

2023 CIRPA

IRP @ THE
CENTRE

CONFERENCE

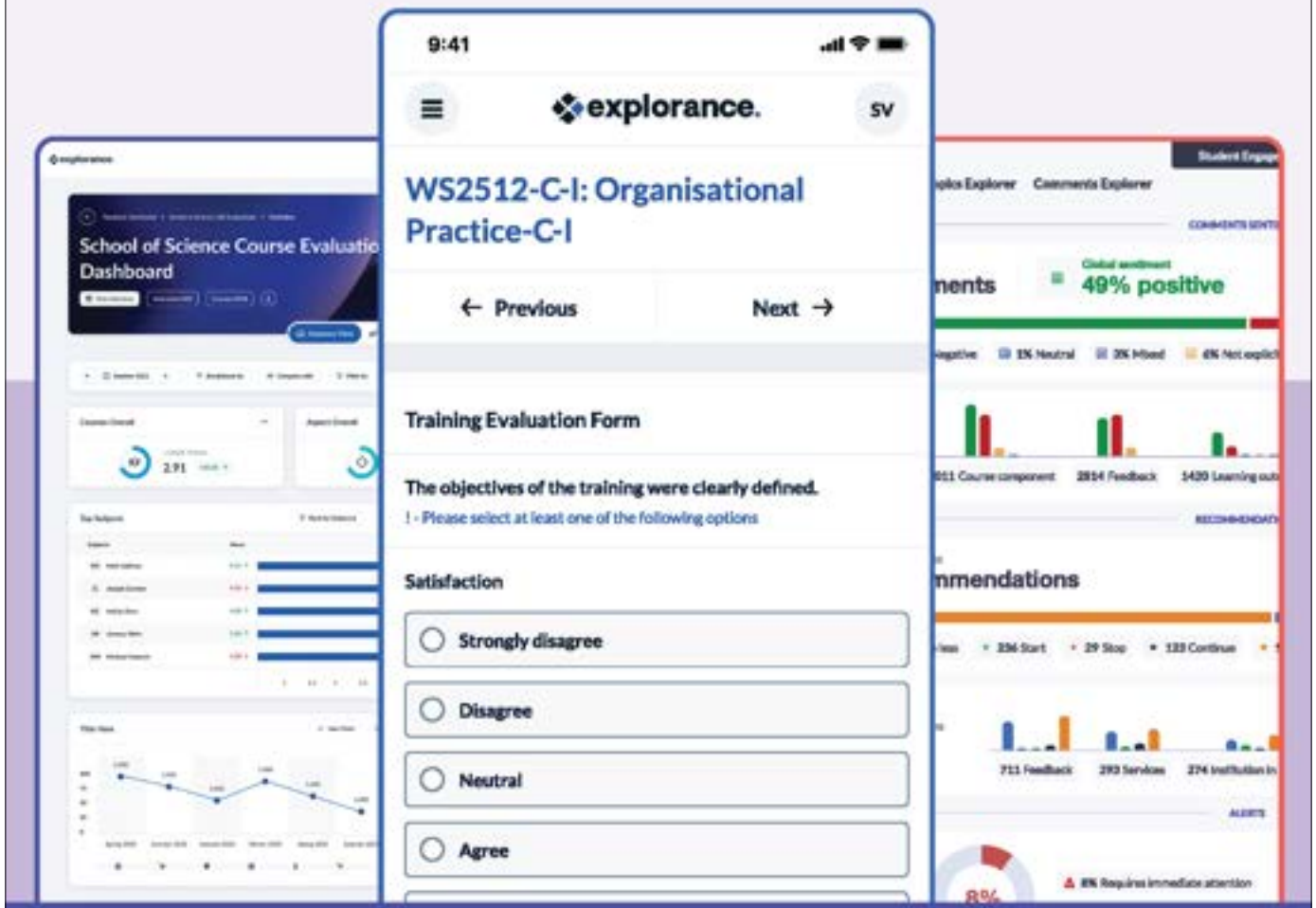
WINNIPEG // OCTOBER 22-24





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Visit Booth #1



LAND ACKNOWLEDGEMENT

Winnipeg is located in Treaty One Territory, the home and traditional lands of the Anishinaabe (Ojibwe), Inineew (Cree), and Dakota peoples, and in the National Homeland of the Red River Métis. Our drinking water comes from Shoal Lake 40 First Nation, in Treaty Three Territory.

CIRPA is committed to working together with Indigenous communities across Canada in a spirit of truth, reconciliation and collaboration.



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PRESIDENT'S MESSAGE



STEPHANIE MCKEOWN
CIRPA PRESIDENT

Dear Colleagues and Friends,

On behalf of the Board, I am thrilled to welcome you to the 2023 CIRPA Conference! The CIRPA Board is excited to build on the knowledge we learned from our 2022 conference and offer another hybrid event this year with in-person networking at the Delta Hotel, Winnipeg, Manitoba. Institutional Research and Planning offices are uniquely positioned within post-secondary institutions to see, know and influence almost every facet of the organization. At this year's conference, we will explore how IRP is at the centre, guiding our organizations through innovative research, advanced use of tools and techniques, and through organizational leadership and integrated planning. The annual CIRPA conference is where we come together to be inspired and energized by the contributions of our members who have stepped up to share their knowledge, experiences, and expertise both in-person and virtually.

We are very grateful for the conference planning work done by our conference co-Chairs Mike Krywy (Red River College Polytechnic), and Emily Clyde-Parry Yaroszko (University of Manitoba), as well as their teams of volunteers who have supported the planning and organization for this year's hybrid CIRPA event. The conference organizers have worked hard all year to put together a program that will be available to both in-person as well as online delegates. In addition, they have planned tours of local attractions for our in-person attendees to visit. Thank you all for your dedication, meticulous planning and determination in delivering a successful event!

Each year, on behalf of our presenters, CIRPA donates to a charitable organization. This year, the conference organizers have selected the Ka Ni Kanichihk Inc. Ka Ni Kanichihk was established in 2001 in Winnipeg by visionary community leaders and Elders who understood that Indigenous-designed and led programs and services are essential for bringing about meaningful social transformation. We are pleased to support such a commendable organization for their ongoing support in the community.

Make sure that you have downloaded the Virtual Attendee Hub platform to help you navigate the conference in-person and online. 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 immensely grateful to our sponsors for their generous support of our association this year. I encourage you to take the opportunity to connect with our sponsors, whether in-person at their booths or virtually through the conference app, and express your gratitude for their invaluable support.

We eagerly anticipate an engaging hybrid conference filled with stimulating and energizing discussions.

I look forward to connecting with you!



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CONFERENCE AT A GLANCE

Monday, October 23	7:30 a.m.	BREAKFAST—Delta B & C			
	9:00 a.m.	Welcome & Keynote Panel — <i>Sponsored by eXplorance</i>			
	10:30 a.m.	BREAK—Delta A			
	11:00 a.m. to 11:45 a.m.	Charleswood A	Charleswood B	Delta B	Delta C
		Unexpected Applications: Leveraging Our New Survey Platform To Enhance UCN's Strategic & Operational Capabilities	IR, The Six Types of Working Genius, and How we get the work done!	Birds of a Feather: CIRPA Ethics	Leverage Machine Learning to Transform Comments into Actionable Insights with Explorance MLY
	11:45 a.m.	LUNCH — <i>Sponsored by Interfolio, Qualtrics, and Lightcast</i>			
	1:15 p.m. to 2:00 p.m.	Charleswood A	Charleswood B	Delta B	Delta C
		Applied Machine Learning to Optimize a Domestic Prospect Nurture Campaign	No Session Scheduled	Birds of a Feather: Environmental Scans & Benchmarking	Modernizing BC Central Data Warehouse Business Processes
2:15 p.m. to 3:00 p.m.	Taking a Scholarly Approach to Transform Student Feedback on Teaching	No Session Scheduled	No Session Scheduled	Building a Collaborative Culture Through Effective Data Governance	
3:00 p.m.	BREAK—Delta A				
3:30 p.m. to 4:15 p.m.	Charleswood A	Charleswood B	Delta B	Delta C	
	Fueling Institutional Success with Faculty Data (Interfolio)	Mentorship Networking	Birds of a Feather: Market Research	Leveraging Colleague - Initiating a data refresh by starting at the source	
Tuesday, October 24	7:30 a.m.	BREAKFAST—Delta B & C			
	9:00 a.m. to 9:45 a.m.	Charleswood A	Charleswood B	Delta B	Delta C
		Employer and Employee Perceptions of Micro-credentials	Panel - Survey Response Rates: what's Happening and what can be done	Birds of a Feather: Equity, Diversity, and Inclusion (EDI)	IRP at the centre of Colleges and Institutes Canada: Research and Planning at CIGan
	10:00 a.m. to 10:45 a.m.	Building a culture of data-informed decision-making to support student success		ONLINE Birds of a Feather: Health and Wellbeing in a remote environment	You've got the data, it's analyzed, and now it's time to mobilize: knowledge mobilization at Colleges and Institutes Canada
	10:45 a.m.	BREAK—Delta A			
	11:15 a.m.	AGM—Delta B & C			
	12:15 p.m.	Lunch / Next Year Promo — <i>Sponsored by CUSC-CCREU, PRA, and EAB</i>			
	1:45 p.m. to 2:30 p.m.	Charleswood A	Charleswood B	Delta B	Delta C
Building a Quality Culture: Integrating Data into Quality Assurance Processes to Support Continuous Improvement		CIO Panel	Birds of a Feather: Survey tools	Being at the Centre Requires a New Transformational Strategy	
2:45 p.m. to 3:30 p.m.	Beyond Dashboards 'Part 2': How We Changed the Fabric of Decision Making		No session scheduled	No session scheduled	
3:30 p.m.	Sweet Send-off & Closing Remarks — <i>Sponsored by CUSC-CCREU, EAB, Interfolio, Qualtrics, Lightcast, and PRA</i>				

PRECONFERENCE SESSIONS

SUNDAY, OCTOBER 22

Room	Kildonan	St. James	St. Vital	St. Boniface	Delta C		
8:00	<p>Conference Registration</p> <p>Networking Lounge Coffee & Tea</p> <p><i>Sponsored by Plaid Analytics & Academica Group</i></p>						
8:30							
9:00							
9:30			<p>An Introductory Workshop on Data Transformation, Statistics and Reporting with R</p>	<p>Survey Design 101: Fundamentals and Best practices</p>	CIRPA Newcomers		
10:00							
10:30							
11:00							
11:30							
12:00			Lunch on your own				
12:30							
13:00			<p>An Introductory Workshop on Data Transformation, Statistics and Reporting with R</p>	<p>Making Sense of Student Feedback: Metrics for a more Meaningful Interrogation of SEI Data</p>			
13:30							
14:00							
14:30							
15:00							
15:30							
16:00				Polytechnics Canada Working Group			
16:30							
17:00							
17:30							
18:00					<p>President's Reception</p> <p><i>Sponsored by Plaid Analytics & Academica Group</i></p>		
18:30							
19:00							
19:30							
20:00							
20:30							
21:00							
21:30							
22:00							



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2024 Survey of Graduating Students

Get feedback from your institution's graduating Bachelor students

- Did they receive good value for their money at your institution?
- How much debt have they accumulated to finance their post-secondary education?
- What did they think of their experiences with faculty?
- What skills did they develop during their time at your institution?
- How satisfied are they with facilities and services?
- What are their future plans – career or further education?
- What steps have they taken to prepare for employment after graduation?

** This year's survey includes a generative Artificial Intelligence module **



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cusc-ccreu.ca

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KEYNOTE PANEL

Monday, October 23 | 9:00 AM - 10:30 AM (CDT)

To kick-off this year's conference – "Institutional Research and Planning at the Centre" – CIRPA is pleased to present our keynote panel, a conversation that will explore how IRP offices help to guide and inform policy and activities among some of our key partners.

The panel will feature three leaders all with a longstanding relationship to IRP.

- Sarah Watts-Rynard, CEO of **Polytechnics Canada**, a non-profit association representing 13 leading research-intensive, publicly supported polytechnics, colleges, and institutes of technology. They advocate for federal action where the interests of their members overlap with those of federal departments and agencies.
- Anna Toneguzzo – A/VP, Government and Stakeholder Partnerships from **Colleges and Institutes Canada (CICan)**. Founded in 1972, CICan serves as the national and international voice of Canada's largest post-secondary education network of colleges and institutes across Canada.
- Lisa O'Connell – Director, Research and Data Analysis, **Maritime Provinces Higher Education Commission (MPHEC)** – an Agency of the Council of Atlantic Premiers which provides advice to Ministers responsible for Post-Secondary Education in the Maritimes. The Commission assists institutions and governments in enhancing the post-secondary learning environment.

The panel will describe their organizational mandates and the importance of IRP in supporting that mandate; how their relationship with institutional research has evolved; as well as other insights into the changing post-secondary landscape in their respective areas. This moderated panel will provide some unique insights into some of the larger conversations happening nationally and within specific regions.

PANEL BIOS



LISA O'CONNELL

Lisa O'Connell joined the Maritime Provinces Higher Education Commission in 2007. In 2018, she took on the role of Director of Research and Data Analysis and now leads a team of professionals who focus on meeting the data and research needs of Maritime provincial governments and post-secondary institutions to support evidence-based decision-making. She loves research and drawing meaningful insight from data. Before joining the Commission, she earned a Ph.D. in Forest Genetics from the University of British Columbia and worked as a postdoctoral fellow in Forestry at the University of New Brunswick.

Anna Toneguzzo has been working at Colleges and Institutes Canada (CICan) for 30 years in the areas of public policy and international partnerships. In her current role, Anna is responsible for government relations and policy to support CICan advocacy priorities on behalf of member institutions and well as overseeing the CICan's Canadian programs and projects portfolio. Through Canadian programs and projects, mainly funded by the federal government, CICan brings together member institutions to deliver solutions to national challenges related to skills development, the transition to a net zero economy and increased access to postsecondary education and employment for Canadians from underrepresented groups.



ANNA TONEGUZZO



**SARAH WATTS-
RYNARD**

Sarah Watts-Rynard assumed the role of Chief Executive Officer at Polytechnics Canada in July 2018. Prior to this role, she served as Executive Director of the Canadian Apprenticeship Forum, supporting Canada's apprenticeship community with research, promotion and by connecting stakeholders across trades, across sectors and across Canada.

Sarah has a degree in Journalism and English from Carleton University. Since graduating, she has built a career that includes time in government, the private sector and at skills-focused non-profit organizations. She has experience related to non-profit governance, fundraising, advocacy and marketing. She leads a team of passionate and dedicated employees committed to high-quality skills and innovation policy, reflecting the strengths of polytechnic education in Canada. In 2018, Sarah was awarded an honorary diploma in the Skilled Trades by Niagara College. Sarah is Chair of the CWB Welding Foundation and Vice-Chair of the Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre).

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Building a Collaborative Culture
Through Effective Data Governance

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across the province's colleges and universities.



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Staff
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In-depth
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Analysis

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Groups

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&
Strategic
Planning

Surveys

To get PRA to help with your next research project, contact Nicholas Borodenko at borodenko@pra.ca

CONFERENCE THEMES

Leadership, Partnerships, and Planning

This area focuses on the role of IRP offices 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. Examples include Agile project management, Design Thinking, and Business Architecture and Business Analytics, and leading communities of practice to enhance research capacity throughout the institution.

Innovative Research Methods and Advanced Techniques

This area explores innovative research methods and advanced techniques to improve efficiency, gain deeper and broader insights from research data, and facilitating research in new, unique and interesting ways. This could include qualitative research (advanced survey design), labour market analytics, and quantitative analysis (including machine learning, predictive modelling, text analytics).

Leveraging Tools, Technology, and Coding techniques

This area includes strategies to leverage technologies, software, and data systems to support data-informed decision making or to enhance research practices. This could include interesting approaches to coding or data modelling, leveraging ERP or LMS data, dissemination of results (e.g., dashboards, scorecards, fact books) and automating of reporting or other analytic processes.



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CONCURRENT SESSIONS

MONDAY, OCTOBER 23

11:00 a.m. to 11:45 a.m. (CDT)

Unexpected Applications: Leveraging Our New Survey Platform To Enhance UCN's Strategic & Operational Capabilities

UCN recently changed course evaluation survey systems. The new system offered additional capabilities, some eagerly anticipated, others unexpected. Institutional Analysis & Planning (IA&P) has leveraged these capabilities to streamline operational processes and add new feedback loops that were previously not practical. By leveraging Qualtrics' dynamic features and functions, we have gone from a data collection system to a platform that offers advanced analysis, reporting, and workflow. This presentation will delve into the unexpected uses of survey platforms and explore how they can be effectively employed to improve operational aspects and support strategic initiatives at a post-secondary institution.

Amber Strong, University College of the North (UCN)

Halla Elnour, University College of the North (UCN)

Laura Labossiere, University College of the North (UCN)

Ashley Blackman, University College of the North (UCN)

IR, The Six Types of Working Genius, and How We Get the Work Done!

Institutional Research sits at the intersection of the institution. That means that IR departments have to find ways of collaborating with many departments and many diverse personalities. And we need to find a way to help members of our department find joy and energy in their work. The Working Genius framework provides a vocabulary and a structure for understanding ourselves others and our work so that we can be more productive without burning ourselves out.

Glenn Keeler, King's University

Leverage Machine Learning to Transform Comments into Actionable Insights with Explorance MLY

Explorance MLY is an AI platform built to understand what matters most to your students, instructors, and staff, by instantly transforming qualitative feedback into actionable insights.

Join this session to: Learn how MLY can analyze comments from multiple platforms and systems; Discover the different insights MLY uncovers from student, instructor, and staff feedback using topic-specific categorization; Watch MLY in action

Samer Saab, Explorance

Birds of a Feather: CIRPA Ethics

Flock together with other IRP professionals to discuss topics of interest in an unstructured environment. This group will be discussing proposed updates to the CIRPA Code of Ethics, which were last approved in 2012. A moderator will be present, but there is no formal presentation for this session.

Participants should come prepared to engage, share ideas, and learn from others.

Stephanie McKeown, CIRPA

1:15 p.m. to 2:00 p.m. (CDT)

Applied Machine Learning to Optimize a Domestic Prospect Nurture Campaign

Lead scoring is used to rank prospects in the College's lead nurture campaign. Traditionally it is based on individual website browsing behaviors, conversion events, and social media interactions. Here, we included other prospect behaviors captured in CRM: persona interests, prior education, and lead generation date to develop a real-time machine learning solution. This implementation identifies high-value leads most likely to convert and indicates the lead-to-application conversion time is crucial to customize the nurture process for optimal success. Fanshawe's Reputation Brand and Marketing team is using the first production version to optimize current domestic prospect nurture campaigns.

Ling Zou, Fanshawe College

Robert Downie, Fanshawe College

Modernizing BC Central Data Warehouse Business Processes

This presentation focuses on modernizing the Central Data Warehouse business process at Capilano University in North Vancouver, British Columbia. We'll explore advanced techniques used to improve efficiency and automate processes by integrating the variety of different reporting systems into one unified process. This new process includes leveraging technologies and data systems to support automated submission preparation, daily updates, and quality control processes.

Patrick Loughheed, Plaid Analytics

Andrew Drinkwater, Plaid Analytics

Birds of a Feather: Environmental Scans/Benchmarking

Flock together with other IRP professionals to discuss topics of interest in an unstructured environment. This group will be discussing use cases, best practices, processes, and challenges with environmental scans and/or benchmarking in the higher education context. A moderator will be present, but there is no formal presentation for this session. Participants should come prepared to engage, share ideas, and learn from others.

Brent Harris, University of British Columbia

CONCURRENT SESSIONS

MONDAY, OCTOBER 23

2:15 p.m. to 3:00 p.m. (CDT)

Taking a Scholarly Approach to Transform Student Feedback on Teaching

UBC recently 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. These questions are an integral component of an integrative evaluation of teaching framework at UBC that is being designed to support the overall assessment of teaching effectiveness. In this session, we will discuss our approach to engaging our campus communities about the validity and reliability of our student feedback, including understanding bias in the responses. We will also share how we have used different metrics on student evaluation of teaching data to move beyond interpreting point estimates but a collection of data for both formative and summative evaluation; the metrics include interpolated median, percent favourable, and dispersion index. We will briefly introduce our new interactive dashboard on student evaluations of teaching survey data to provide individual instructors and academic leaders a way to visualize the reported metrics within context.

Stephanie McKeown, The University of British Columbia (UBC)

Abdel Azim Zumrawi, The University of British Columbia (UBC)

Alison Wong, The University of British Columbia (UBC)

Building a Collaborative Culture Through Effective Data Governance

Effective data governance means that secure, trustworthy data reaches your institution's leadership and intended users. But data governance is complex work that requires sustained effort, and many institutions struggle to do it effectively. With the right strategy in place, effective governance and data management are within reach for any institution.

Matt Logan, EAB

Matthew Feger, EAB

Simone Williams, EAB

3:30 p.m. to 4:15 p.m. (CDT)

Leveraging Colleague - Initiating a Data Refresh by Starting at the Source

Approximately 7 years ago, Red River College Polytechnic began the process of transforming its academic model to be more course based and modular in nature, as opposed to predominantly cohort or program-based. In doing so, the initiative revealed some underlying configuration challenges within the Colleague system, making reporting and other enrolment processes difficult to manage. This presentation will delve into an ongoing project to

leverage Colleague by tackling some of these coding challenges, working up the data stream to improve the configurations at the source. It will illustrate how shifting IRP to the Centre provides greater opportunity for institutional transformation, through large scale collaboration across the institution

Mike Krywy, Red River College Polytechnic

Fueling Institutional Success with Faculty Data (Interfolio)

What challenges have you faced around finding, importing, organizing, managing, and viewing faculty data? Do any of these sound familiar:: Can you count the exact number of faculty you have working today? Can you count them by type? Do you know the basic information about these faculty? Do you have access to information on various faculty processes? Do you have systems today to help with this (and do they actually help)? Do faculty actually validate the data (teaching, research, and service) you have about them? Higher education is hungry for data to drive their strategic decisions, but it's a very real administrative burden to ask faculty for the same data again and again. In this presentation, hear how a Faculty Information System can capture the full breadth of faculty activities in teaching, research, and service—and offer faculty tangible incentives to input their activities. Hear how Tulane, UNLV, Johns Hopkins School of Medicine, University of Missouri System, University of Arizona and more have streamlined faculty data and reporting to support web profiles, accreditation reporting, annual reviews and promotions, and more.

Josh Gianitsis, Interfolio

Katie Duncan, Interfolio

Birds of a Feather: Market Research

Flock together with other IRP professionals to discuss topics of interest in an unstructured environment. This group will be discussing use cases, best practices, processes, and challenges with market research in the higher education context. A moderator will be present, but there is no formal presentation for this session. Participants should come prepared to engage, share ideas, and learn from others.

Nicholas Borodenko, PRA

Mentorship Networking with Neil Chakraborty

Would you like to connect with your fellow mentorship colleagues, mentees, and mentors at the conference? This informal session presents an ideal opportunity to network with your cohort, while also serving as the official culmination of the mentorship program this year. For those considering participating in the mentorship program in the future, this is an excellent chance to meet with current mentoring program participants and gain insights into their experiences.

CONCURRENT SESSIONS

TUESDAY, OCTOBER 24

9:00 a.m. to 9:45 a.m. (CDT)

Employer and Employee Perceptions of Micro-credentials

Funded by Future Skills Centre and in partnership with SAIT and Bow Valley College, NAIT is conducting a research study of Alberta students and employers' perspectives on micro-credentials with an emphasis on the Information Technology, renewable energy, and project management sectors. We are in the final stages of the market research and plan to share the findings with our broader CIRPA community using this platform.

Partha Roy, Northern Alberta Institute of Technology (NAIT)

IRP at the Centre of Colleges and Institutes Canada: Research and Planning at CICan

In representing Canada's public colleges and institutes, research is a critical component of Colleges and Institutes Canada (CICan)'s work. In many ways we function like an institutional research team: counting and projecting enrollment, running and analyzing surveys, and wearing many hats within a small team. On the other hand, we serve different clients (140 plus colleges and institutes compared to one for example) and we need to coordinate across different provincial data standards. Join us as we share practices and reflections on how IRP in the centre should include research and planning at the national level.

Peder Soeraas, Colleges and Institutes Canada (CICan)

Pranav Ajay Jadhav, Colleges and Institutes Canada (CICan)

Birds of a Feather: Equity, Diversity and Inclusion (EDI)

Flock together with other IRP professionals to discuss topics of interest in an unstructured environment. This group will be discussing the measurement, reporting, research, planning, or implementation of EDI initiatives, and how EDI is shaping the way you work. A moderator will be present, but there is no formal presentation for this session. Participants should come prepared to engage, share ideas, and learn from others.

Brent Harris, University of British Columbia

9:00 a.m. to 10:45 a.m. (CDT)

Survey Response Rates: What's Happening and What Can Be Done (Panel)

Surveys are a key methodology for post-secondary institutions to collect feedback from various groups. Whether it is national surveys, provincial surveys, institutional surveys, graduate surveys, course evaluations, or special purpose surveys, we spend a lot of time asking for feedback.

Since the pandemic, however, survey response rates seem to be dropping markedly. This panel discussion will help us understand what is going on, and allow the sharing of ideas on how to encourage participation.

Glenn Keeler, Canadian University Survey Consortium (CUSC)

Kate McGovern, Concordia University of Edmonton

Carlos Bortoni, Qualtrics

Chris Hall, Academica Group

Nicholas Borodenko, Prairie Research Associates (PRA)

10:00 a.m. to 10:45 a.m. (CDT)

Building a Culture of Data-informed Decision-Making to Support Student Success

The pressures placed on the Ontario college system, exercised through funding model reform, has brought forward organizational challenges and opportunities requiring varied data and information to inform decisions. As a result of these new realities, student success as measured by retention, persistence, and graduation is part of senior leadership conversations more than ever before. Institutional Research (IR) units hold responsibility for providing leaders with this data and information and their effective use. This presentation will provide an overview of the evolution of the partnership between Humber's student affairs areas and IR to inform and support the college's early intervention efforts. We will share 1) data collection mechanisms and processes; 2) annual assessment plans; and 3) the details of the analytical approaches and major findings.

Jelena Dukic, Humber College

Jean O'Donnell, Humber College

Jeffrey Daniel, Humber College

Melanie Chai, Humber College

Phil Legate, Humber College

You've Got the Data, it's Analyzed, and Now it's Time to Mobilize: Knowledge Mobilization at Colleges and Institutes Canada

After placing emphasis on developing Colleges and Institutes Canada's (CICan) data and research capacities, we are now turning our focus towards a cohesive knowledge mobilization approach. Why should this matter for you? We believe that IR at the centre means not only gathering the data, but also effectively getting insights and knowledge to the right place at the right time. Join us to learn about our work in developing our approach to this, what parts of our organization we decided would be important to involve, and where we landed.

Peder Soeraas, Colleges and Institutes Canada (CICan)

Caroline Vezina, Colleges and Institutes Canada (CICan)

CONCURRENT SESSIONS

TUESDAY, OCTOBER 24

Birds of a Feather: Health and Well Being in a Remote Environment (ONLINE SESSION)

Flock together with other IRP professionals to discuss topics of interest in an unstructured environment. This group will be discussing the challenges, opportunities, and lessons learned with respect to maintaining your health and wellbeing in hybrid- and remote-working teams. A moderator will be present, but there is no formal presentation for this session. Participants should come prepared to engage, share ideas, and learn from others.

Jodie Foster, University of British Columbia

1:45 p.m. to 2:30 p.m. (CDT)

Building a Quality Culture: Integrating Data into Quality Assurance Processes to Support Continuous Improvement

Institutional Planning & Analysis (IPA) has the skills, knowledge and resources to guide and support key institutional quality assurance processes, that inform program-level and institutional decision-making. In relationship with Humber's Program Planning, Development & Renewal (PPDR) Office, IPA contributed to the development of an integrated annual program quality assessment system. Jelena and Melissa will discuss how this system was developed collaboratively, has enabled users (program administrators and senior leaders) to efficiently access and understand program indicators, and how the process has enhanced evidenced-based decision-making.

Jelena Dukic, Humber College

Melissa Van Twest, Humber College

Being at the Centre Requires a New Transformational Strategy- IR offices must change how they work internally and engage with external users if they genuinely want to be at the centre of the digital higher education era

Institutional research should serve as the post-secondary institution nexus not merely for providing data, on request, to units across the institution, but also – on much higher ground – as the hub for institutional strategy. Unfortunately, institutional research is viewed as a passive quest, staffed by office-bound individuals who prepare routine reports and data extract for internal users and external agencies (Richard D. Howard et. al). In this paper I discuss what it means for institutional research to truly be at the center of the modern, user friendly and connected post-secondary institution. The paper presents a framework for examining the IR maturity stage of a post-secondary institution.

Dr. Gabriel Toichoa, AccellIR Solutions

Birds of a Feather: Survey Tools

Flock together with other IRP professionals to discuss topics of

interest in an unstructured environment. This group will be discussing best practices and tools in survey administration and analysis, and is a chance for attendees to hear how others are using Qualtrics or other tools at their institutions. A moderator will be present, but there is no formal presentation for this session. Participants should come prepared to engage, share ideas, and learn from others.

Rae Holgado, Qualtrics

1:45 p.m. to 3:30 p.m. (CDT)

CIO Panel

The ongoing growth and emergence of IRP within post-secondary institutions has often been paralleled by the growing importance of enterprise data, technology, and IT infrastructure. Whether one's office is directly aligned to a Chief Information Officer, or there's a synergistic relationship to that office, these changes are reinforcing the importance of data informed decision-making, data storytelling, and key functions such as data governance, analytics, and reporting. This panel will feature CIOs from Red River College Polytechnic, the University of Manitoba, and another Manitoba institution to discuss how they see their portfolios changing, adapting, and leading alongside IRP, as it becomes increasingly central to post-secondary education.

Terry Bunio, University of Manitoba

Adam Gerhard, Red River College Polytechnic

2:45 p.m. to 3:30 p.m. (CDT)

Beyond Dashboards 'Part 2': 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.'

Dean Langan, Sheridan College

Mark Neumann, Sheridan College

Image: 'Drum Dance' by Luke Anguhadluq



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