



CROSS CANADA IRP

OCTOBER 21-23, 2025
VIRTUAL CONFERENCE

We recognize that you are joining us from many places, near and far, and respectfully acknowledge the traditional owners and caretakers of those lands. CIRPA is committed to working together with Indigenous communities across Canada in a spirit of truth, reconciliation and Collaboration.



THE GOVERNOR GENERAL • LA GOUVERNEURE GÉNÉRALE

**Message from the Governor General
2025 Canadian Institutional Research and Planning
Association (CIRPA) Virtual Conference**

I am pleased to extend warm greetings to everyone attending the 2025 CIRPA Virtual Conference.

For more than 30 years, CIRPA has advanced excellence in its fields, uniting professionals whose expertise ensures informed decisions and effective outcomes throughout Canada's post-secondary sector.

Education is one of the strongest forces for progress. It empowers individuals, strengthens communities and shapes our collective future. Ensuring access to higher education is vital to our prosperity as a nation, and your work in institutional research and planning provides the insight and evidence that make this possible.

As you convene over the coming days, I encourage you to share your knowledge, build connections and continue to support learners nationwide.

I wish you an inspiring and productive conference.

Mary Simon

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President's Message

On behalf of the CIRPA Board of Directors and the conference planning team, I am happy to welcome you to the 34th annual CIRPA Conference coming directly to you! I know that since you are connecting with us from your own office, you may be distracted by your regular work, but I hope you can invest your time in your conference experience. If you do so, I am confident you will make great connections and learn new things. This year's conference theme "Cross-Canada IRP" is such a great theme for our virtual conference. By eliminating the barriers of travel, we can more easily connect across our vast country and beyond as we learn from each other. I am so thankful to our conference co-chairs Emily Clyde-Parry Yaroszko of University of Manitoba and Stephen Childs of Humber Polytechnic, along with their respective volunteers for working tirelessly throughout the past year to bring this conference to life. They have spearheaded innovative ideas to help diversify our community while creating opportunities for meaningful connections in what is sure to be a memorable event.

Thank you to our presenters who are graciously sharing their work and knowledge with us this year. Your contributions form the heart of our program and I am grateful to you. In recognition of our presenters, CIRPA has made a donation to Autism Alliance of Canada. They bring together Autistic people and their families and support persons, as well as clinicians, researchers, policy influencers, service providers and organizations from across Canada, while working to ensure Autistic people have equal rights and opportunities for full participation and acceptance in Canadian society. We are very happy to support this worthy organization.

To get the most out of your conference experience, be sure to connect with our sponsors at their virtual booths, by attending their sessions, or by chatting with them through the conference platform. We could not hold this flagship event without their generous support, and they are a valuable resource for additional learning and collaboration within your own institutions. The Virtual Attendee Hub website and app is the home base for our conference and where you'll build a personalized schedule, attend sessions, connect with colleagues, and complete the session evaluations. The session evaluations are very important and feed into the selection of the Best Presentation Award. In addition to the recognition, the winner of that award receives a travel grant to present their session at the Association for Institutional Research (AIR) Forum in Washington, DC in May 2026.

Thank you for joining us. I hope you have a wonderful conference experience!

Miranda Pearson
CIRPA President





Reimagine Feedback with Explorance BlueX

The familiar survey solution that collects actionable insights across campus:

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Student Experience Survey

Thank you for participating in this survey! Your feedback is valuable and will help us improve the student experience. The survey will take approximately 5-7 minutes to complete.

Section 1: General Information

2. What program are you enrolled in?

Label

1. What is your enrollment status?

- Full-time
- Part-time
- Other

Section 2: Overall Satisfaction

3. When did you last participate in a campus event?

YYYY-MM-DD



Conference Platform

In addition to the emails you've received, you can access the main event at any time using the following link:

<https://cvent.me/D1ZGoN>

Log in with the email address you used to register for the conference.

We recommend logging into the platform on Monday, to complete a quick tech check. This will ensure you have no problems logging in when the event starts on Tuesday. While you're there, be sure to visit the Visitor Information Centre to access your delegate background image and explore helpful resources.



Cross Canada IRP Destinations

Victoria, Tuktoyaktuk, & Cape Spear

Just like the greenways and waterways of the Trans Canada Trail, CIRPA members span the country from coast-to-coast-to-coast! This year, our virtual meeting rooms for concurrent sessions are inspired by the Trail's three iconic terminals, serving as auditoriums for presentations and shared learning.

Highways East & West

It's the company that makes road trips unforgettable - and this conference is no exception! Our networking lounges offer relaxed yet purposeful spaces for fireside chats and meaningful connections with fellow delegates.

Visitor Information Centre

Whether you've taken a wrong turn on the Cabot Trail, are grabbing another coffee along the Dempster, or just need a waypoint to regroup, our Visitor Information Centre is open throughout the conference. Drop in anytime to pick up your virtual background, run a sound check, or post non-urgent questions for our volunteer team.

Check the posted office hours in Cvent to see when a volunteer will be available to assist you!



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LET'S TALK
[ACADEMICA.CA](https://www.academica.ca)

Amplify your conference experience with the CIRPA conference app - your key for all conference information and updates! 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 "cirpa2025conference" to find the 2025 conference event. Login with your first name, last name, and the email you used to register for the conference. Then input the verification code you will receive by email or text to view the virtual conference tools.

Pro Tips:

- Allow push notifications to stay up-to-date with announcements.
- Build your personalized schedule.
- Connect with other attendees and sponsors using discussions, messaging, and chat features.
- Join the conference contest for a chance to win clout and prizes!
- Use whichever devices you want – your laptop through any web browser or your tablet/phone through the app download.
- **Review the sessions you attend! Your feedback is essential to select the Best Presentation Award winner.**

Stay Connected Beyond the Conference

Join the official CIRPA LinkedIn group to continue conversations, share insights, and connect with fellow professionals year-round! It's a great way to stay informed about upcoming events, resources, and opportunities in our community.



Join us!

2026 Survey of Middle Years Students

Get feedback from your institution's middle years Bachelor students

How do their expectations of post-secondary compare to their experience?

How often do they participate in campus activities?

How much has experience at your institution contributed to their growth and development?

How are they financing their education? How much debt do they have?

How committed are they to completing their program at your institution?

What do they think of their experiences with faculty?

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?

** The survey includes an optional food module and an optional experiment **



To register for the 2026 survey, and for more information about CUSC-CCREU, survey procedures, prices, and survey questions, visit

cusc-ccreu.ca

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The Data Cookbook is a complete online data governance, data intelligence, and data catalog solution, delivered as an integrated software-as-a-service platform, providing a pragmatic framework to support the best practices of data governance.

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Contact us at: sales@idatainc.com

**Data governance resources
(blog posts, videos, recorded webinars)**

can be found at:

www.datacookbook.com/dg

Conference at a Glance

*Times in Pacific

Mountain / SK: +1 hours | Central: +2 hours | Eastern: +3 hours | Atlantic: +4 hours | Newfoundland: +4.5 hours

TUESDAY, OCTOBER 21			
	Trail 1: Victoria	Trail 2: Tuktoyaktuk	Trail 3: Cape Spear
9:00–10:00	Opening Keynote: Data-driven cycling network planning in the GTA		
10:10–10:50	1: Revitalizing Student Feedback – A Journey of Transformation	2: From Coast to Coast and Beyond: Tracking Graduates in Tableau Using Spatial Data	3: Academic Leadership in the Feedback Age: Balancing Data, Student Voice, & Institutional Priorities
11:10–11:50	4: (Sponsored by: Explorance) Responsible AI: The New Trust Contract in a Data-Driven World	5: Elementary Achievement & Postsecondary: Pilot Processes in the Toronto District School Board	6: Possibilities and Paradigms: A Century of Institutional Research in the United States
12:00–12:40	7: (Sponsored by: Risepoint) Evidence-Based Expansion: Online Learning in a Time of Change	8: Maximizing IR Capacity: Blending Internal Strengths with External Support	9: Predicting New Intake: An Exploratory Study of Machine Learning Modeling
WEDNESDAY, OCTOBER 22			
9:00–9:40	10: (Sponsored by: Academica) Leading through a crisis: Strategies, tools, and tips for IR leaders	11: Tracking What Matters: A 360° Longitudinal Study of Stakeholder Feedback at Division scolaire franco-manitobaine	12: TRUolopoly: A Scenario-Based Game for Institutional Planning Part 1
9:50–10:30	13: A Mixed Methods Evaluation of the Certificate in Applied Psychology: A Project Co-developed and Implemented by Students	14: Exploring French-speaking Ontario College Applicants' Preferences and Pathways	15: TRUolopoly: A Scenario-Based Game for Institutional Planning Part 2
10:35–10:55	(Sponsored by: Explorance) Demo: Enhancing Course Evaluation Data with AI Qualitative Analysis and Redaction		
11:00–12:00	Annual General Meeting		
12:05–12:30	16: (Round Table) Tackling the Analytics Elephant in the Room Together: Microsoft Fabric (incl. Power BI)	17: (Round Table) Documentation - Not your old crusty Data Governance	
THURSDAY, OCTOBER 23			
9:00–9:40	18: (Sponsored by: IData) Building Buy-in and Adoption for Data Governance Across Your Institution	19: An Innovative Approach to Understanding Leavers	20: Beyond Programs: Expanding the Strategic Value of Data and Market Research in Post-Secondary Institutions
9:50–10:30	21: (Sponsored by: Plaid Analytics) Automating Insights: Leveraging the Entrinsik Informer API to Power Data-Driven Decision Making at Northern Lights College	22: Program to employment and back again: Connecting CIPs, NOCs and employment projections	23: Best Practices and Cross-Provincial Collaboration – Grad Follow-Up Research
10:50–12:00	Closing Keynote: Beyond Waffle House: Shifting from Transactional Data Providers to Strategic Data Partners		



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Still building projection models in spreadsheets? Step into your future with Plaid Forecast: a user-friendly, highly visual, interactive platform where you can create, share and compare scenarios in real-time, and not worry about overwriting data.

Answer strategic planning questions fast:

- What happens if international enrolment is 5% lower than planned?
- What's the most responsible path to teach out a discontinued program?
- What courses will be at risk if this trend continues?



DATA STRATEGY | AUTOMATION & INTEGRATION | ENROLMENT FORECASTING

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Data-driven cycling network planning in the GTA

Sponsored by: *Explorance*

Cycling is a rapidly-growing transportation mode in Canadian cities that is affordable, healthy, and sustainable, but access to destinations on low-stress safe cycling routes remains limited and unevenly distributed. Many cities are expanding their cycling networks, but with finite budgets, where are the most effective places to build new cycling infrastructure? Cycling network planning has traditionally relied on local knowledge and qualitative criteria, but to make a strong case for new infrastructure and effectively evaluate its impact, there is increasing interest in developing quantitative approaches to better prioritize infrastructure. We use data to develop quantitative tools for cycling network design and evaluation, supporting evidence-based decision-making in the GTA and beyond. These data-driven planning approaches have revealed the following findings: (1) the cycling infrastructure projects that most benefit a region are not always the closest projects, a counterintuitive result that challenges commonly-used metrics of infrastructure impact and political conversations around infrastructure, (2) major-street cycling infrastructure at risk of removal in Toronto provides large benefits for accessibility to destinations, and (3) there are tradeoffs between utilitarian and equity-driven optimization strategies for cycling network expansion in Toronto that are determined by the existing spatial arrangement of land use, cycling infrastructure, and marginalized populations. Our work has been incorporated in cycling network planning at the City of Toronto and has contributed to policy discussions in Ontario.



SPEAKER BIOGRAPHY

Dr. Madeleine Bonsma-Fisher is a Postdoctoral Fellow at the University of Toronto studying how safe cycling networks influence the destinations people can access by bicycle in Canadian cities. She completed her MSc and PhD in biophysics at the University of Toronto and holds a bachelor's degree in Honours Co-operative Physics from the University of Waterloo. She is a co-founder of UofT Coders, a group for graduate students to teach each other programming skills in a supportive peer environment. She has appeared in CBC News, the Toronto Star, Newstalk 1010, Canada's National Observer, and several podcasts to discuss cycling infrastructure and advocacy. You can find her on Bluesky at @mbonsma.bsky.social or riding around Toronto with her family on her beloved cargo bikes.

Madeleine Bonsma-Fisher

Postdoctoral Fellow, University of Toronto

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Beyond Waffle House: Shifting from Transactional Data Providers to Strategic Data Partners

Sponsored by: CUSC-CCREU and PRA

How are data teams seen and treated at your campus? As waiters who provide ad hoc data on demand, or as partners who help shape strategic action?

This presentation identifies four common personas which limit data teams' impact on decision-making, a model of what strategic data partnership looks like, and how to shift the paradigm.



Phillip Wallace
Director of Development Analytics,
Georgia Tech

SPEAKER BIOGRAPHY

Phillip Wallace is a data and analytics leader who thrives at turning numbers into insights that drive strategic action, bridge gaps, and illuminate blind spots. As Director of Development Analytics at Georgia Tech, he enhances the pool of potential donors for Transforming Tomorrow: The Campaign for Georgia Tech, while providing critical insights on progress and performance.

Phillip is also the founder of AltaData Strategy and Insights, LLC, a consultancy dedicated to helping institutions build capacity for data-informed decision-making through strategic alignment, the elevation of data culture, and actionable insight. AltaData reflects his belief that data should empower purpose, not overwhelm it—and that clarity is the foundation of transformation.

Phillip previously served as director of Knowledge Management at UNCF's Institute for Capacity Building, where he partnered with Historically Black Colleges and Universities in the U.S. to shape data strategy, cultivate communities of data fluency, and strengthen analytics capabilities to support student outcomes and organizational excellence. He has 18 years of experience in higher education data roles across advancement, strategic planning, institutional research, and human resources which enables him to be a strategic partner, aligning data initiatives with organizational priorities and navigating solutions for key challenges and goals.

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Sponsored by: *Academica, IData, Plaid Analytics, and Risepoint*

One of the challenges of crossing so many time zones is fitting events into everyone's office hours. To help with that, we've scheduled our networking events twice! Once in the morning and once in the afternoon, so you can join whenever works best for you. Each networking break features two different programs, so you can choose the space that suits your style. And if you've got the time, feel free to drop into both!

TUESDAY

Actually, this is my first Rodeo!

Whether you're brand new to the world of IRP or just looking to ease into the conference experience, this virtual lounge is designed with you in mind. Think of it as a relaxed, newcomer-friendly space - part workshop, part hangout. If you're curious, a bit nervous, or simply excited to meet new people, this is the perfect place to kick off your conference journey. Come as you are, connect with fellow attendees, ask questions, and get the lay of the land in a low-pressure, welcoming environment.

Saddle up for another Stampede!

This lounge is designed for those who've been around the CIRPA block a few times and are up for some quick, engaging conversations. Join to be grouped with some fellow attendees for short chats. No pressure, just casual conversation starters and a chance to share what brought you to the conference (or what keeps you coming back!). It's a great way to reconnect or meet new faces without the formality. Hosts will be on hand to keep things flowing and offer prompts if you need a little inspiration.

WEDNESDAY

Virtual Office Scavenger Hunt

This lighthearted and interactive lounge is designed to help delegates spark conversation and share a bit of their personality. Our enthusiastic volunteers will unveil your Quest List, and you'll have a limited time to race around your space and collect as many items as you can. Once the hunt is over, we'll regroup in the main room or breakout groups to show off your finds. Expect laughter, surprises, and some truly creative interpretations! How many quests will you complete? Who will uncover the most unexpected or hilarious item? Let the hunt begin!

Picture this: Show & Tell

Looking for a relaxed space to connect with others over shared interests? Bring your favorite mug and settle in! This lounge is all about celebrating what lights you up, whether it's data storytelling, pets, gardening, or your latest DIY project. Drop in and join small group conversations centered around your favorite topics. Photo sharing is encouraged! We'd love to see your plant pals, furry companions, or creative masterpieces! No formal agenda, just good vibes and great conversations with fellow attendees who share your passions.

THURSDAY

Cross-Canada Quiz

Join us in the lounge for a lighthearted trivia game designed to spark conversation and laughter! Whether you're a trivia buff or just here for the fun, this is a great way to connect with fellow attendees while showing off your knowledge — or picking up some quirky and delightful facts — all about Canadiana. Expect quick rounds, friendly competition, and plenty of chances to chat, learn, and laugh. No pressure, just good vibes and a celebration of all things uniquely Canadian!

Conference Takeaways & AMA

This relaxed space is the perfect spot to wind down and swap insights from the conference. Whether you had a lightbulb moment during a session, discovered a new tool, or just want to hear what stood out for others, we'd love to hear from you!

Feeling inspired to present next year? Chat with one of our friendly mentors—they're happy to share tips, encouragement, and behind-the-scenes advice. Who knows? You could be our next Best Presentation winner!

Curious about volunteering with CIRPA? Several board members will be on hand for a special AMA (Ask Me Anything) session. It's a great chance to learn more, ask questions, and get involved.

FRIDAY

President's Reception

Sponsored by: Academica, IData, Plaid Analytics, and Risepoint

Join us for our special virtual edition of the President's Reception! We're connecting in a fun space with retro vibes that lets you customize your avatar before you enter, then walk around to mingle and even play a few games available in the space. As you come close to other people, your camera and microphone will turn on so you can talk and interact more naturally. After three days of learning, this will be a great opportunity to come together with your community of data-oriented professionals, perhaps to discuss your favourite presentations, exchange ideas, or connect with new and old friends in a casual setting.

Although the main event is from 12:00-2:00 EDT, with brief remarks at 12:30 EDT, the space is open and available all day! Feel free to drop in at other times to get acquainted with the space, test allowing access to your camera and microphone, or coordinate with your friends or regional group to meet at some other point in the day.

Tips: Connect using a device with a working camera and microphone. When asked to do so, allow the platform to access your camera and mic. If you are using a VPN, you likely need to disable it. Use Google Chrome or other Chromium-based browsers Microsoft Edge.

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Revitalizing Student Feedback – A Journey of Transformation

The student learning experience is constantly evolving, and so too must the methods we use to provide feedback to our dedicated faculty. At Conestoga, we've embarked on an ambitious 2-year journey to breathe new life into our feedback forms, originally crafted in 2014. Join us for an insightful session where we review the consultative process that fueled the successful overhaul, rebranding, and launch of our revitalized Student Course Feedback survey. Discover how we navigated challenges and opportunities to enhance student-faculty communication!

Connie Phelps, Conestoga College
SPEAKERS

From Coast to Coast and Beyond: Tracking Graduates in Tableau Using Spatial Data

During the past couple of years, Tableau has introduced some powerful spatial functions such as MakePoint, MakeLine, and spatial joins. How can these new features be used to explore student data? In this presentation, the speaker will demonstrate how to map graduates' locations using survey data from Qualtrics and spatial data (.shp files) from publicly available sources.

Ru Guzman, Saskatchewan Polytechnic

Academic Leadership in the Feedback Age: Balancing Data, Student Voice, and Institutional Priorities

Invited session from Explorance World 2025

In today's higher education landscape, student feedback is more widespread than ever. Universities collect vast amounts of data through course evaluations, campus surveys, focus groups, social media advocacy, and student petitions. While these insights provide valuable perspectives on student experiences, there remains an ongoing challenge: how effectively does this feedback shape institutional decision-making? Students increasingly demand greater engagement, enhanced support services, inclusivity, and academic innovation. However, universities must also uphold academic integrity, maintain operational efficiency, and pursue long-term strategic goals. The challenge lies in determining how to incorporate student feedback in ways that respect these institutional imperatives while ensuring student voices contribute to meaningful change. This presentation will examine strategies for effectively weighing student feedback alongside institutional priorities. It explores best practices for evaluating and integrating feedback into policies, faculty development programs, and curriculum design while maintaining the university's academic mission.

Taiwo Ande, California Lutheran University

Responsible AI: The New Trust Contract in a Data-Driven World

Sponsored by: Explorance

As AI continues to shape decisions that impact people, learning, and institutions, one question looms large: **Can it be trusted?**

In this session, **Samer Saab, CEO of Explorance**, introduces the **7 Principles of Responsible AI** — a grounded, values-based framework designed to ensure that AI systems are transparent, fair, human-centered, and safe.

This is not theory. It's a call to action — **especially for Canadian higher education leaders** — to rethink how we design, govern, and apply intelligent systems in ways that **build, not erode, trust** among students, faculty, and communities.

You'll see how these principles are already being applied in practice through **MLY**, Explorance's decision-support AI platform used by **leading universities in Canada and around the world** to advance learning outcomes, institutional insight, and responsible innovation.

If AI is the engine of intelligence, **responsibility is what makes it trustworthy**.

Join us to explore how ethical design and thoughtful governance can become **higher education's greatest advantage** in the age of intelligent systems.

Elementary Achievement and Postsecondary: Pilot Processes in the Toronto District School Board

With access to elementary school predictors, public school and postsecondary educators and system leaders can target interventions and resources to support students more equitably, leading to more equitably experienced learning opportunities and academic achievement. This study examines three research projects in progress looking at the link between elementary, secondary, and postsecondary data. All originate from research connected to the Toronto District School Board (TDSB). Implications of the close association of elementary to postsecondary variables will be discussed. As well, researchers will outline future directions of this investigatory research.

Possibilities and Paradigms: A Century of Institutional Research in the United States

The session will summarize the origins and history of institutional research at U.S. colleges and universities since the early twentieth century. The narrative divides the history of institutional research into two eras: a period of growth from the 1910s to the 1960s and a period of inertia from the 1960s to 2010s. CIRPA-ACPRI members will gain insight on the scientific underpinnings of institutional research in its formative years and the subsequent consensus paradigm that redefined institutional research as a "practicing art." The presentation will conclude with reflections on recent challenges for institutional research in U.S. higher education.

SPEAKERS

Samer Saab, Explorance

Robert S. Brown, York University

George Tam, Toronto District School Board

Christine Corso, Wilfrid Laurier University

Joseph H Wycoff, Historia Research

Evidence-Based Expansion: Online Learning in a Time of Change

Sponsored by: Risepoint

Explore findings from the recent 2025 CDLRA-Risepoint report on post-secondary online learning in Canada. As institutions face financial pressures, shifting enrolment patterns, and evolving student expectations, online learning is emerging as a critical strategy for expanding access and ensuring sustainability.

This session highlights:

- Expectation of growth in online offerings across institutions, despite financial and staffing constraints.
- Increasing demand for online and hybrid learning driven by students' need to balance work, family, and the high cost of living.
- Gap between perceptions of faculty skills for teaching online and faculty self-assessments of these skills.
- Possible misconceptions about faculty preferences for online teaching.

Maximizing IR Capacity: Blending Internal Strengths with External Support

Sponsored by: Risepoint

Small, rural, or remote post-secondary institutions face particular data collection and analysis challenges. The recent collaboration between Northern Lights College (NLC) and Hanover Research offers a toolkit for leveraging community input and existing data to inform academic program development. Through case studies of two of NLC's research initiatives to assess regional training needs and program demand, this session offers valuable insights on strategies for data collection and analysis in resource-limited settings. Attendees will learn practical techniques for engaging rural or remote communities, leveraging existing staff expertise, and collaborating with external research partners.

Predicting New Intake: An Exploratory Study of Machine Learning Modeling

Machine learning tools are becoming increasingly ubiquitous, but their application within institutional research and planning remains limited. The CPA office at UTSC pilot tested multiple predictive models to estimate Fall Nov 1 enrollment based on applicants in early Spring. The goal was to explore the application of Machine learning to enrolment modeling. I evaluated a range of machine learning models to determine the best fit: K-Nearest Neighbors (KNN), Naive Bayes (NB), XGBoost (XGB), Multilayer Perceptron (MLP), Decision Tree (DT), Random Forests (RF), and Support Vector Machine (SVM) and Logistic Regression. I assessed model performance using classification reports (precision and accuracy ratios), confusion matrices, and Receiver Operating Characteristic (ROC) curves. The findings revealed a set of best performing models and identified several variables that were among the strongest predictors.

SPEAKERS

Nicole Johnson, Canadian Digital Learning Research Association (CDLRA) and Risepoint

Tara Hyland-Russell, Northern Lights College

Wendy Richardson, Hanover Research

Neil Chakraborty, University of Toronto

Leading through a crisis: Strategies, tools, and tips for IR leaders

Sponsored by: Academica

When a crisis strikes, how can institutional research leaders guide their team through? In this presentation, Academica senior consultants and IR professionals Rob Downie and Glenn Keeler will discuss the types of crises that IR departments may encounter, as well as the different leadership mindsets, strategies, and tools that leaders can draw on to ensure their team makes it through to the other side. Bring your questions for the Q&A period at the end!

SPEAKERS

Rob Downie, Academica

Glenn Keeler, Academica

Tracking What Matters: A 360° Longitudinal Study of Stakeholder Feedback at Division scolaire franco-manitobaine

Since 2012, the Division scolaire franco-manitobaine (DSFM), in partnership with Warmland Strategy, has pioneered a 360° tracking study measuring strategic outcomes through longitudinal feedback from students, parents, and employees. With response rates exceeding 80%, rigorous confidentiality protocols, and survey design aligned to evolving strategic plans, this model exemplifies best practices in institutional research. For CIRPA members, this session offers insight into building a robust, evidence-based feedback loop that meaningfully informs planning, policy, and pedagogy at every level of an educational organization. This is one of Canada's most consistent and granular applications of longitudinal institutional research in public education.

Katherine Devine, Warmland Strategy

TRUolopoly: A Scenario-Based Game for Institutional Planning

Join us for an interactive session exploring the application of strategic foresight in institutional research. This session introduces TRUolopoly, a scenario-based game designed to build futures literacy and deepen understanding of how emerging future implications are shaping today's operations and planning. Through play, participants will explore how strategic foresight can enrich institutional planning and research by exploring trends, implications and imagining alternative futures. The attendees will leave the workshop with tools designed to develop a holistic understanding of the current landscape while also considering long-term trends and emerging challenges. This session equips members with an engaging, practical tool to support more adaptive and resilient planning in their own institutions.

Dana Prymak, Thompson Rivers University

Matthew Jacula, Thompson Rivers University

A Mixed Methods Evaluation of the Certificate in Applied Psychology: A Project Co-developed and Implemented by Students

The Certificate in Applied Psychology program was implemented in 2020. To earn the Certificate, students complete core and elective courses and volunteer 90 hours working on a research/evaluation project with a community organization or in a clinical/counselling setting. The program has grown and evolved over the last five years. It is time to formally evaluate it to determine what is working well, what the challenges and barriers are, and how to enhance it. The presenters, two of whom are students, will describe how they co-developed the evaluation plan and how they implemented it. The findings and recommendations will be shared.

Exploring French-speaking Ontario College Applicants' Preferences and Pathways

Ontario colleges were established to prepare students for jobs through applied programming tied to local labour markets. Ontario is also home to one of the largest proportions of people bilingual in English and French nation-wide. There is limited research on French-speaking learners in Ontario. Using college applicant data, we will explore the factors, such as employment prospects, that influenced French-speaking applicants' college choices. We will also describe applicants' pathways over a five-year period related to college language (English or French), field of study and programs. Their top confirmed programs will be discussed within the context of Ontario's labour market demands.

Demo: Enhancing Course Evaluation Data with AI Qualitative Analysis and Redaction

Sponsored by: Explorance

Join this session to discover how institutions are extracting richer, more actionable insights from student feedback with AI-powered qualitative analysis. Learn how Explorance MLY can streamline your qualitative analysis, detecting comment sentiment, categorizing data into common topics, highlighting recommendations and alerts, and redacting sensitive content. In combination with Explorance Blue course evaluations and surveys, these tools help move you from data collection to decision-making, faster and with the highest quality insights.

SPEAKERS

Aynslie Hinds, University of Winnipeg

Purva Jani, University of Winnipeg

Manbir Kaur, University of Winnipeg

Laura Gallant, Higher Education Quality Council of Ontario (HEQCO)

David Wickland, OCAS

Kyle Podwalski, Explorance

ROUND TABLE Tackling the Analytics Elephant in the Room Together: Microsoft Fabric (incl. Power BI)

Join our dynamic round table seminar focused on harnessing Microsoft Fabric as all-in- one data analytics platform solution in the post-secondary sector. This interactive session brings together analysts and managers in analytics teams alike to exchange

knowledge and learning and change management experiences. Engage in lively discussions, share experiences, and discover how these tools can streamline reporting workflows, enhance student outcomes, and support proactive decision-making. Whether you're on the fence about adopting Microsoft Fabric or already deeply involved with the beast, this session welcomes you!

SPEAKERS

Andy Hu, Queens University

ROUND TABLE Documentation – Not your old crusty Data Governance

Are you drowning in an ocean of partially documented processes and procedures? Inundated with a wide variety of personal One Notes, Word documents, screen captures, and SharePoint folders labelled "Final Master – no more changes documents"? Or are you starting out on project to begin a documentation exercise? Then please join us for this interactive round table discussion where we can share (commiserate?) with each other some of our successes and failures. The session will begin with a brief presentation of the Power BI Documentation portal we've put together at Loyalist College, and then we'll open the floor to a facilitated round table discussion. Please bring along any great ideas you'd like to share about what has worked for you, what types of support you required from your institution, and where things didn't work out quite the way you'd hoped. If you have any visuals you'd like to share please reach out to mfritz@loyalistcollege.com ahead of time and we'll make arrangements to ensure they can be displayed.

Melissa Fritz, Loyalist College

Building Buy-in and Adoption for Data Governance Across Your Institution

Sponsored by: IData

It is not uncommon to struggle to gain and maintain momentum within an institution for initiatives around data governance and data catalogs. Lack of engagement in these initiatives can prevent achieving the desired outcomes of improved data literacy, more effective use of your reporting tools, more efficient and accurate processing of data requests, and improved policy compliance. In this session, we will share lessons-learned and pragmatic best-practices that will help create critical engagement from your leadership, data stewards/experts, business units, data requesters, data consumers, and various IT gatekeepers. We will discuss methods to create enthusiasm, prioritize effort, and dramatically reduce the time/work needed from your staff. This is a general best-practices session designed to provide recommendations for achievable process improvements. This is not a sales or demo session for any data governance products.

Brian Parish, IData

An Innovative Approach to Understanding Leavers

KPU has high leaver rates—students who leave without earning a credential. Leaver rates are highest for domestic students in open-intake programs. To try to reduce leaver rates we needed to understand why students were leaving. Rather than launching a survey of leavers, with expected low response rates, we decided to use existing data in new ways in order to get a more complete picture of leavers and how they differ from non-leavers. The data includes KPU administrative data, survey data and BC system data that tracks students from high school through the BC public post-secondary system.

Beyond Programs: Expanding the Strategic Value of Data and Market Research in Post-Secondary Institutions

While data and market research are commonly used for program development, their strategic value extends far beyond curriculum planning. This session explores how institutions can apply research insights to enhance funding proposals, guide applied research agendas, and inform marketing strategies.

Automating Insights: Leveraging the Entrinsik Informer API to Power Data-Driven Decision Making at Northern Lights College

Sponsored by: Plaid Analytics

Northern Lights College and Plaid Analytics partnered to transform how institutional leaders access and use enrolment data. Using the Entrinsik Informer API to access Colleague data, we automated the population of a data warehouse with current application and enrolment information. This foundation enabled the rapid development of dynamic Power BI dashboards, giving decision-makers self-service access to accurate, up-to-date data.

This session will showcase how the partnership moved from concept to implementation, highlighting both the technical architecture and the organizational impact. We will share lessons learned from integrating an API-driven approach into an institutional data environment, strategies for aligning IT and institutional research needs, and the tangible benefits for decision-makers navigating complex enrolment challenges. Attendees will gain practical insights into how automation, integration, and visualization can come together to support better, faster decision-making in higher education.

SPEAKERS

Lori McElroy, Kwantlen Polytechnic University

Partha Roy, Northern Alberta Institute of Technology (NAIT)

Vince Paradiso, Lightcast

Lena McCoy, Northern Lights College

Patrick Lougheed, Plaid Analytics

Program to employment and back again: Connecting CIPs, NOCs and employment projections

It has long been a challenge to match academic programs with predicted employment. NorQuest College undertook a project to bring together data resources to address this problem. Three-year and ten-year labour market projections for Alberta and for Canada (with National Occupation Classification (NOC) codes) and a list of Classification of Instructional Program (CIP) codes for all credential programs in Alberta public post-secondary institutions were matched using a CIP-NOC crosswalk file provided by LightCast. Key features of the Power BI app, data models, data resources and lessons learned will be discussed, focusing on how practitioners can advance on the work presented.

SPEAKERS

Lee Francis, NorQuest College

Best Practices and Cross-Provincial Collaboration – Grad Follow-Up Research

This case study highlights the best practices in graduate follow-up research through collaboration between Inshtrix and Assiniboine College. It outlines refined survey methods using multi-mode outreach, real-time dashboards, and iterative analysis to improve response rates and data quality. Focusing on the 2024-25 results, it shows how college stakeholder engagement accelerated uptake of findings and actionable insights. Attendees will learn practical strategies for conducting graduate follow-up studies and see how these methods improved outcomes and stakeholder satisfaction. By highlighting innovations, alongside the stories of graduates, this session demonstrates how collaborative, data-driven approaches can showcase an institution's impact on graduates and community.

Shonna Caldwell, Inshtrix

Dolin Patel, Inshtrix

Brock Degagne, Assiniboine College

In lieu of speaker gifts CIRPA has made a donation to Autism Alliance of Canada.



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