative being undertaken at Statistics Canada that expands the analytical potential for postsecondary education research by integrating multiple data datasets. At its core, the ELMLP integrates data from the Postsecondary Student Information System (PSIS) and the Registered Apprenticeship Information System (RAIS) with income tax data. Additional datasets such as the Census and student loan data are also being integrated. This presentation will provide results on the labour market outcomes of postsecondary graduates and provide initial findings from integrated PSIS-Census data. Future directions, research potential and data access opportunities will also be presented.

#### Reconciliation, Indigenization, and IR

*Dawn Macdonald, Yukon College*  
*Stephanie McKeown, University of British Columbia*  
*Adrienne Vedan, University of British Columbia*



#### Willow Room

We like to think we're the good guys, but research and education are both deeply implicated in colonial abuses of Canada's Indigenous peoples. How can we in IR grapple with this legacy, and ensure that our work supports reconciliation and Indigenization at our institutions? This panel presentation will touch on history, Indigenous research methodologies, and steps towards reconciliation. Ample time will be allotted for questions and group discussion.

# Concurrent Sessions | Tuesday October 23

**3:00 pm - 3:40 pm**

## **IR Support Platform: Helping IRP Offices in Technological and Resource Challenges**

*Inder Singh, Professional Advisor*

**South Ballroom**

**IR**

IRP offices across all the post-secondary institutes work with similar dataset, they all have similar reporting/analytics requirements, and they face similar technical and analytical challenge. Most of these IRP offices are in shortage of skilled resources. Why don't we create a common platform where these offices can share their problem/solutions, new ideas and methodologies? This presentation will demonstrate the concept of having a common platform between IRP offices to help them in their technical or resource related challenges. Presentation will describe (with help with visuals) on how having a common platform will help different IR offices in sharing new idea, problems/solutions, and help in learning from each other.

## **Enrolment Research That Drives Institutional Decision-Making**

*Charlie McArthur, Lethbridge College*

*Tony Olmsted, Northern Alberta Institute of Technology*

*Mandy Moser, University of Lethbridge*

*Drew Pihlainen, Academica Group*

**Willow Room**

**DS**

Hear how institutions practically leverage applicant research to drive both departmental and institutional decision-making. In this panel discussion, institutional researchers from a college, a polytechnic and a university will share their experiences and reflect on three main questions: Who is involved in the process? How can institutional decisions be driven by applicant research? And what notable impacts have resulted from adopting such a strategy?

**3:50 pm - 4:30 pm**

## **How to Transform Your Course Evaluation Process to be More Forward Looking**

*Zelbrey Bedard, explorance*

**South Ballroom**

**DS**

Course evaluations are often the main source of student feedback about their educational experience. However, interpreting the results adequately can prove challenging. In this session, we will examine the power of contextual information in telling comprehensive course evaluation analytics stories for instructors and academic leaders. We will highlight the role of data and survey instruments in helping to craft rich stories, as well as review the potential challenges in assimilating these concepts into the process.

## **Data Visualization of Space on Campus – More Than Just How Classrooms Are Used**

*Joseph Peter McNamara, University of Toronto*

**Willow Room**

**TK**

This presentation will give an overview of how space on campus can be understood using various data visualization dashboards. How this data can be used in aid of decision making will be discussed. Various UTSC Tableau dashboards will be shown which provide information in aid of scheduling, space planning, facilities management, student life, and campus safety will be demonstrated.

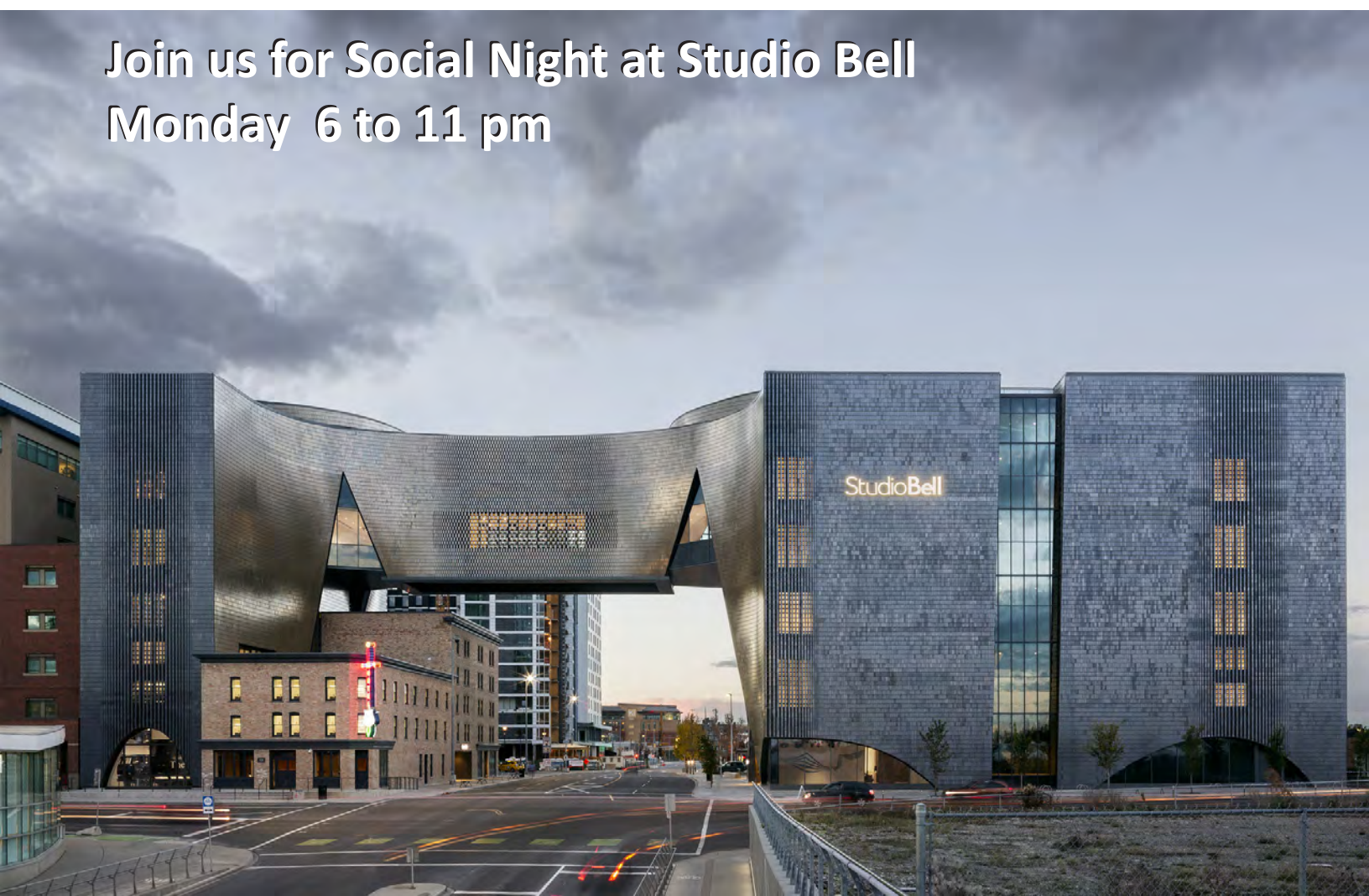






## Notes

Join us for Social Night at Studio Bell  
Monday 6 to 11 pm







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