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**Association for  
Institutional Research**



THE COUNCIL OF  
INDEPENDENT COLLEGES

## **Data and Decisions™**

Workshop for Independent  
Colleges and Universities

**Renaissance Indianapolis North Hotel  
Carmel, Indiana  
September 27-29, 2009**

The Data and Decisions™ Workshop addresses tools and strategies to improve data-informed decision-making, ways to identify peer and competitor institutions, define key institutional performance measures, and compare relative positions of these measures with other institutions.

**Application Deadline:  
Friday, June 19, 2009**

Online applications can be found at  
[www.airweb.org/CICDataandDecisions](http://www.airweb.org/CICDataandDecisions)





## **Data and Decisions™**

### ***Workshop for Independent Colleges and Universities***

The ability to access, analyze, and convert data into strategic information is critical to institutions operating in today's competitive educational climate. Increasingly, college and university leaders seek to base strategic decisions on data-targeted information about their own institutions and up-to-date, comparative information about other institutions. Institutional accountability to trustees, accrediting agencies, and the public requires benchmarking on key indicators of institutional performance.

AIR and CIC are again offering a workshop on the use of data for strategic decision-making. The Data and Decisions™ Workshop addresses ways to identify peer and competitor institutions, define key institutional performance measures, and compare relative positions of these measures with other institutions. These measures include tuition revenue and financial aid, faculty salaries, instructional expenditures per FTE student, as well as retention and graduation rates. Workshop instruction is based on the use of existing national data sets. For example, the U.S. Department of Education's Integrated Postsecondary Education Data System (IPEDS) provides online tools to identify similar institutions and analyze comparative information. These and other data sources are addressed as resources for improving institutional effectiveness. In addition, CIC offers a variety of benchmarking services for member colleges, including the Key Indicators Tool (KIT) and Financial Indicators Tool (FIT). Combining these resources with institutional data and knowledge provides Workshop participants with an understanding of core competencies and feasible strategies for continuous institutional improvement.

#### **Workshop Goals**

- Provide tools and strategies to improve data-informed decision-making
- Evaluate availability and quality of institutional data
- Identify internal and external data sources (e.g. finance, enrollment, staffing)
- Develop new strategies for using existing data (e.g. IPEDS)
- Identify effective approaches for using data in strategic management
- Increase the use of CIC's benchmarking tools and services (e.g. KIT and FIT)
- Create a cross-functional team of data users

#### **Instructors**

Workshop instructors combine experience in institutional research, knowledge of available data, and an understanding of independent institutions. Instructors are:

- Mary Ann Coughlin, Associate Vice President for Academic Affairs and Professor of Research and Statistics, Springfield College (MA);
- Harold V. Hartley III, Senior Vice President, Council of Independent Colleges;
- Richard Howard, Director of Institutional Research and Reporting, University of Minnesota;
- Gerald McLaughlin, Associate Vice President for Institutional Planning and Research, DePaul University (IL);
- Josetta McLaughlin, Associate Professor of Management, Roosevelt University (IL); and
- Randy Swing, Executive Director, Association for Institutional Research.



**Who Should Attend?**

The Data and Decisions™ Workshop is designed for institutional teams of three individuals who have significant responsibilities for institutional decision-making. A fourth team member may be added for an additional fee. The three-person team should include: 1) a senior leader from academic affairs, 2) a key staff member responsible for data production, analysis, and/or reporting, and 3) the president or other key campus decision maker from finance, enrollment management, or student affairs.

Preference will be given to institutions that are participating in the Workshop for the first time. Returning institutions may apply and should provide a rationale (e.g. turnover in staff, new challenges) for participating a second time.

**What to Bring**

Several of the sessions involve hands-on work with national data sets. Each team must bring at least one laptop computer with wireless internet capacity. Instruction and demonstrations will use Microsoft Office programs (Excel and Internet Explorer). PC or Mac equivalent programs may be used by participants during the hands-on activities.

In addition, each team should review in advance and bring with them to the Workshop the most recent copies of three benchmarking reports:

- CIC’s Key Indicators Tool (KIT)
- CIC’s Financial Indicators Tool (FIT)
- IPEDS Data Feedback Report

Access to the confidential KIT and FIT reports can be obtained through the President’s office of each institution (for assistance, please contact Eric Godin, CIC’s Manager of Research Projects at [egodin@cic.nche.edu](mailto:egodin@cic.nche.edu) or by phone at 202-466-7230).

The IPEDS Data Feedback Report for each institution is available through the IPEDS Executive Peer Tool at <http://nces.ed.gov/ipeds/pas/expt/>.

**Schedule**

Workshop registration begins at 12:30 p.m. on Sunday, September 27. The Workshop begins with a welcome session at 2:30 p.m. and concludes by noon on Tuesday, September 29.

<b>Tentative Schedule</b>	
<b>Sunday, September 27</b>	
12:30 p.m. - 2:00 p.m.	Registration Open
2:30 p.m.	Workshop Begins
2:30 p.m. - 5:00 p.m.	Sessions
6:00 p.m. - 6:30 p.m.	Reception
6:30 p.m.	Dinner
<b>Monday, September 28</b>	
7:15 a.m. - 8:15 a.m.	Breakfast
8:30 a.m. - 12:15 p.m.	Sessions
12:15 p.m. - 1:15 p.m.	Lunch
1:15 p.m. – 5:30 p.m.	Sessions
6:00 p.m. – 6:30 p.m.	Reception
6:30 p.m.	Dinner on your own
<b>Tuesday, September 29</b>	
7:15 a.m. - 8:00 a.m.	Breakfast
8:00 a.m. - 12:00 p.m.	Sessions
12:00 p.m.	Workshop Concludes



## **Association for Institutional Research**



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### **Meeting Location**

The Workshop sessions will be held at the Renaissance Indianapolis North Hotel. Participants stay Sunday and Monday nights in the hotel, which is located at 11925 N. Meridian Street, Carmel, Indiana 46032. Reservations for additional nights can be made, through AIR at the group rate, but paid for on your own. Visit [www.renaissanceindianapolis.com](http://www.renaissanceindianapolis.com) for more information.

### **Costs**

The team registration fee is \$750.00 for a three-person team and \$1050.00 for a four person-team. This fee, in conjunction with funding from the National Center for Education Statistics (NCES) covers a private hotel room for each participant for two nights, breakfast and lunch for two days, one dinner, receptions, and instructional materials. Additional hotel nights may be reserved for \$109.00 plus taxes at the participant's expense.

Team members will be responsible for their own travel to and from the Workshop, for dinner on Monday evening, and for any incidental expenses.

### **Timeline**

June 19, 2009 – Deadline for applications  
July 17, 2009 – Notification of selection  
September 27 – 29, 2009 – Workshop dates

### **How to Apply**

Space is limited to teams from 25 institutions. Priority will be given to CIC member colleges and universities, however all small and mid-sized independent institutions may apply. A brief online application must be submitted by June 19, 2009. The application is available at [www.airweb.org/CICDataandDecisions](http://www.airweb.org/CICDataandDecisions).

Please prepare brief statements addressing each of the following:

1. Please describe your institution's interest in participating in the Workshop. What are the key issues or challenges facing your institution? Why participate now?
2. Identify campus roles for each member of the proposed team and describe why they were selected. How will this team work together on data issues after the Workshop?
3. Please describe one specific outcome the team hopes will result from participation in the Workshop?

Applicants will be notified via e-mail of the selection results by Friday, July 17, 2009. If a team is selected to attend the Workshop, payment information will be sent with the institution's confirmation.

### **Questions?**

Questions about the Workshop may be addressed to the AIR Meeting Planning Staff at [air@airweb.org](mailto:air@airweb.org) or by phone to 850-385-4155 extension 201.