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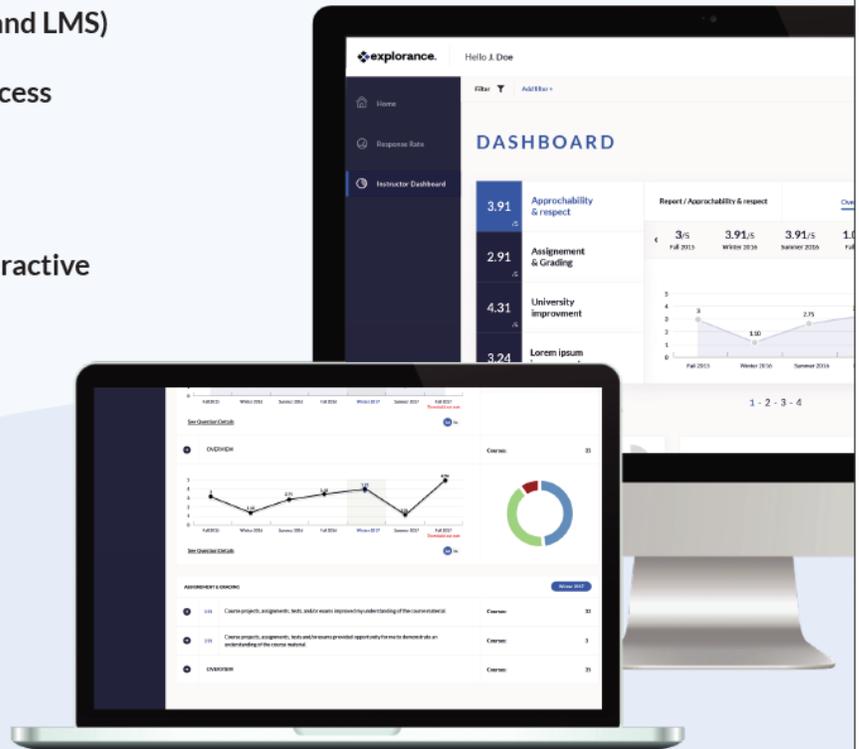
CIRPA 2021 VIRTUAL CONFERENCE



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PRESIDENT'S MESSAGE



STEPHANIE MCKEOWN
CIRPA PRESIDENT

DEAR COLLEAGUES AND FRIENDS,

I am pleased to welcome you to the 2021 CIRPA Virtual Conference! The theme of this year's meeting is "Champions of Informed Change," highlighting the increasing reliance on valuable information in support of data-driven decision-making, produced by professionals who understand how to compile, interpret, assess and ensure quality data. The conference theme resonates throughout the program with the contributions of our members who have stepped up to share their knowledge, experiences, and expertise virtually.

Although we will not be able to see each other in a face-to-face environment again this year, we have planned a diverse and exciting online program. The virtual three-day

CIRPA 2021 conference offers our members an engaging program complete with keynote speakers, concurrent sessions, and even more networking opportunities. Our

opening keynote speaker is David Shipley, CEO of Beauceron Security and former journalist who will share his knowledge as a cybersecurity and technology analyst. This year's conference will conclude with a keynote address from Anthony Mantione, who researches and analyzes issues related to the skill needs of the Canadian labour market.

We are very grateful for the conference planning work done by our conference co-Chairs Stephen Blair-Dove (University of New Brunswick), and David Paul (Portage College), as well as their teams of volunteers who have supported the planning and organization for this online event. Each year, on behalf of our presenters, CIRPA donates to an organization. This year, the conference organizers have selected Indspire. Indspire is a national Indigenous charitable organization that invests in the education of First Nations, Inuit and Métis people for the long-term benefit of these individuals, their families and communities, and Canada. The conference organizers have worked hard to provide a wonderful interactive virtual conference this year. Thank you all for your hard work and inventive contributions!

We are excited to use the Virtual Attendee Hub platform to host our virtual conference this year, where you can view the full schedule and create your own personalized schedule with the sessions that interest you. You will be able to connect directly to live presentations with the click of a button and complete the session evaluation afterwards. There is also an "on demand" area to view video content and session recordings after the session has ended. We are thankful to our sponsors who have generously supported us this year. Connect with these sponsors through the virtual exhibitor booths. Engage in virtual networking with sponsors and your colleagues using the appointments feature to schedule video chats with them.

On behalf of the CIRPA Board and the Conference Organizing committees, we look forward to an exciting virtual meeting that promises inspiring conversations and enjoyable social interaction.

We very much hope you enjoy the conference!



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CONFERENCE AT A GLANCE

TUESDAY, OCTOBER 19	9:40 A.M. (PDT)	PRESIDENT'S WELCOME			
	9:05 A.M. (PDT)	OPENING KEYNOTE			
	10:05 A.M. (PDT)	BREAK - YOGA BREATHWORK; SPONSORED BY CUSC-CCREU			
	10:30 A.M. (PDT) TO 11:05 A.M. (PDT)	<i>Enrolment Capacity: Know Your Limits</i> Mark Kane & Connie Phelps	<i>What Does It Take To Win The Best Presentation Award At CIRPA?</i> Ashley Blackman & Neil Chakraborty	<i>Understanding And Analyzing Your Institution's Contributions To The UN SDGs (Elsevier)</i> Kyle Demes	
	11:05 A.M. (PDT)	BREAK - SCHLEOPARDY GAME			
	11:30 A.M. (PDT) TO 12:05 P.M. (PDT)	<i>After The Pandemic – Finding The Best New Normal For Your Institution</i> Suzanne Drapeau	<i>First Nations Data Sovereignty And The First Nations Principles Of OCAP®: Implications For IR</i> Drew Pihlainen	<i>From Text Analytics To Comment Analysis: Wow AI Transforms Your Qualitative Data Strategy (Explorance)</i> Steve Lange	
	12:10 P.M. (PDT)	ROUNDTABLE DISCUSSIONS			
WEDNESDAY, OCTOBER 20	9:00 A.M. (PDT)	CIRPA AGM			
	10:00 A.M. (PDT)	BREAK - CHAIR STRONG & STRETCH; SPONSORED BY DPM RESEARCH			
	10:25 A.M. (PDT) TO 11:00 A.M. (PDT)	<i>Benchmarking Institutional Performance With Publicly Available Standardized Data</i> Esam Sohail Mohammad	<i>Transitioning A Whole University To A New LMS In Two Months Using An Agile Approach</i> Diane Grayson	<i>Increasing Agility In Program Development (EMSI)</i> Dorian Clark	
	11:00 A.M. (PDT)	BREAK - SCHLEOPARDY GAME			
	11:25 A.M. (PDT) TO 12:00 P.M. (PDT)	<i>Automate the Boring Stuff: Labour Market Report Generation Using R</i> Fraser Hay	<i>Predicting College To College Transfer In Ontario, A Multivariate, Multi-cohort Study</i> Roger Pizarro Milian, Melissa Fritz & Michelle Dunlop	<i>Some Tips And Best Practices On Writing Great Business Glossary Definitions (IData)</i> Brian Parish	
	12:05 P.M. (PDT)	ROUNDTABLE DISCUSSIONS			
THURSDAY, OCTOBER 21	9:00 A.M. (PDT) TO 9:35 A.M. (PDT)	<i>Rethinking Student Evaluations of Teaching From The Student Perspective</i> Stephanie McKeown	<i>COVID-19 Campus Resumption Planning Dashboard</i> Brent Harris & Corey Bond	<i>Psychographic Segmentation: Know Your Students (CRI)</i> Kirk Kelly, Keri Irwin & Charmian Harvey	<i>Virtual Wizardry: Creating And Widening Your Expertise Network Through Virtual Speed Networking</i> Victoria E. Díaz & Emma Stetson
	9:35 A.M. (PDT)	BREAK - OFFICE YOGA; SPONSORED BY PRA			
	10:00 A.M. (PDT) TO 10:35 A.M. (PDT)	<i>A Collaborative Approach To Understanding Enrolment Patterns: The Student Flows Project</i> Craig Thompson & Annay Slabikowska	<i>Postsecondary Learning and Predictors of University Graduation: the York University-Toronto District School Board Cohort Study</i> Robert S. Brown	<i>Alumni Economic Impact: Calculating And Mapping Educated Workforce Premium Using FME And Tableau (Plaid)</i> Andrew Drinkwater, Pat Loughheed & Clara Yueng	<i>Evolving Definitions In Digital Learning: Moving Toward A Shared Understanding Of Common Terms (CDLRA)</i> Nicole Johnson
	10:35 A.M. (PDT)	BREAK - SCHLEOPARDY GAME			
	11:00 A.M. (PDT)	CLOSING KEYNOTE			
12:00 P.M. (PDT)	CLOSING MESSAGE				

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PER SCHEDULE	+1 HOUR	+2 HOURS	+3 HOURS	+4 HOURS	+4.5 HOURS

KEYNOTE SPEAKERS



DAVID SHIPLEY
CEO, BEUCERON SECURITY

TUESDAY OCTOBER 19 | 8:40 AM - 10:05 AM

THE POWER OF STORYTELLING: HOW WE ALL CAN HELP OUR COMMUNITIES KNOW AND CARE MORE ABOUT SECURITY AND PRIVACY

It's 2021 and with major cyber-attacks capturing headlines daily, cybersecurity awareness isn't our number one challenge anymore as cybersecurity professionals. We've never been more aware across society that cybersecurity is an issue. While everyone in security deserves a well-earned congratulations for the work we've done to raise awareness, a greater challenge has now presented itself: moving from awareness to care-ness and get people to not just know that security is an issue, but to change individual and organizational behaviours.

During this keynote presentation, Beuceron CEO David Shipley will talk about the critical importance of leveraging storytelling as a framework to educate and to motivate. He'll provide examples and a framework for how this practice can be used to move awareness programs into effective behaviour change initiatives that can tangibly reduce cyber risk in organizations.

BIOGRAPHY

David Shipley is the co-founder and CEO of Beuceron Security, an Atlantic Canadian scale-up that serves more than 150 clients across North America and in Europe and provides a new approach to cybersecurity awareness and risk management. Shipley is the former security lead for the University of New Brunswick and developed its incident response, threat intelligence and awareness practices prior to founding Beuceron. He holds a CISM from ISACA.

Sponsored by: Academica Group; CRi; Elsevier; EMSI; IData Research; Plaid Analytics

KEYNOTE SPEAKERS



ANTHONY MANTIONE

SR. ECONOMIST, LABOUR MARKET
INFORMATION COUNCIL

THURSDAY, OCTOBER 21 | 11:00 AM - 12:15 PM

FROM DATA TO INSIGHTS: EVIDENCE BASED DECISION MAKING

Data has always been important to educational decision-making, from guiding decisions about instructional design in the classroom to justifying the creation of new courses and programs. Increasingly, this includes data that reflect the current and future states of the labour market. Now, as some provinces move to performance based funding models, labour market data has become more relevant than ever. However, finding and accessing this data remains a challenge. In this presentation, I will discuss three data sources for obtaining data on graduates' earnings trajectories by program, graduate employment rates by program, and the skills and other work requirements by occupation.

BIOGRAPHY

Anthony Mantione is a senior economist with the Labour Market Information Council (LMIC), where he conducts research and analysis primarily related to the skill needs of the Canadian labour market. Some of his work includes designing an LMI micro-credential for Career Development Practitioners, identifying and measuring labour and skills shortages in Canada, and managing stakeholder engagement. In addition to studying labour-related issues, Anthony has previous experience in both the health care and education sectors.

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CONFERENCE TRACKS

IR HEROES – DATA TRANSFORMERS

Every IR shop in the country holds the keys to unleash the power of knowledge in their institutions. Effective data governance practices provide the foundations for data transformation into need-to-know information. Access to vital information is triangulated to reveal a complex web of knowledge that transforms leaders' ability to navigate a successful journey to new destinations identified in the strategic plan.

PURVEYORS OF WISDOM – GUIDING LIGHTS AND SIGNPOSTS

Whether you call it KPIs, Scorecards, or 360 accountability metrics, many IR shops are responsible for institutional effectiveness and accountability measurement and analysis. These savvy purveyors of wisdom specialize in explaining the data points to the senior executives to guide their institutions forward.

VISIONARY ORACLES – THE FUTURE OF IR

CIRPA is now 30 years old and has seen a profound evolution of the IR body of practice in Canadian post-secondary institutions. This year's conference is an excellent opportunity to look back and look forward to the future of the IR profession as we muddle through the pandemic and help our institutions find productive paths to the post-pandemic "new normal."

PLANNING WIZARDS – COORDINATING INTEGRATED ACTION

Not many IR shops have these experts in their department, but there are always informal or formal bodies (e.g. Strategic Planning Secretariat) to develop and implement actionable strategic plans. These entities need a helpful IR shop to support their work.

CONCURRENT SESSIONS | TUESDAY, OCTOBER 19

10:30 AM TO 11:05 AM (PDT)

Enrolment Capacity: Know Your Limits

Whether you are planning a new campus or trying to understand the limits of an existing campus, it is crucial to understand the enrolment capacity of the campus under different scenarios. Being either over or under capacity can have significant costs to an institution. Conestoga has developed an enrolment capacity model that utilizes hours of operation, program delivery characteristics, section size, and room inventory as inputs. This presentation will demonstrate the model and share how it is being utilized to inform campus planning.

Mark Kane, Conestoga College

Connie Phelps, Conestoga College

What Does It Take To Win The Best Presentation Award At CIRPA?

CIRPA honours the most outstanding session in its annual conference with the Best Presentation Award. Have you ever wondered - what goes into making of a Best Presentation Award? Is it sheer coincidence or a combination of art and science at play? This session will explore the mystery behind the decision-making. The session will delve into process of selecting past awardees and take a deep dive on the methodology that has been refined over the years. It will leave the audience with insights and learnings on how previous presentations won. But as the financial folks say, past performance...

Ashley Blackman, University College of the North

Neil Chakraborty, University of Toronto

Understanding & Analyzing Your Institution's Contributions To The UN SDGs (Elsevier)

The United Nations Sustainable Development Goals (SDGs) have become increasingly important to Canadian Universities because of their keystone role in the THE Impact Rankings and their diverse applications in international partnerships. The SDGs now feature in strategic planning at most institutions, but novel analytical strategies are required to address fundamental questions in those efforts: Which SDGs do we have the most activity in? Who are our SDG contributors? Who are we partnering with and who's missing? This presentation will review the application of bibliometric data to analyses on the SDGs and drill down on common use cases at Canadian institutions.

Kyle Demes, Elsevier

11:30 AM TO 12:05 PM (PDT)

After The Pandemic – Finding the Best New Normal For Your Institution

As the impact of the pandemic continues to wane across Canada, most post-secondary institutions have turned their attention to focus on what is the best version of 'New Normal' for their institution. This session takes a case study approach, using examples of four Institution types to look at some of the opportunities and challenges facing each type. Five significant disruptions to the "Old Normal" will be explored as a way to enable campus IR and Planning teams to envision productive pathways to reach the best "New Normal" for your type of institution.

Suzanne Drapeau, Barrington Consulting

Data Sovereignty, First Nations Data Governance, And OCAP: Implications For Institutional Researchers

This conference session will provide attendees with an overview of The First Nations Principles of OCAP® and First Nations data sovereignty. The implications of these ideas will be explored with some examples drawn from educational settings, giving attendees some knowledge with which to support data-related reconciliation efforts within their own institutions.

Drew Pihlainen, First Nations Data Centre at the First Nations Information Governance Centre

From Text Analytics To Comment Analysis: How AI Transforms Your Qualitative Data Strategy (eXplorance)

Qualitative feedback is challenging to analyze at scale, but provides deep insights. In this presentation, we will look at how Machine Learning can enable you to go deeper and learn more from your data. By focusing on context and agility, a new generation of text analytics with sentiment analysis and predictive analytics give greater decision support and return richer, more helpful insights. Looking at real world examples, we will demonstrate how machine-learning powered comment analysis can transform your data insights and stories.

Steve Lange, Explorance

CONCURRENT SESSIONS | WEDNESDAY, OCTOBER 20

10:25 AM TO 11:00 AM (PDT)

Benchmarking Institutional Performance With Publicly Available Standardized Data

Using good KPIs to measure performance of our colleges and universities is not the norm anymore. Such quantitative measurements let us see how we are doing compared to the past and in relation to some future goal in our strategic plan(s). The next step in that evaluation of performance is benchmarking various institutional operations—academic, service, fiscal—against similarly situated institutions. Using available, standardized data from various state-level regulators, a summative benchmarking model can be created with regularly refreshed comparisons for planning, evaluation, and goal-setting purposes by institutions.

Dr. Esam Sohail Mohammad, Butler Community College

Transitioning A Whole University To A New LMS In Two Months Using An Agile Approach

When the COVID-19 pandemic hit in March 2020, the University of the Witwatersrand, a contact university, had to teach entirely in an online mode, so all courses needed a site on the Learning Management System (LMS).

During 2020 we found that our LMS was not suited to such heavy usage.

We signed a contract for a new LMS on 24 December, and implemented it institution-wide on 8 March 2021. As academic project leader, I introduced an agile approach, drawing on dozens of people across multiple structures, working quickly and collaboratively and communicate constantly to manage the change.

Diane Grayson, University of the Witwatersrand

Increasing Agility In Program Development (EMSI)

This changing world calls for a new approach to managing academic programs. This presentation will share how to adopt a more continuous, proactive approach to labour market research to fuel agile program management strategies better suited to the complexity and uncertainty of today's economy. Agile program management requires going beyond lagging indicators of economic conditions with more detailed sources that allows you to track emerging trends in real time.

Dorian Clark, EMSI

11:25 AM TO 12:00 PM (PDT)

Predicting College To College Transfer In Ontario, A Multivariate, Multi-cohort Study

Contemporary student mobility research in Ontario has focused predominantly on college-to-university transfer. This focus has historically been facilitated by the availability of data sources (e.g., the College Graduate Survey) that adequately capture this sort of movement within our system. To date, however, research on lateral transfers, especially across colleges, has been more limited in Ontario. Through this presentation, we outline the preliminary findings of an analysis of the academic and demographic predictors of lateral transfer in the Ontario college sector using linked application and enrolment records.

Roger Pizarro Milian, ONCAT

Melissa Fritz, OCAS

Michelle Dunlop, OCAS

Automate The Boring Stuff: Labour Market Report Generation Using R

Institutional Researchers often find themselves following a templated process to create the same lengthy reports over and over again. Using data from EMSI and Ministry sources, as well as some R code and tricks, this presentation will show you how our Labour Market reports went from roughly 3 days to 5 minutes in generation time, producing Word document output. The concept is: codes in, content out. While it requires some up-front development, the approach can be used many different ways. Where applicable, this approach might save your team some serious time.

Fraser Hay, Conestoga College

Some Tips And Best Practices On Writing Great Business Glossary Definitions (IData)

In this session attendees will receive tips and best practices that can be used to improve the quality and the quantity of the definitions at your institution. The Data Cookbook data governance solution will be mentioned during this session.

Brian Parish, IData

CONCURRENT SESSIONS | THURSDAY, OCTOBER 21

9:00 AM TO 9:35 AM (PDT)

Rethinking Student Evaluations Of Teaching From The Student Perspective

Over the past year, UBC has conducted its first comprehensive review of student evaluations of teaching. These high-stakes surveys are used for improvement efforts and as part of the process to determine hiring, promotion, tenure, and teaching awards. In this session, I will share the process we took to solicit student and faculty feedback with the aim of reducing potential for bias, ambiguity in the terms or phrases used, and to position questions as student-centred. If you're interested in research this presentation has it all...literature review, focus groups, cognitive interviews, psychometric analyses and new metrics for reporting to instructors!

Stephanie McKeown, University of British Columbia

COVID-19 Campus Resumption Planning Dashboard

The Okanagan Planning and Institutional Research department was asked to develop a reporting mechanism for activities occurring on UBC's Okanagan Campus related to the resumption of services during the COVID-19 pandemic. A list of relevant metrics was determined from the overarching COVID-19 Response Framework, and developed into a dashboard powered by Tableau for interactive viewing. The data come from a variety of traditional and non-traditional institutional research sources. This project highlights an iterative approach to dashboard development and data procurement that will be of particular interest to those involved in planning and institutional research across Canada.

Brent Harris, University of British Columbia Okanagan

Corey Bond, University of British Columbia Okanagan

Psychographic Segmentation: Know Your Students (CRi)

A school's personality is reflected in the types of students it attracts: party schools, fiercely competitive schools, schools with communities and those without draw different students.

Psychographic segmentation is a tool to identify the student segments you are most successful at attracting. Students in a segment share similar beliefs, interests, motivations, and fears. Segments are as internally coherent as possible as different from each other as possible.

The benefit? More efficient recruitment by focusing your spend on the segments you successfully attract rather than trying to reach them by marketing to the abstract "average student." This session shows you how.

Kirk Kelly, CRi; Keri Irwin, Dalhousie University; Charmian Harvey, Concordia University

Virtual Wizardry: Creating And Widening Your Expertise Network Through Virtual Speed Networking

Virtual Speed Networking is a meeting format designed to help people quickly build professional connections. This event matches participants in breakout rooms of 2-3 delegates for short 3-minute video sessions. Each session centers on an IR-focused discussion question to encourage you to share successes and challenges, discuss new ideas, or explore collaborations. Once time is up, participants are automatically matched with another small group and are given a new discussion question to explore. The short 3-minute time frame encourages participants to move beyond their networking "safety net" and jump right into shared conversations.

Victoria E. Díaz, DPM Research

Emma Stetson, DPM Research

10:00 AM TO 10:35 PM (PDT)

A Collaborative Approach To Understanding Enrolment Patterns: The Student Flows Project

A working group of analysts at UBC from various teams (central Planning and Institutional Reporting and Learning Analytics teams, as well as the Faculties of Arts, Science, and the Sauder School of Business) have been collaborating to build the data and tools necessary to answer common questions about student progression through courses and programs. In this session we will share lessons learned from our work, as well as tips for success for those interested in undertaking similar initiatives.

Craig Thompson, University of British Columbia

Annay Slabikowska, University of British Columbia

Postsecondary Learning And Predictors Of University Graduation: The York University-Toronto District School Board Cohort Study

Over the past few decades, Ontario researchers have looked at secondary graduation based on elementary grade and early secondary grade achievement. However there has been little published on clear measures of Ontario undergraduate graduation patterns based on first-year achievement. This study focused on over 11,000 students from the Toronto District School Board (TDSB) who made the transition into postsecondary studies at York University. Looking at first year sessional GPA and credits, a variable was developed that accounted for the vast majority of graduates and non-graduates. Differences were examined between students going directly and indirectly to university.

Robert S. Brown, York University, Faculty of Education

CONCURRENT SESSIONS | THURSDAY, OCTOBER 21

Alumni Economic Impact: Calculating And Mapping Educated Workforce Premium Using FME And Tableau (Plaid)

Increased earnings are one of the key drivers of the economic impact of Canadian universities, colleges, and institutes. Comparing post-secondary graduate earnings to high school graduate earnings is known as the Educated Workforce Premium, or Alumni Education Premium. This session will show participants how to calculate this Premium by integrating Statistics Canada and institutional data and geography using Safe Software's FME and publishing the results to Tableau Public. These techniques build on those developed by Walter Sudmant, UBC's retired IR Director. Session materials and step-by-step documentation will be provided to participants so you can try these techniques in the future.

Andrew Drinkwater, Plaid
Pat Loughheed, Plaid
Clara Yeung, Plaid

Evolving Definitions In Digital Learning: Moving Toward A Shared Understanding Of Common Terms

Based on data gathered through the 2021 National Survey of Online and Digital Learning, Dr. Nicole Johnson, Research Director of the Canadian Digital Learning Research Association (CDLRA) will present a framework for defining commonly used terms to describe modes of learning (e.g., online learning, hybrid learning). Gathering national-level data to track the growth of online and hybrid learning has been a challenge due to different meanings being attached to common terms. In order to effectively track the impact of the COVID-19 pandemic on online and hybrid learning (at the institutional level, provincial level, and national level) a clear, easy-to-apply framework for categorizing different modes of learning is needed.

Nicole Johnson, Canadian Digital Learning Research Association (CDLRA)

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- How much success did they have transitioning to post-secondary?
- What did they think of their experiences with faculty?
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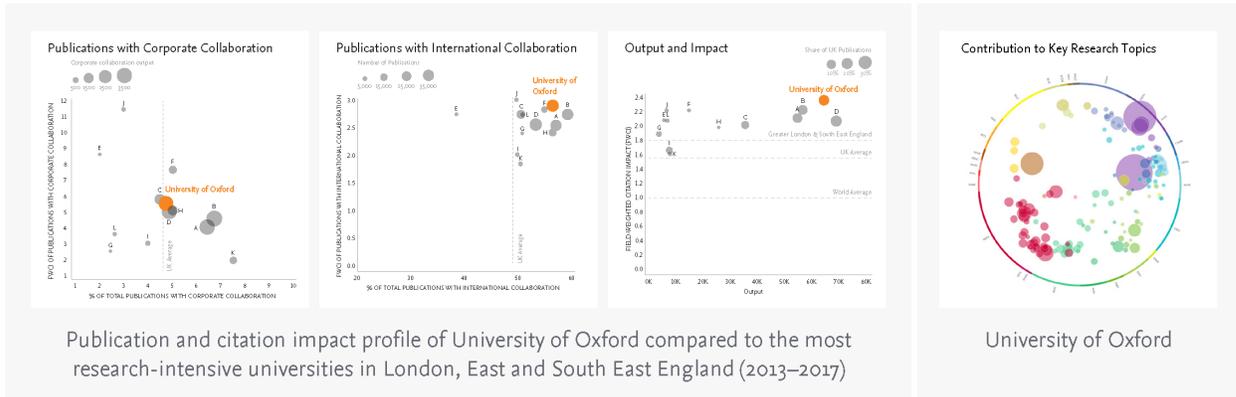
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ROUNDTABLE DISCUSSIONS

Roundtable discussions are an opportunity for informal discussion with colleagues around a specific topic.

	TIME (PDT)	DISCUSSION TOPIC	FACILITATORS
OCTOBER 19	12:10 TO 12:55	Demographic Data Collection	Victoria Díaz, DPM Research; Stephanie McKeown, The University of British Columbia
		Work Integrated Learning	Camilo Pena Moreno, The University of British Columbia
		Early Alert	Kirk Kelly, CRI Inc.
OCTOBER 20	12:05 TO 12:50	Data Governance	Stephen Childs, York University
		Labour Market Outcomes	Anthony Mantione, Labour Market Information Council
		Enrolment Modelling	Patrick Lougheed, Plaid Analytics

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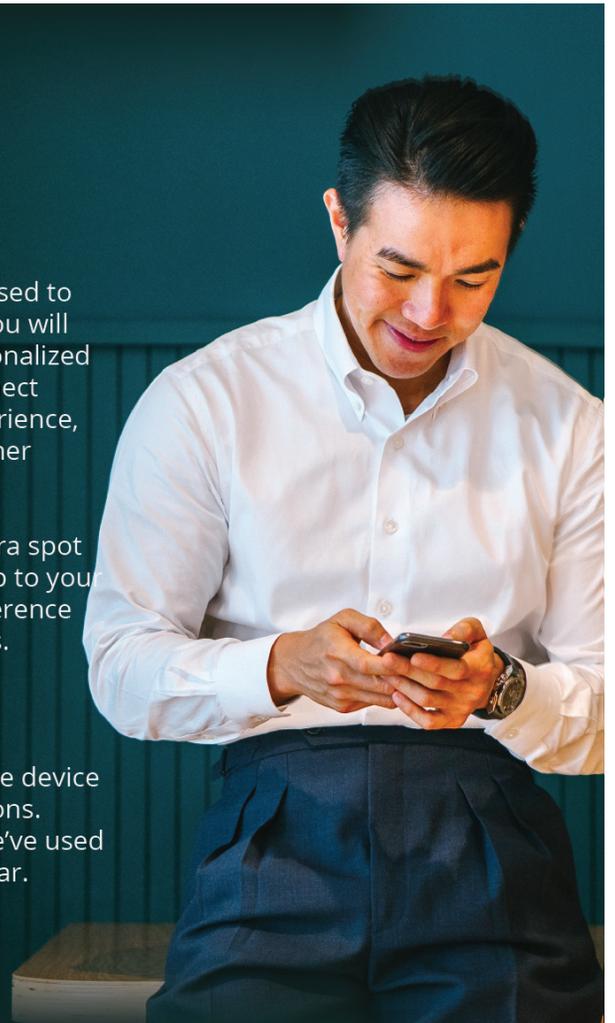
Your home base for this year's conference is:
<https://cvent.me/K0wKO5>

Simply log in with your first name, last name, and email you used to register for the conference, then input the verification code you will receive by email or text. Find session details, build your personalized schedule, learn from our sponsors at virtual booths, and connect directly to all the sessions. To enhance your networking experience, you can also schedule appointments to meet virtually with other attendees.

Support your conference experience with the app! For an extra spot to review conference details, download the "Cvent Events" app to your mobile device or tablet. Search "CIRPA" to find the 2021 conference event then login (under the more button) to view more details.

KEY INFO:

- / Using a web browser (not the app) on your desktop or mobile device to connect to the conference hub is the only way to join sessions.
- / If using the app, please note that it is a different one than we've used in previous years. Be sure to download "Cvent Events" this year.





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