CIRPA 2022
CONFERENCE PROGRAM

THE
EVOLUTION
OF
IRP

OCTOBER 23–25
BURNABY, BC

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LETTER FROM THE PRESIDENT

Dear Colleagues and Friends,

I am pleased to welcome you to the 2022 CIRPA Conference! This is CIRPA's first hybrid conference ever and we are excited about the opportunities of reaching a wider audience with both online and in-person options. This year's conference theme, "The Evolution of IRP – New Directions in Post-Secondary Education," moves us forward and highlights inventive and socially significant inquiries and innovations in institutional research and planning. The conference theme resonates throughout the program with the contributions of our members who have stepped up to share their knowledge, experiences, and expertise both in-person and virtually.

We are certain that this year's conference will provide a platform for our delegates to share experiences and knowledge through several sessions, workshops and activities. Our opening keynote speaker is Mr. Ian Cull, who recently retired from his position as Senior Advisor on Indigenous Affairs and was formerly Associate Vice President Students, University of British Columbia. Ian is a member of Dokis Indian Band located on the Dokis Indian Reserve in Ontario, Canada. He will share his reflections on how his relationship with institutional research has contributed to informing campus decision-making and planning at a time of significant growth and change. This year's conference will conclude with a keynote address from Dr. Lyn Bartram, who is a professor in the School of Interactive Art and Technology at Simon Fraser University and Director of the Vancouver Institution of Visual Analytics. Lyn will share her insights on how we can use interactive data visualization to consider ways to think with and about data for richer understanding. The keynote speeches will be available to both in-person and online delegates.

We are very grateful for the conference planning work done by our conference co-Chairs Kristi Hoffman (University of British Columbia), and Zareen Naqvi (Simon Fraser University), as well as their teams of volunteers who have supported the planning and organization for this hybrid event. Each year, on behalf of

our presenters, CIRPA-ACPRI donates to a charitable organization. This year, the conference organizers have selected the Vancouver Humane Society. Since 1984, the Society has been a registered charity dedicated to the humane treatment of animals. Over the past few years, many of us have benefited from the companionship of our pets while working from home, as well as health-related benefits including reduced anxiety, stress and loneliness. We are excited to support such a commendable organization for their ongoing support in helping animals in need. The conference organizers have worked hard to provide a wonderful interactive hybrid conference this year. Thank you all for your hard work and imaginative contributions!

We are excited to use the Virtual Attendee Hub platform to host the virtual side of our conference and enhance the in-person experience this year. Virtual attendees will be able to connect directly to live presentations with the click of a button. Everyone can view the full schedule, create a personalized schedule, and complete the session evaluations. There is also an "on demand" area to view video content and session recordings after the session has ended. Engage in virtual networking with sponsors and your colleagues using the appointments feature to schedule video chats with them, in-app messaging, and chat and discussion features.

We are incredibly thankful to our sponsors who have generously returned to support us again this year as well as new sponsors who are joining us for the first time. Please take time to connect with these sponsors through the in-person as well as the virtual exhibitor booths.

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

We very much hope you enjoy the conference!

Stephanie McKeown, CIRPA President

Move
Forward

Applicant Studies
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> — **Karen Ramsden**, Research and Projects Specialist, Montclair State University, USA

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GREETINGS

On behalf of Burnaby City Council, I am pleased to welcome you to our community for the CIRPA 2022 hybrid conference, hosted by the Canadian Institutional Research and Planning Association.

After two years of online-only conferences, we are honoured to be hosting the first hybrid CIRPA conference in Burnaby, bringing together a diverse group of research professionals to share their knowledge and skills. And, as we continue to navigate the realities of living with COVID-19, I'm excited to hear that CIRPA is continuing to offer online seminars, making this conference extremely accessible for people from all walks of life.

Burnaby is the ideal place to host the 2022 CIRPA conference, as our community is quickly becoming a hub for research and innovation. Burnaby is home to two of Canada's top post-secondary institutions, Simon Fraser University and the British Columbia Institute of Technology, as well as growing number of high-tech companies and start-ups.

I hope you'll find some time to discover the incredible depth of culture in Burnaby, and to explore the parks and green space that Burnaby is known for.

Thank you to the organizing committee and to all the attendees for visiting Burnaby. We hope to see you again soon.

Enjoy the conference!

Sincerely,

Mike Hurley
MAYOR

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THEME & TRACKS

The theme for CIRPA-ACPRI 2022 is **The Evolution of IRP – New Directions in Post Secondary Education.** This year, we are looking to the future as we celebrate the evolving landscape of institutional research and planning, and the innovative and creative work occurring in post-secondary institutions across Canada and beyond.

After two years of hosting the conference online, this year's tracks spotlight our in-person location, the city of Burnaby, and its many natural and urban attractions.

Burrard Inlet
LEADERSHIP, PARTNERSHIPS, AND PLANNING

Named after the calm waters of Vancouver's primary port, this topic area includes presentations of IRP practices in leading, supporting and/or informing institutional planning efforts, as well as the development of partnerships across the organization to support and inform decision making. Leadership development within the Institutional Research & Planning unit is also included in this topic area.

Deer Lake
RESEARCH METHODS

Named after the lake at the centre of arts and culture in Burnaby, this topic area includes presentations that are scholarly, theoretical, and/or focused on broad understandings of higher education issues or research/analytical methods. Emphasis is on methods or data sources, rather than individual institution decisions.

Brentwood Tower
TOOLS & TECHNOLOGY

Named after the tallest building in Burnaby, 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.

Metrotown
IR OPERATIONS

Named after the largest mall in BC, this topic area focuses on the day-to-day work and management of Institutional Research & Planning. This includes the functions and activities we engage in, and how they are changing and evolving into the future. This topic area also includes presentations of IRP work conducted to support institutional decision making. Presentations may focus on methodology, data sources, analytics, or results that inform decision making.

SCHEDULE

Lalique

| 8am–5pm | CIRPA Board Meeting |

SUNDAY, OCTOBER 23RD

	Crystal Ballroom I	Crystal Ballroom II	Crystal Ballroom III	Pre-function Area	
8:30am–6:30pm				Vendor Expo	
8:30am–11:30am	**An Introductory Workshop on Data Transformation, Statistics and Reporting with R** Stephen Childs (York University), and Evan Cortens (Mount Royal University) *Sponsored by Academica Group, Elsevier, Plaid Analytics, and Qualtrics* 🛠 🏢 S	**JEDI Data: Justice, Equity, Diversity, and Inclusion** Stephanie McKeown, Camilo Peña (University of British Columbia), and Victoria Diaz (DPM) *Sponsored by Academica Group, Elsevier, Plaid Analytics, and Qualtrics* 🛠 S	**A Workshop for Newcomers** Miranda Pearson (CIRPA) *Sponsored by Academica Group, Elsevier, Plaid Analytics, and Qualtrics* 🛠 S		
11:30am–1pm				**Lunch on own**	
12:30am–4:30pm				**Burnaby Tour** *Sponsored by Academica Group, Elsevier, Plaid Analytics, and Qualtrics* S	
1–4pm					
5:30–10pm	**President's Welcome Reception** *Sponsored by Academica Group, Elsevier, Plaid Analytics, and Qualtrics*				S

🛠 Workshop   🔑 Keynote   S Sponsored   V Presented virtually

	Crystal Ballroom I	Crystal Ballroom II	Crystal Ballroom III	Pre-function Area	
6–7am					**Morning Run**
7am–5:30pm				**Vendor Expo**	
7–8:20am			**Breakfast**		
8–9am	**CIRPA AGM & Announcements**				
9–10am	**How My Relationship with Institutional Research has Contributed to Informing Campus Decision-making and Planning During a Time of Significant Growth** Keynote—Ian Cull (University of British Columbia, retired) *Sponsored by Explorance*				
10–10:30am			**Break** *Sponsored by Lightcast*		
10:30–11:10am	**Leading Through Change: From IR Analyst to Business Architect** Mike Krywy (Red River College Polytechnic)	**Assigning NOC Codes to College Programs Using Machine Learning** Michelle Dunlop, Mark Gaston (OCAS) *Sponsored by OCAS*	**Early Identification for Academically At-Risk Students** Ling Zou, Robert Downie (Fanshawe College), and Heather Cummings (Camosun College)		
11:20am–12pm	**Accuracy & Relevance vs Clarity – A Discussion About Reporting** Jeff Anderson (Explorance) *Sponsored by Explorance*	**Impact of COVID-19 on Canadian Post-Secondary Students: A Systematic Review of Institutional Reports** Anna Tikina (BC Council of Admissions & Transfer (BCCAT)), Larissa Kowalski, and Marra Haggquist (Community Health and Social Innovation (CHASI) Hub, University of the Fraser Valley)	**DataOps in Higher Education** Chris Elliott (Dalhousie University)		

	Crystal Ballroom I	Crystal Ballroom II	Crystal Ballroom III	Pre-function Area	
12–1pm			**Lunch**		
1:10–1:50pm	**Power BI in the Engineering Research Office at the University of Waterloo** Wendy de Gomez (University of Waterloo)	**Disaggregating Health Survey and Clinical Appointment Data to Understand the Health Status of Students on Campus** Krystal Caldwell (Dalhousie University)	**The Power of Words: Using Student Feedback & Text Analytics for Advancing Qualitative Analysis in IR** Dr. Brad Minaker, Natasha Pigozzo, Animesh Vadaparti (University of Guelph)		
2–2:40pm	**Strengthening Enrolment With Market-Aligned Programs** Ian McManus (Lightcast) *Sponsored by Lightcast*	**Data, Metadata and Digital Transformation** Stephen Childs (York University)	**Developing and Testing an Impacts Assessment Framework Using Decentralized and Unstandardized Data: The Case of Work-Integrated Learning Experiences in British Columbia (BC), Canada** Camilo Peña, Julie Walchli, Stephanie McKeown (University of British Columbia)		
2:40–3pm			**Break** *Sponsored by CUSC*		**S**
3–3:40pm	**Leveraging NLP (Natural Language Processing) to Process and Aggregate Institutional Surveys** Chris Carter, Claudia Rangel (Dalhousie University)	**How Recent Changes in Student Progression May Impact Future Enrolment and Academic Outcomes** Lisa O'Connell (Maritime Provinces Higher Education Commission)	**Turning Data into Actions (+ discussion)** Walter Moreno-Pachon, Corey Buchanan (SAIT)		

Workshop   Keynote   **S** Sponsored   **V** Presented virtually

	Crystal Ballroom I	Crystal Ballroom II	Crystal Ballroom III	Pre-function Area	
3:50–4:30pm	**Enrollment Planning with Power BI** Angela Worth, Casey Mulligan (Bow Valley College)	**Elsevier supporting Research Analytics – Use Cases** Tahseen Khanday (Elsevier Canada) *Sponsored by Elsevier Canada*	**Turning Data into Actions (+ discussion)** Walter Moreno-Pachon, Corey Buchanan (SAIT)		
4:30–6pm			Free Time		
6–11pm			Social Night Experience FlyOver Canada followed by Dinner at the Top of Vancouver Revolving Restaurant *Sponsored by Explorance*		**S**

	Crystal Ballroom I	Crystal Ballroom II	Crystal Ballroom III	Pre-function Area	
6–7am					Morning Run
7am–5:30pm				Vendor Expo	
7–8:20am			Breakfast & Announcements Outstanding Service Award		
8:30–9:10am	**Mining NSSE Data for Insights: Case Study from SFU** Kirk Hepburn, Zareen Naqvi (Simon Fraser University)	**"We may not be big, but we're small:" Optimizing the Small IR Office** Garry Hansen (St. Thomas University)	**Beyond Dashboards: How We Changed the Fabric of Decision Making** Dean Langan, Mark Neumann (Sheridan College)		
9:20–10am	**How to Calculate Program Economics** Peter Starrett (Gray Associates) *Sponsored by Gray Associates*	**Reengineering Report Processes on a Tight Technology Budget** Edgar Olaguer, Rani Barbir (Kwantlen Polytechnic University)	**The Past, Present, and Future of Enrolment Projections at Thompson Rivers University** Dominique Cook, Matthew Kennedy (Thompson Rivers University)		

	Crystal Ballroom I	Crystal Ballroom II	Crystal Ballroom III	Pre-function Area	
10–10:20am			**Break** *Sponsored by OCAS*		**S**
10:20–11am	**The Impact of Non-Responses on Survey Data Quality** Nicholas Borodenko (PRA Inc.) ≋	**Making Your Survey Analysis Less Full of S*** (SPSS, Stata, SAS, or any software package beginning with S): An Interdisciplinary Journey** Adnan Ahmed, Jacqueline Lambert (University of Calgary) ≋ 🏢	**Strategic Analytics to Maximize Revenue and Increase Diversity at Rio Hondo College** Andrew Drinkwater, Patrick Lougheed (Plaid Analytics), and Dr. Connie Tan (Rio Hondo College) *Sponsored by Plaid Analytics* **S**		
11:10–11:50am	**Listen, Understand and Act: Mobilize Your Survey Data to Meet Real Time Needs** Joshua Sine (Qualtrics) *Sponsored by Qualtrics* **S**	**Student Pathways into Ontario College's Bachelor Degrees: Patterns of Mobility, Student Characteristics, Academic and Labour Market Outcomes** Ursula McCloy, Gerardo Infante (Seneca College), Connie Phelps (Conestoga College), Suzanne Dwyer (George Brown College), Jelena Dukic (Humber College), and Mokhtar Khalladi Noka (Sheridan College) ≋	**Tableau and Oracle and R, oh my! A Deep Dive into Enrolment Projections at Thompson Rivers University** Dominique Cook, Pete Hrkac (Thompson Rivers University) 🏢		
12–1pm			**Lunch** **Announcement of 2023 Conference**		
1–2pm	**Beyond the Numbers: Visually Thinking with Data** Keynote—Lyn Bartram (Simon Fraser University) *Sponsored by Gray Associates* 🔑 **S**				

🔧 Workshop   🔑 Keynote   **S** Sponsored   **V** Presented virtually

TUESDAY, OCTOBER 25TH

Times listed in Pacific Daylight Time (PDT)

	Crystal Ballroom I	Crystal Ballroom II	Crystal Ballroom III	Pre-function Area	
2:10–2:50pm	**Working Together for Progress: Collaboration and Benchmarking in Atlantic Canada** Greg Hovey (College of the North Atlantic), Antonia Sly Nichols (Nova Scotia Community College) ⚓	**An Update on the Canadian Campus Wellbeing Survey** Kelly Wunderlich (University of British Columbia) 〰️	**Building a Culture of Data Literacy to Support Continuous Quality Improvement** McKenzie Gowing, Corrine Johnston (Humber College) ⚓ 🏢 V		
2:50–4pm			**Ice Cream Social** *Sponsored by PRA, DPM, and HESA*		S
3:30–5pm			**Mentorship Networking**		

GET CONNECTED!

Virtual attendees - Your home base for this year's conference is: https://cvent.me/mX5gmy

Simply log in from any web browser 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 schedule appointments to meet virtually with other attendees. You can also supplement your experience with the app described below.

In Person attendees - Support your conference experience with the app! Download the "Cvent Events" app to your mobile device or tablet from the App Store or Google Play. Within the app, search the event ID "acpri Cirpa 2022" to find the 2022 conference event. Login 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 to view more details. In addition to finding conference details, this is where you will review sessions and where you can make appointments to meet virtually with other attendees.

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.
• Review all sessions you attend to help with the selection of the Best Presentation Award winner.
• Network with other attendees and sponsors using appointments, messaging, and chat features.
• Whichever way you connect, be sure to play the game to earn points. Whoever tops the leaderboard at the close of the conference will win a prize!

KEYNOTE SPEAKERS

How My Relationship with Institutional Research has Contributed to Informing Campus Decision-making and Planning During a Time of Significant Growth

Institutional Research has a set of skills, gifts and attributes that can significantly contribute to the student experience and to the general well being of the institution. Student and Academic Affairs need the expertise that IR has to be able to develop and improve their programs and services. In relationship with campus partners, IR has the capacity to support the work of the institution in an important way beyond its traditional reporting role. Ian will share from his own experiences at UBC how his relationship with IR has contributed to informing campus decision-making and planning during a time of significant growth.

Ian Cull
University of British Columbia (retired)

@cull_ian

/in/ian-cull-960b8716

Ian Cull is now retired from the University of British Columbia.

Prior to his retirement he worked as Senior Advisor to the Deputy Vice Chancellor and Principal on Indigenous Affairs.

He served as Associate Vice President, Students, at the University of British Columbia from 2005 to 2015. He was the Senior Student Affairs Officer at the Okanagan Campus and was responsible for a large portfolio of services for students.

Previously Mr. Cull served as Vice President (Students) at the University of Winnipeg, as Dean of Students at St. Francis Xavier University in Antigonish, Nova Scotia, and as Director of Counselling Services and Services for Native Students at Lakehead University in Thunder Bay, Ontario

Mr. Cull is a member of Dokis Indian Band located on the Dokis Indian Reserve in Ontario, Canada.

Beyond the Numbers: Visually Thinking with Data

Traditional analytics methods struggle with the highly variable and multidimension nature of "big data". In this talk I will discuss how we harness the power of the human brain through interactive visualization, and how visual analytics can augment and extend our toolbox of ways to think with and about data for richer understanding.

Lyn Bartram
SFU

sfu.ca/~lyn

viva.sfu.ca

lyn@sfu.ca

Lyn Bartram is Professor in the School of Interactive Art and Technology at SFU and Director of the Vancouver Institute of Visual Analytics, an SFU Research Institute engaging researchers, practitioners and organizations with challenges and opportunities in the emerging universe of big data. Her work explores the intersecting potential of interactive visualization, cognitive analytics, computer graphics and computational media from both theoretical and applied perspectives, particularly to better support data-enabled thinking beyond the traditional applications of expert data science.

PRE-CONFERENCE WORKSHOPS

8:30–11:30am

PRESENTER

Stephanie McKeown
University of British Columbia

Camilo Peña
University of British Columbia

Victoria Diaz
DPM

LOCATION

Crystal Ballroom II

JEDI Data: Justice, Equity, Diversity, and Inclusion

The fight against systemic discrimination and the commitment to advance justice, equity, diversity, and inclusion (JEDI) across postsecondary institutions has translated in increased requests for demographic information about students, faculty, and staff. Practitioners must grapple with this challenge and search for ways to reconcile formal approaches to data collection and analysis with an evolving understanding of the needs to support JEDI and fluidity in definitions, terminology, and context. During this workshop, participants will have an opportunity to learn important concepts that are central to JEDI as well as guiding principles to JEDI data collection, as we share lessons learned from our work in this area. Since learning and integrating JEDI into our day to day lives is a personal journey, enriched by shared experiences and collaboration, the topic will be discussed using a participative and reflective approach.

PRESENTER

Miranda Pearson
CIRPA

LOCATION

Crystal Ballroom III

A Workshop for Newcomers

Is this your first CIRPA conference, or maybe your first time attending in-person? Join us at the Newcomers' Workshop! Meet some fellow Institutional Research and Planning (IRP) professionals and discuss tips, challenges, and new directions in IRP. Learn a bit about CIRPA and find out what CIRPA can offer you to maximize the value of your membership beyond the conference. This fun and interactive workshop is a great way to kick off your conference and make lasting connections.

8:30am–4pm

PRESENTER

Stephen Childs
York University

Evan Cortens
Mount Royal University

LOCATION

Crystal Ballroom I

An Introductory Workshop on Data Transformation, Statistics and Reporting with R

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.

Pre-Conference workshops Sponsored by Academica Group, Elsevier, Plaid Analytics, and Qualtrics

CONCURRENT SESSIONS

MONDAY, OCTOBER 24TH

Times listed in Pacific Daylight Time (PDT)

10:30–11:10am

PRESENTER

Mike Krywy
Red River College Polytechnic

LOCATION

Crystal Ballroom I

Leading Through Change: From IR Analyst to Business Architect

When dealing with broad and complex problems, the skills of an Institutional Researcher often need to be elevated to level of Business Architect. A Business Architect is a senior strategic role responsible for business transformation and overseeing critical deliverables and assessing business capabilities, whereas an Analyst is typically more focused on the solution of specific problems across different domains (data, finance, research, etc.).

PRESENTER

Michelle Dunlop, Mark Gaston
OCAS

LOCATION

Crystal Ballroom II

Assigning NOC Codes to College Programs Using Machine Learning

In order to provide insights and comparisons between application and enrolment trends with labour market trends, it is essential that the pathways between program learning outcomes and associated labour market occupations is defined. A working group of individuals from the Ontario Ministry of Colleges and Universities, several Ontario colleges, Statistics Canada, and OCAS was established to assign both CIP and NOC codes to individual college programs. A machine learning model was developed leveraging this new dataset to both backfill NOC assignments to college programs not included in the dataset, and to facilitate with NOC assignments for future programs.

PRESENTER

Ling Zou, Robert Downie
Fanshawe College

Heather Cummings
Camosun College

LOCATION

Crystal Ballroom III

Early Identification for Academically At-Risk Students

Student success is critical to improve retention and graduation rates. Fanshawe College piloted machine learning to integrate data from the Student Information System (SIS) and Learning Management System (LMS) and provide early identification of academically-at-risk students enrolled in the first term of a program. Findings showed early and consistent student engagement with weekly LMS course content significantly enhanced successful completion of that course. We overview the methods used to provide prediction, identifies key LMS metrics, and discusses possible academic and student service enhancements that can optimize course-level success for students enrolled in the first term of a new program.

Workshop   Keynote   **S** Sponsored   **V** Presented virtually

11:20am–12pm

PRESENTER

Jeff Anderson
Explorance

LOCATION

Crystal Ballroom I

S

Accuracy & Relevance vs Clarity – A Discussion About Reporting

Recent presenters from Dalhousie University, the University of Toronto, and other institutions have shed light on the importance of sharing data in formats that are fully understood by end-users. In this session we will share excerpts and links to some of these presentations, hopefully furthering the discussion around best practices for providing results to stakeholders with varying familiarity with statistics.

PRESENTER

Anna Tikina
BC Council of Admissions & Transfer (BCCAT)

Larissa Kowalski, Mara Haggquist
University of the Fraser Valley

LOCATION

Crystal Ballroom II

Impact of COVID-19 on Canadian Post-Secondary Students: A Systematic Review of Institutional Reports

This case-study research involved a systematic review of institutional surveys and reports related to the impact of COVID-19 on post-secondary students from 31 post-secondary institutions and organizations across Canada. The results of the analysis are presented in the form of a Tableau dashboard. The dashboard was developed with the goals of creating a multi-jurisdictional repository of survey reports, summarizing survey findings, and providing a resource that could be used by post-secondary institutions for designing surveys in the future.

PRESENTER

Chris Elliott
Dalhousie University

LOCATION

Crystal Ballroom III

DataOps in Higher Education

As our data products become more complex and more operational in nature, the processes around building, maintaining and supporting those products should evolve as well. In recent history, changes around software development methodologies have resulted in faster deployments, more stable products, better communication, automation of repetitive tasks and greater agility in the overall business. How can we learn from these approaches and apply them to Institutional Research? As the proportion of code and therefore maintenance of code increases, what can we learn from industries which are doing this daily and apply it to our own?

1:10–1:50pm

PRESENTER

Wendy de Gomez
University of Waterloo

LOCATION

Crystal Ballroom I

Power BI in the Engineering Research Office at the University of Waterloo

This presentation provides an overview of the Power BI implementation program in the Office of Engineering Research at the University of Waterloo. The presentation shows the benefits of: 1) Logging into one low-cost data interface to find complex funding, bibliometric and supervision data from a variety of data sources; 2) Viewing this complex data in straightforward and crisp reports; 3) Having the ability to provide user feedback about data architecture; 4) Knowing that this data will be updated on consistent intervals; 5) Utilizing this information to fulfill a variety of strategic resource allocation, evaluation mechanism and operational functions.

1:10–1:50pm

PRESENTER

Krystal Caldwell
Dalhousie University

LOCATION

Crystal Ballroom II

Disaggregating Health Survey and Clinical Appointment Data to Understand the Health Status of Students on Campus

This presentation will showcase a tool developed for Dalhousie Student Health & Wellness Centre that disaggregates health survey and clinical appointment data. The tool—which is a Tableau dashboard—was developed to help the Centre understand how historically underrepresented groups are faring and the extent to which they access student health services. The presentation will also describe how the tool has impacted decision-making and what techniques were used to prepare the data and develop the dashboard.

PRESENTER

Dr. Brad Minaker, Natasha Pigozzo, Animesh Vadaparti
University of Guelph

LOCATION

Crystal Ballroom III

The Power of Words: Using Student Feedback & Text Analytics for Advancing Qualitative Analysis in IR

As institutions continue to experience constant change during the pandemic with remote course delivery and student experience, the need for community feedback has become essential to understanding the challenges facing university students and the institution. Although this feedback is imperative for institutional planning, there are resource limitations in analyzing open-ended feedback from timeliness to the level of depth. This presentation will share the advancement of context-driven qualitative analysis and data visualization of institutional survey results at the University of Guelph, from where we began to where we are now in collecting timely feedback for university decision making.

2–2:40pm

PRESENTER

Ian McManus
Lightcast

LOCATION

Crystal Ballroom I

Strengthening Enrolment With Market-Aligned Programs

In-demand academic programs that align with learners' goals are the foundation of effective enrollment and retention strategies. The good news is, the same data used to develop these programs in the first place can (and should!) also be used to communicate their value to prospective students.

In this session, you'll learn the "why" and "how" of aligning programs with labor market trends, and leveraging that alignment to market programs more effectively. Join us for an overview of recent trends, key data points to consider, and strategies for putting that data to work.

⚒ Workshop   🔑 Keynote   S Sponsored   V Presented virtually

2–2:40pm

PRESENTER

Stephen Childs
York University

LOCATION

Crystal Ballroom II

Data, Metadata and Digital Transformation

York University is undergoing a major digital transformation of student systems at the same time as we are making efforts to mature the Data Governance model. One of the key places where these two initiatives intersect is the Data Cookbook. The Data Cookbook has served as a business glossary, a metadata repository and a place to store data models.

This presentation will describe our experience collecting metadata and using the cookbook, the strategies we employed, and the lessons we learned. The Data Cookbook will be used for demonstrations, but the focus will be on the process not the tool.

PRESENTER

Camilo Peña, Julie Walchli, Stephanie McKeown
University of British Columbia

LOCATION

Crystal Ballroom III

Developing and Testing an Impacts Assessment Framework Using Decentralized and Unstandardized Data: The Case of Work-Integrated Learning Experiences in British Columbia (BC), Canada

This project's objective was to develop a framework consisting of domains, subdomains, and indicators to assess the impacts of work-integrated learning experiences on host organizations and the local BC economy. Five main domains were identified: 1) talent development, 2) productivity, 3) innovation capacities, 4) diversity & equity, and 5) community development & economic impacts. Each of these domains contain a series of subdomains and indicators. The framework and its indicators were tested via a survey tool to assess measurability, relevance, and comprehensibility piloted with seven BC post-secondary institutions. The presentation will look at the framework development process and its pilot testing.

3–3:40pm

PRESENTER

Chris Carter, Claudia Rangel
Dalhousie University

LOCATION

Crystal Ballroom I

Leveraging NLP (Natural Language Processing) to Process and Aggregate Institutional Surveys

Institutions recognize the importance of survey data to support strategic initiatives, but the effort to process and integrate them remains a significant barrier in the ability of IR teams to share reports and dashboards leveraging institutional surveys.

This presentation outlines our current approach to processing and aggregating survey data using NLP algorithms under the hood, but with a simple no-code survey tagging interface. We conclude the session sharing how it all comes together through an end-user Tableau dashboard. Join us if you are interested in exploring analytics tools for replicability as an strategy to provide timely data with limited resources.

3–3:40pm

PRESENTER
Lisa O'Connell
Maritime Provinces Higher Education Commission

LOCATION
Crystal Ballroom II

How Recent Changes in Student Progression May Impact Future Enrolment and Academic Outcomes

The Maritime Provinces Higher Education Commission (MPHEC) monitors enrolment, persistence and time-to-degree in Maritime universities. In Fall 2020, the COVID-19 pandemic impacted enrolment in unexpected ways. Overall enrolment in the region remained stable and the persistence of students already enrolled in university was high, but student course loads decreased. Pulling together information on student course load and time-to-degree observed in past cohorts, this presentation examines university enroment trends during the first full year of the pandemic and the potential impact on universities and different groups of students in upcoming years.

3–4:30pm

PRESENTER
Walter Moreno-Pachon, Corey Buchanan
SAIT

LOCATION
Crystal Ballroom III

Turning Data into Actions (+ discussion)

The Business Intelligence and Analytics (BI&A) team at SAIT embarked on a new initiative to intensify our coaching role and implement a unique workshop series to advance institutional data literacy. BI&A has invested many years developing a comprehensive repository of business intelligence dashboards only to find that campus consumption has been lacking. In response, we adapted our mission: to make SAIT fall in love with data. In this session we will share our design for the "Turning Data into Actions" workshops, the challenges and the successes of this culture-shifting journey.

3:50–4:30pm

PRESENTER
Angela Worth, Casey Mulligan
Bow Valley College

LOCATION
Crystal Ballroom I

Enrollment Planning with Power BI

Strategic Enrolment Management has become increasingly important to all Post-Secondary Institutions. At Bow Valley College we have integrated learner data with financial data and leveraged Power BI to provide the data to inform strategic planning along with relationship and consensus building across diverse areas (ex. Academic, Marketing) through workshops and training.

By working collaboratively and presenting data in an easy to consume format, we're better able to set strategic, data-informed goals, monitor progress, and pivot quickly when the unexpected occurs. The lessons learned and agility developed may help other CIRPA members in their own SEM processes.

⚒ Workshop   🔑 Keynote   S Sponsored   V Presented virtually

3:50–4:30pm

PRESENTER
Tahseen Khanday
Elsevier Canada

LOCATION
Crystal Ballroom II

S

Elsevier supporting Research Analytics – Use Cases

Research in higher education is highly competitive and collaborative and to succeed, you need information that supports strategic decision-making. Institutions rely on tools for resources, information, and insights that support leveraging data to enable strategic decisions. This tool set includes databases, analytics, workflow tools, repositories, institutional portals, RIM systems, and custom analyses and metrics. Elsevier has carefully developed a portfolio of solutions, enabling technologies, and connected data that can accurately reflect the breadth and depth of research at your institution. This presentation will showcase some uses cases that have been adopted by universities to support research strategy and analytics in higher education. For eg: Supporting universities in their Open Science strategy using Data Monitor and reducing administrative workload.

8:30–9:10am

PRESENTER

Kirk Hepburn, Zareen Naqvi
Simon Fraser University

LOCATION

Crystal Ballroom I

Mining NSSE Data for Insights: Case Study from SFU

SFU's NSSE results have remained stable despite efforts to improve student engagement. Using data from SFU NSSE surveys from 2014, 2017 & 2020 and the Queen's National Project, we try to address questions such as: What are important predictors of student satisfaction among Canadian institutions and how does SFU compare? Which characteristics of an institution (or a student) and which NSSE indicators predict overall satisfaction and critical engagement indicators? Here we present regression analysis to show how institutions could get more out of their own NSSE results to identify specific areas that could help boost student engagement.

PRESENTER

Garry Hansen
St. Thomas University

LOCATION

Crystal Ballroom II

"We may not be big, but we're small:" Optimizing the Small IR Office

This presentation will provide specific, practical tips on optimizing the one- or two-person Institutional Research office drawn from the presenter's two decades of experience providing an IR function in a small liberal arts university.   The presenter will identify the characteristics of an effective IR office and explain how even the smallest office can capitalize on the advantages of diminutive size to achieve them.   Topics will include clarifying and refining the mandate of the IR office, improving reusability and consistency of reports, strategies for reducing workload, and tactics for broadening institutional awareness of the purpose and value of the IR office.

PRESENTER

Dean Langan, Mark Neumann
Sheridan College

LOCATION

Crystal Ballroom III

Beyond Dashboards: How We Changed the Fabric of Decision Making

Years in the making, Sheridan's integrated suite of intelligence tools has transformed leadership's ability to consistently make quality decisions in high stakes situations, and brought IR to the fore in terms of visibility, credibility and import. In the post-pandemic era of change and disruption, this work has tangibly improved our ability to successfully identify and adjust to changing market conditions. Beautifully designed and built on myriad interconnected data sets and custom predictive models, the suite covers all aspects of the institution's business – from enrollment planning to program performance to the competitive landscape – allowing users to quickly identify, contextualize and surface issues and opportunities. In this presentation we take you from specific visualizations to big picture – including the development and implementation of our client 'consulting model' – reviewing concrete examples of how these tools drive success, and demonstrating how we delivered on our promise to accelerate decision making with more than 'just another dashboard.'

Workshop   Keynote   S Sponsored   V Presented virtually

9:20–10am

PRESENTER
Peter Starrett
Gray Associates

LOCATION
Crystal Ballroom I

How to Calculate Program Economics

In this session, we will share a methodology to correctly calculate program economics, which leads to better program decisions and avoids reducing expensive mistakes. We will also demonstrate how to drill down on course economics to identify opportunities for cost savings and revenue growth. Participants will leave with the tools to improve the efficiency of academic departments, programs, and courses.

PRESENTER
Edgar Olaguer, Rani Barbir
Kwantlen Polytechnic University

LOCATION
Crystal Ballroom II

Reengineering Report Processes on a Tight Technology Budget

Can a budget-limited IR office get world-class results? Yes, there's hope for the rest of us! This case study follows KPU's ongoing journey of process improvement, going beyond buzzwords such as automation and self-service Business Intelligence, by examining the IR team's role within the institution in the light of modern technology, complexity, and rapid change. See how we are working towards elevating non-technical users to active data explorers even for complex topics such as Retention and Student Success. Excel is dead? Long live Excel!

PRESENTER
Dominique Cook, Matthew Kennedy
Thompson Rivers University

LOCATION
Crystal Ballroom III

The Past, Present, and Future of Enrolment Projections at Thompson Rivers University

Thompson Rivers University spans three campuses and offers a variety of undergraduate and graduate programs. Enrolment projections are produced for all campuses several times a year using different modelling strategies and incorporating consultation with stakeholders. Over the past decade, the projections process has evolved from a simple model of accepted applications to student headcounts by program and enrolments by course. Here, we provide an overview of the individual models and the process of incorporating stakeholder feedback. We describe how the projections are used for institutional planning at TRU, and how their next evolution can contribute to an enrolment planning framework.

10:20–11am

PRESENTER
Nicholas Borodenko
PRA Inc.

LOCATION
Crystal Ballroom I

The Impact of Non-Responses on Survey Data Quality

As institutions make decisions about how much flexibility students should have when answering survey questions, careful consideration should be given when allowing students to not respond to questions. This presentation will examine the impacts of various ways of allowing respondents voluntary non-responses, specifically focusing on data quality and groups that may be more susceptible to non-response bias, using data from the CUSC-CCREU 2022 Survey of First Year Students.

10:20–11am

PRESENTER

Adnan Ahmed, Jacqueline Lambert
University of Calgary

LOCATION

Crystal Ballroom II

Making Your Survey Analysis Less Full of S*** (SPSS, Stata, SAS, or any software package beginning with S): An Interdisciplinary Journey

Survey analysis and reporting using SPSS (or any other statistical software package) may meet the gold standard for statistical robustness, but leave us spending time copying and pasting cross-tabs into reports. Survey dashboards that incorporate weighted survey data – such as data from the National Survey of Student Engagement (NSSE) – and inferential statistics are a better alternative, but how do you coordinate a mix of survey specialists and business intelligence professionals to produce them? This presentation will explore UCalgary's journey across disciplinary boundaries to incorporate R into our workflow and build survey research and data science literacy.

PRESENTER

Andrew Drinkwater, Patrick Lougheed
Plaid Analytics

Dr. Connie Tan
Rio Hondo College

LOCATION

Crystal Ballroom III

Strategic Analytics to Maximize Revenue and Increase Diversity at Rio Hondo College

Rio Hondo College is a California Community College located in Whittier, CA, near Los Angeles. In 2021 Rio Hondo College began a project aimed at recovering from the COVID-19 pandemic by maximizing revenue and supporting the growth of the College's diverse student population. In partnership with Plaid Analytics, Rio Hondo built an automated data pipeline, data warehouse, and various strategic and operational Tableau visualizations to allow real-time decision-making. Data was brought in from many different institutional systems including the Banner SIS, DegreeWorks, student appointment systems, and accreditation tracking and monitoring, and was augmented with additional data.

11:10–11:50am

PRESENTER

Joshua Sine
Qualtrics

LOCATION

Crystal Ballroom I

Listen, Understand and Act: Mobilize Your Survey Data to Meet Real Time Needs

Whether an annual survey or end of course evaluation, students are inundated with requests for solicited feedback. Ironically, research shows 85% of feedback is unstructured and unsolicited. Without the right tools, institutions could be missing the majority of student feedback. Campuses need an omnichannel approach to capture a holistic view of their students. Join us as we share examples of universities who found new ways to listen to their students and drive the outcomes they care about.

🔧 Workshop   🔑 Keynote   **S** Sponsored   **V** Presented virtually

11:10–11:50am

PRESENTER

Ursula McCloy, Gerardo Infante
Seneca College

Connie Phelps
Conestoga College

Suzanne Dwyer
George Brown College

Jelena Dukic
Humber College

Mokhtar Khalladi Noka
Sheridan College

LOCATION

Crystal Ballroom II

Student Pathways into Ontario College's Bachelor Degrees: Patterns of Mobility, Student Characteristics, Academic and Labour Market Outcomes

Surveys previously indicated that almost 40% of Ontario's college degree students report previous college or university experience. In support of this, colleges have a range of pathways into degrees, including preparatory programs, course credit, bridges, and block transfer. This project, through accessing administrative records at five colleges, determined how often these pathways are utilized, who is using them, and how students are faring academically and in the labour market. Preliminary results showed that over half of degree entrants had documented previous post-secondary experience; with 20% entering the degree through a block transfer (advanced level). As well, transfer students, particularly block transfers, are successful academically, often outperforming non-transfer students.

PRESENTER

Dominique Cook, Pete Hrkac
Thompson Rivers University

LOCATION

Crystal Ballroom III

Tableau and Oracle and R, oh my! A Deep Dive into Enrolment Projections at Thompson Rivers University

Thompson Rivers University spans three campuses offering a variety of undergraduate and graduate programs. In this presentation, we take a deep dive into the technical tools used to produce headcount and enrolment projections for our Kamloops campus. The process uses a series of Tableau Prep flows that connect to our Oracle data warehouse to determine current student headcount by program and year. These students, plus predicted incoming students, are moved through programs via observed retention rates using R scripts connected to the flow. In a separate flow, headcounts are transformed into course enrolments through the application of a course matrix.

2:10–2:50pm

PRESENTER

Greg Hovey
College of the North Atlantic

Antonia Sly Nichols
Nova Scotia Community College

LOCATION

Crystal Ballroom I

Working Together for Progress: Collaboration and Benchmarking in Atlantic Canada

Inspired by the partnership of Atlantic Colleges Atlantique and the desire for a cost-effective survey that was applicable to Canadian small colleges, members of institutional research departments at four colleges in Atlantic Canada got together in 2018 to create a benchmarking survey of student engagement and satisfaction. An MOU was drafted between College communitaire du Nouveau-Brunswick, College of the North Atlantic, New Brunswick Community College, and Nova Scotia Community College to jointly develop, deliver, and report on a common survey. We will describe the processes we undertook, the types of questions we ask, and how results are shared.

2:10–2:50pm

PRESENTER

Kelly Wunderlich
University of British Columbia

LOCATION

Crystal Ballroom II

An Update on the Canadian Campus Wellbeing Survey

This session will provide an update on the implementation of the Canadian Campus Wellbeing Survey (CCWS) across Canada. A case study will be presented assessing changes in psychological distress among students across 4 cycles of data collection before and during the COVID-19 pandemic. CIRPA may have a key role to play in knowledge exchange and sharing best practice for addressing insititutional priorities identified through participation in the CCWS.

PRESENTER

**McKenzie Gowing, Corrine Johnston**
Humber College

LOCATION

Crystal Ballroom III

Building a Culture of Data Literacy to Support Continuous Quality Improvement

Many people don't feel empowered to work with data and technology for reasons that may include complicated technologies, a lack of skills or confidence, or a lack of institutional data use processes. These barriers result in limited use of evidence to drive decisions related to quality and continuous improvement of academic programs and student services. This presentation will discuss Humber College's approach to eliminating these barriers in support of a culture of quality across the institution. The discussion will focus on two main areas: our processes for enhancing data and technology knowledge and utilization, and the tools developed to engage employees in using data to gain insights.
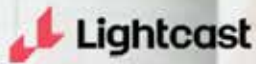
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Hilton Vancouver Metrotown
6083 McKay Avenue
Burnaby, British Columbia, V5H 2W7

PHONE

+1 604-438-1200
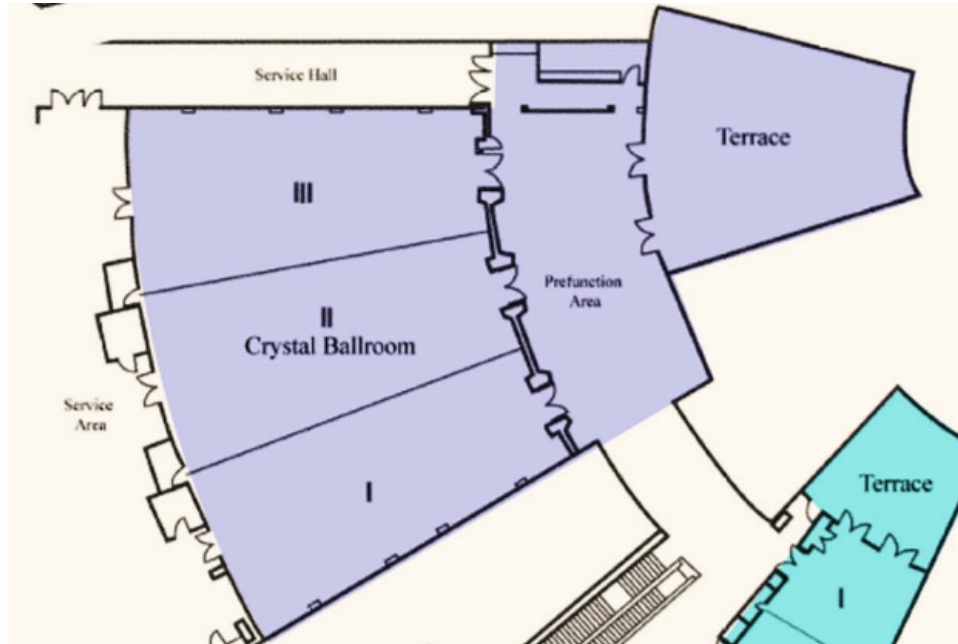
Level 3

JOIN US FOR THE MONDAY SOCIAL NIGHT!

Experience FlyOver Canada

— followed by —

**Dinner at the Top of
Vancouver Revolving Restaurant**

MONDAY, OCTOBER 24TH @ 6 PM

In lieu of speaker gifts CIRPA has made a donation to the

Vancouver Humane Society

Since 1985, Vancouver Humane Society (VHS) has focused on keeping pets out of shelters and advocating for animals in need. From providing funding and emergency veterinary assistance to animals of guardians who are structurally vulnerable, to advocating with animals used in food and entertainment, VHS' mission is dedicated to exposing animal abuse and assisting individuals, businesses and governments to end animal suffering, cruelty and exploitation.

https://vancouverhumanesociety.bc.ca/

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