

Fall 2007 Conference

University of Oklahoma Outreach College for Continuing Education

Thurman J. White Forum Building
1704 Asp Avenue
Norman, OK 73072

Friday, November 2, 2007



REGISTER ONLINE at www.okairp.org

***** Early registration discount through October 26th *****

Sessions at the Fall 2007 OKAIRP conference will focus on a variety of issues including gaining insight on the implications of movements and issues in education, impact of policy and information technology on institutional researchers, impact of the National Voluntary System of Accountability on higher education, and a panel discussion on creating a culture of data-driven decision making. We are pleased to have Dr. Mark Milliron, President and CEO of Catalyst Learning International (CLI) from Austin, Texas, deliver our keynote address. All sessions will be located at the University of Oklahoma Outreach College for Continuing Education Thurman J. White Forum building.

Early registration cost for the Fall 2007 conference is \$40; late registration is \$50. The Holiday Inn, 1000 N. Interstate Drive, Norman, OK 73072, (405) 364-2882, will serve as our conference hotel at a cost of \$119 (single) plus tax for the night of November 1st.

We will be electing two new board members at this conference! Please send nominations (including yourself if you wish) to Kenneth Handy (918-208-5066 or khandy@okcu.edu).

Conference Agenda

8:30 am – 9:00 am **Breakfast and Registration**

9:00 am – 11:30 am **Opening Keynote Address: “The Power to Know You’re Making a Difference”**
Dr. Mark D. Milliron, President and CEO of Catalyst Learning International (CLI)

Services like Amazon.com, TiVo, and online banking have driven the expectation that technology will be thoughtfully used to better inform and enable teaching and learning, student services, and institutional management. Moreover, they have driven the expectation that institutions will leverage "insight"--enterprise intelligence systems, data mining, and predictive analytics--to make a difference in how they teach and reach students, better customize services, and drive strategic planning, institutional effectiveness, and accountability efforts. During this presentation, we'll track similar movements in the commercial, government, and healthcare industries, and look at the implications and issues surrounding the search for insight in the world of education.

Biography

Dr. Mark David Milliron is an award-winning education leader, author, speaker, and consultant known for exploring leadership development, future trends, learning strategies, and the human side of technology change. Mark works with K-12 schools, community colleges, universities, corporations, associations, community groups, and government agencies across the country and around the world. He serves as President and CEO of the private consulting and service group, Catalyze Learning International (CLI). He also sits on numerous education, nonprofit, and corporate boards, including serving as Chair of the Board for the Institute for the Study of Knowledge Management in Education and as a Trustee for Western Governors University. In addition, he is a guest lecturer at educational institutions nationally and internationally and author and moderator of the Catalytic Conversations Blog. In 2005, PBS Adult Learning Service named Mark the recipient of its annual O'Banion Prize for transformational work in support of teaching and learning. Also, in 2007, the American Association of Community Colleges (AACC) presented Mark with its National Leadership Award for his outstanding accomplishments, contributions, and leadership.

(Conference agenda continued)

11:45 am – 12:30 pm **Lunch**

12:30 pm – 12:50 pm **Business Meeting/Board Elections**

Concurrent Sessions
1:00 pm – 1:45 pm **Information Technology and the Integrated Roles of Institutional Researchers in Higher Education**
Sheilynda Stewart, Software Development Project Manager
Oklahoma State Regents for Higher Education

Advances in technology have increased demand for greater performance accountability and customer-oriented information at higher education institutions, which is a result of increased access to information. Although the role of institutional research on campuses is to facilitate in the advancement of knowledge to support planning, policy formation, and decision making, the office of institutional research is challenged with understanding how to integrate emerging technology while wearing multiple hats such as the reporter, interpreter, policy analyst, and information architect. This session will highlight the impact of policy on technology and the current and emerging roles of institutional researchers.

National Voluntary System of Accountability – Impacting the Way Institutions Conduct Assessments and Report Learning Outcomes

Dr. Debra Stuart, Vice Chancellor for Educational Partnerships
Oklahoma State Regents for Higher Education

The Voluntary System of Accountability (VSA) is being developed by the National Association of State Universities and Land-Grant Colleges (NASULGC) and the American Association of State Colleges and Universities (AASCU) in response to national calls for more accountability in higher education including the Spellings Commission or National Commission on the Future of Higher Education. The current status of this project and its impact on student assessment will be provided from the perspective of the VSA Learning Outcomes Technical Work Group.

Concurrent Sessions
2:00 pm – 2:45 pm **Sharing the Sandbox: Enrollment Management, Assessment, and Institutional Research-Creating a Culture of Data-Driven Decision-Making**

Panel Discussion:

Julie Sawyer, Coordinator of Institutional Analysis; Bill Nowlin, Dean of Enrollment Management/Registrar; Jeff Walker, Director of First Year Experience and Enrollment Services; Brian Searcy, Coordinator of Second Year Programs; and Paula Page, Associate Registrar/Veterans Coordinator - Northeastern State University

The purpose of the panel discussion is to characterize and discuss the relationship between Enrollment Management and the Office of Assessment & Institutional Research at NSU. Four panelists from Enrollment Management will spend approximately five minutes each describing the types of projects which have been collaborations with the A&IR office. In addition, they will talk about how the information has been used. The final panelist, from A&IR, will give a brief overview of other projects and discuss her facilitative role.

OEIS Enrollment Profile and the State Regents Facilities Inventory Data Collection

Panel Discussion:

Marion Dilbeck, Director of Information Technology and Dr. Gayle Northrop, Applications System Analyst III– Oklahoma State Regents for Higher Education

The purpose of this panel discussion is to discuss the State Regents Facilities Inventory data collection methodology as well as the uses of the data and upcoming revisions. In addition, they will demonstrate the online Oklahoma Education Information System (OEIS) Enrollment Profile reporting tool.

2:45 pm – 3:00 pm **Closing Remarks**