



## 2007 MidAIR Conference

### *Professional Development Opportunities*

November 7, 2007  
St. Louis, Missouri

- In order to register for a PDO, you must also register for the conference. After October 23<sup>rd</sup>, if there are still spaces available in a PDO, you may register for the PDO without registering for the conference.
- Cost for half-day PDO's - \$45 (after October 23<sup>rd</sup> - \$55)
- Cost for all-day PDO - \$80 (after October 23<sup>rd</sup> - \$90)

All Day PDO, 9 a.m. – Noon / 1:30 p.m. – 4:30 p.m.

➤ **Building an Institutional Balanced Scorecard - Identifying the Measures, Benchmarks and Displays to Meet Users' Needs (Location: TBA)**

*Presenter: Jan W. Lyddon, Ph.D., Executive Vice President of Research and Institutional Effectiveness, San Jacinto College, Pasadena, Texas*  
*Bruce E. McComb, Organizational Effectiveness Consultant, Pasadena, TX*

Dashboards and Balanced Scorecards are among the tools increasingly being requested by top leaders in higher education. The task of building one can be daunting, including selecting the items to display, establishing their values, identifying the signal values (also called control limits) and choosing the technology. At the end of the workshop, participants will have a plan for how to execute a dashboard at their institutions including guidelines for effective deployment. They will also have identified their key performance indicators sources of benchmarks, and various off the shelf technology platforms for display and distribution of the dashboard.

Morning PDOs, 9:00 a.m. – Noon

➤ **Introduction to SPSS – Real Stats. Real Easy\* (Location: TBA)**

*Presenter: Ray Bacon, User Support Analyst-Expert, University of Missouri-Columbia*

Learn why SPSS has become the leader in Predictive Analytics. In this half-day, hands-on course, participants will discover how straight forward statistical computing can be using SPSS. Get up to speed in SPSS quickly and easily. Learn how to create an SPSS dataset from a variety of different data sources (Microsoft Excel, Microsoft Access, and text files), format variables, assign variable labels, compute new variables, recode variables, present summary statistics for individual variables and create and edit charts. In addition to the fundamentals, learn shortcuts that will help you save time. This course is designed with the SPSS beginner in mind.

\*"Real Stats. Real Easy." is a trademark of SPSS Inc.

SPSS has provided a complimentary copy of "SPSS 15.0 Brief Guide" for PDO participants.

➤ **Driving Report Generation: Saving Time with Excel Macros (Location: TBA)**

*Presenters: Rick Shoup, Indiana University at Bloomington*  
*Shimon Sarraf, Indiana University at Bloomington*

Institutional research offices are often asked to maximize scarce resources to produce a wealth of reports. Processes that automate routine tasks make meeting deadlines more possible. Microsoft Excel macros allow users to accomplish complex reporting tasks with a click of a button that would otherwise require several manual steps. Excel macros thus permit an institutional research office to do more in less time. In this workshop, participants will first be introduced to Excel macros in general. The presenters will then illustrate the power of Excel macros for institutional research applications by sharing several practical examples of Excel macros. Participants will be provided opportunities for hands-on use of the demonstrated applications.

Morning PDOs, 9:00 a.m. – Noon (continued)

➤ **Pragmatic Assessment (Location: TBA)**

*Presenters: John Spencer, Director of Assessment, University of Missouri-Columbia  
Tim Parshall, Associate Director, Assessment Resource Center, University of Missouri-Columbia*

In higher education, assessment requests and demands stem from a variety of organizations and constituencies. Unfortunately, there is far too little agreement about what assessment means, what the purpose of it is, and who will use it. This workshop will address these key questions and provide participants with a pragmatic approach for navigating the complex and often paradoxical assessment demands made of them. As with all endeavors, assessment requires establishing clear goals, devising broad strategies and specific tactics for accomplishing the goals, and evaluating the effectiveness of the strategies and tactics. In addition to learning essential assessment terminology and concepts, participants will develop plans, specific to their situations, for achieving successful assessment. The workshop will focus on the assessment of student learning but will address other aspects of program assessment as well.

Afternoon PDOs, 1:30 p.m. – 4:30 p.m.

➤ **Academic Quality Work: Implementing Effective Program Audits (Location: TBA)**

*Presenters: William F. Massy, Professor Emeritus, Stanford University, and  
President, Jackson Hole Higher Education Group, Inc.  
Steven W. Graham, Interim Vice President for Academic Affairs, University of Missouri  
Paula Myrick Short, Vice Chancellor for Academic Affairs, Tennessee Board of Regents*

Universities have typically not adopted quality improvement practices but will be required to do so in the future because of public pressures for accountability and tight fiscal conditions. This workshop will showcase a method of implementing quality practices common in business settings yet adapted for use in higher education environments. These techniques honor the academic culture and at the same time drive continuous improvement with practical questions like the following:

1. **What are we trying to do?**
2. **How are we doing it?**
3. **Who is responsible for doing it?**
4. **How do we know we're succeeding?**
5. **How can we do even better?**

**Note: The presenters are the authors of “Academic Quality Work: A Handbook for Improvement” (2007). This book may be purchased online at <http://www.josseybass.com/WileyCDA/WileyTitle/productCd-1933371234.html>.**

➤ **The Automated Office: Using SPSS Macros to Drive Productivity (Location: TBA)**

*Presenters: Shimon Sarraf, Indiana University at Bloomington  
Rick Shoup, Indiana University at Bloomington*

Time is of the essence in institutional research offices. Competing demands and limited resources compel institutional research officers to make difficult decisions about how to best allocate staff time. Accordingly, procedures that automate routine tasks are well appreciated. SPSS macros are a readily available yet lesser known vehicle for transforming an institutional research office. SPSS macros can automate a wide variety of tasks, freeing up time for other activities. Once participants are first introduced to SPSS macros in general, the presenters will present several practical SPSS macros that may be immediately employed in any institutional research office. Participants will be provided opportunities for hands-on use of the demonstrated applications.

➤ **IPEDS Data Retrieval - Advanced: Dataset Cutting Tool and Data Analysis System\* (Location: TBA)**

*Presenters: Soon Merz, Associate Vice President for Institutional Effectiveness and Accountability  
Austin Community College  
Laura Tyree, Director of Research and Analysis, Oklahoma State Regents for Higher Education*

This PDO will showcase two data retrieval tools of IPEDS data – the Dataset Cutting Tool (DCT) and Data Analysis System (DAS). This PDO will impart the knowledge and skills needed to produce customized datasets and to download entire IPEDS survey data files using the Dataset Cutting Tool (DCT). After identifying the desired variables, users will select, generate, and download the appropriate datasets and documentation files. Users will then be able to import and analyze these data in the statistical software package of their choice. The DAS portion of this PDO will introduce participants to the Data Analysis System (DAS) Web site and the DAS Online Applications (DASOL). Users will gain the knowledge and skills needed to retrieve tables of aggregated, adjudicated IPEDS data available in the Tables Library and produce tables of their own design by creating or modifying Table Parameter Files (TPFs).

\*Sponsored by Association for Institutional Research