

SAARC


• *June 7, 2019*

STUDENT AFFAIRS ASSESSMENT AND RESEARCH CONFERENCE

Data Analytics and the Future of Assessment







Welcome to the 9th annual Student Affairs Assessment and Research Conference, presented by The Ohio State University's Center for the Study of Student Life. The goal of this conference is to share ideas and engage in conversations about how assessment and research serve to enrich the student experience. This year's focus is Data Analytics and the Future of Assessment.

Research and assessment in higher education are rapidly changing; new technologies are making it possible to gather, combine and analyze data in new and exciting ways. Our goal of using data analytics in higher education is to improve the experiences of our students by offering innovative ways to reach them when they need support the most, while learning what is really influencing their education and success. We hope today serves as an inspiration for you to consider using data analytics in your work, in addition to offering you a glimpse of what the future of assessment could look like.

Our exceptional keynote speaker and presenters will share their expertise on how they use data analytics in their research and assessment. Sessions throughout the day will present information on assessment basics and skill building, as well as share innovative assessments or research studies. We hope you enjoy your day, engage with others and leave energized to approach the future of assessment.

TABLE OF CONTENTS

CONFERENCE SCHEDULE	1
ASSESSMENT AWARDS	3
CONCURRENT SESSIONS I	6
CONCURRENT SESSIONS II	10
KEYNOTE	14
CONCURRENT SESSIONS III	16
CONCURRENT SESSIONS IV	20
OHIO UNION MAPS	24
ACKNOWLEDGMENTS	27



CONFERENCE SCHEDULE

EVENT	TIME	LOCATION
Registration and Check-In	8 – 9 a.m.	Archie M. Griffin Grand Ballroom
Welcome and Assessment Awards	9 – 9:45 a.m.	Archie M. Griffin Grand Ballroom
Concurrent Sessions I	10 – 11 a.m.	Breakout Rooms
Concurrent Sessions II	11:10 a.m. – 12:10 p.m.	Breakout Rooms
Lunch and Keynote Speaker	12:10 – 1:40 p.m.	Archie M. Griffin Grand Ballroom
Concurrent Sessions III	1:50 – 2:50 p.m.	Breakout Rooms
Concurrent Sessions IV	3 – 4 p.m.	Breakout Rooms



Dr. Javaune Adams-Gaston,

**SENIOR VICE PRESIDENT FOR STUDENT LIFE
THE OHIO STATE UNIVERSITY**

WELCOME

As Senior Vice President for Student Life at The Ohio State University, Dr. Javaune Adams-Gaston has broad leadership responsibility for more than 40 operations affecting more than 65,000 students' learning and development outside of the classroom. She represents Student Life in the university's senior cabinet and provides leadership on issues affecting students. "Dr. J," as she is affectionately called by students, is responsible for residence halls, food services, the Ohio Union and student activities, student leadership development, mental health counseling, recreational sports, health care and wellness programs, disability services, the Student Life Multicultural Center, off-campus student services, the student conduct process, student advocacy, crisis intervention and more.

She was named a 2019 Pillar of the Profession by the NASPA Foundation for sustained professional distinction and significant lifetime contributions to the field.

In autumn 2008, Dr. Adams-Gaston was appointed as Ohio State's first female African American Vice President for Student Life, and she assumed her position January 2, 2009. She arrived at Ohio State from the University of Maryland, where she served in a variety of administrative and faculty positions. Dr. Adams-Gaston is a scholar-practitioner with vast experience at Research 1 public institutions including her senior administrative responsibilities in student affairs (SVP; Executive Director; Psychologist), academic affairs (Associate Dean), intercollegiate athletics (Assistant Athletic Director) and university-level administration (Equity Administrator). She served the NCAA as an Athletic Certification Peer Reviewer and has spent over 25 years in practice as a psychologist.

Dr. Adams-Gaston was recently selected as the next President of Norfolk State University in Virginia. She will transition to her new role this summer.

ASSESSMENT AWARDS

This year we are excited to present three awards recognizing individuals and groups for innovation, dedication to assessment and support of student success.

CONGRATULATIONS TO OUR WINNERS

Assessment Trailblazer

Kimberlyn Brooks

Tim Shaal

Bowling Green State University

Assessment to Action

Rojarra Armbrister

Ariunaa Bayarsaikhan

Dr. Lina Di Genova

Martine Gauthier

Dr. Vera Romano

McGill University

Assessment Champion

Dr. Kristen N. Wallitsch

Bellarmino University

ASSESSMENT AWARDS COMMITTEE

Dr. Anne McDaniel

Executive Director

Center for the Study of Student Life

The Ohio State University

Liz Lubinger

Research Assistant

Center for the Study of Student Life

The Ohio State University

Julio Moreno

Senior Research Analyst in the Office of
Institutional Effectiveness

Columbus State Community College

Dr. Mitsu Narui

Associate Director of

Institutional Effectiveness

Capital University

Julie Tucker

Assistant Vice President

for Student Development

Denison University

Debra Wilburn

Associate Director of the Technology and

Data Management Career Center

Wright State University

**ACTIVATING STUDENT LEADERS IN STUDENT AFFAIRS RESEARCH:
CREATING A RESEARCH, ENGAGEMENT AND DESIGN CORPS**

Barbie Tootle Room – 3rd Floor

Julie Tucker, Denison University

Laurel Kennedy, Denison University

Do you have big questions about the student experience you want answered? Are you tired of surveys that provide data but not insights? Do you want to see a higher level of student engagement with your research efforts? Enter the Research, Engagement and Design (RED) Corps. Learn how one institution created a team of 12 students to take on important (and sometimes even wicked!) campus questions, like how to foster community in residence halls; how to promote student wellness; and how to communicate more effectively with campus.

REDEFINING ASSESSMENT THROUGH EFFECTIVE LEARNING OUTCOMES

Student-Alumni Council Room – 2nd Floor

Alana Malik, University of Toledo

Michele Soliz, University of Toledo

This session will help practitioners leverage the power of assessment as a strategy to illustrate the influence of student affairs on student success. Participants will learn how to write effective outcome statements and identify measures to share a program’s impact on student achievement.

**ASSESSING HIGH IMPACT PRACTICES (HIPS) THROUGH LEARNING OUTCOMES,
STUDENT INVOLVEMENT IN ASSESSMENT AND EXTERNAL DATA SOURCES**

Hays Cape Room – 3rd Floor

Jessica M. Turos, Bowling Green State University

Kristen Hiding, Bowling Green State University

This session will explore various methods for assessing High Impact Practices (HIPs). Specifically, it will outline the processes used to assess learning communities’ outcomes with a VALUE Rubric, involving undergraduate students in the assessment process of capstone experiences, and exploring HIPs overall with the National Survey of Student Engagement (NSSE). After the presenters share specific examples of assessing different types of HIPs, they will engage the audience in a dialogue about other strategies for assessing HIPs.

USING ASSESSMENT DATA FROM NATIONAL LEVEL SURVEYS TO IMPROVE CAMPUS CLIMATE

Rosa M. Ailabouni Room – 3rd Floor

Lindsey R. Guinn, Washington & Jefferson College

This session will focus on reviewing findings from national-level surveys and how to use the data to improve campus climate. Examples on how to use assessment data to improve campus climate will be shared. This session will discuss the value of assessment, introduce participants to national-level surveys and identify strategies to overcome institutional obstacles to improve campus climate.

MAKING SENSE OF LOG DATA WITH TABLEAU: A NON-PROGRAMMERS GUIDE

Ohio Staters, Inc. Traditions Room – 2nd Floor

Sarah Murphy, The Ohio State University

The Ohio State University Libraries continues to create a narrative of the libraries' impact with Tableau, a data analytics and visualization software. This session will share techniques and procedures for enhancing and de-identifying log data prior to analysis using Tableau with Tableau Prep, a new product designed for cleaning, combining and shaping data for analysis. Several recent and in-progress visualizations will also be shared.

THE “FUN” OFFICE GETS SERIOUS ABOUT OUTCOMES ASSESSMENT

Student-Alumni Council Room – 2nd Floor

Matthew Vetter, Denison University

Student activities offices have been counting students at programs for decades—a surface understanding of Astin’s (1984) involvement theory justifying this numerical reporting. Too often, quantity and quality of involvement are not equally represented in program design or assessment. This session will report on the latest research in student involvement with implications to inform a more intentional theory-to-practice model in student activities practice. One institution’s assessment model will be shared, including best practices using direct measures and qualitative data to inform a holistic assessment-to-practice-to-assessment cycle.

ASSESSING UNDERGRADUATES GLOBAL LEARNING: WHY AND HOW

Hays Cape Room – 3rd Floor

Erik Nisbet, The Ohio State University

Karen Mancl, The Ohio State University

Esther E. Gottlieb, The Ohio State University

This session will address the need to evaluate global learning to assess the accomplishments of campus wide internationalization. Many institutional missions address global learning and institutions invest in designing curricular and co-curricular plans, programs and new education abroad for better access to a larger segment of the student body. Are universities successful in facilitating global learning and global engagement and developing students’ global competences? How does an institution know what they have achieved? Sharing why assessment is so important to global learning and campus wide internationalization, as well as the experience of building a survey, administering it, analyzing it and sharing the results, will begin to answer some of these questions.

ASSESSING GRADUATE AND PROFESSIONAL STUDENT WELLNESS TO IMPROVE PROGRAMMING AND SUPPORT

Rosa M. Ailabouni Room – 3rd Floor

Michaela Martin, The Ohio State University

Blake Marble, The Ohio State University

The Ohio State University Office of Student Life’s Student Wellness Center takes a holistic approach to wellness, using nine dimensions of wellness as a foundational framework. The Wellness Assessment was designed to measure the nine dimensions of wellness in order to give students a better understanding of their own wellness and provide them with relevant resources. This session will provide an overview of how the Wellness Assessment was developed and administered on Ohio State’s campus. In addition, presenters will highlight key findings pertaining to Ohio State Graduate and Professional student populations.

INTEGRATING PREDICTIVE ANALYTICS INTO STUDENT SUCCESS WORK

Barbie Tootle Room – 3rd Floor

James D. Breslin, Bellarmine University

Kristen N. Wallitsch, Bellarmine University

From campus administrators to board members, we all hear the questions: why do they struggle? Why do they leave? What do we know about those who do not persist? Predictive analytics, sometimes called big data, offer a promise of answering these incredibly complex questions, but tools have been expensive, time consuming and fail to incite action. This session tells the tale of a campus that has moved past those issues, implementing a low-cost, high-impact predictive model. Join us to learn how we built a model collaboratively, navigated ethical issues and created an action-oriented approach embraced on our campus.

ANNUAL ASSESSMENT OF UNDERGRADUATE PROGRAMS: REPORTING QUANTITATIVE MEASURES USING TABLEAU

Ohio Staters, Inc. Traditions Room – 2nd Floor

Liana Crisan-Vandeborne, The Ohio State University

At The Ohio State University, all undergraduate programs are required to complete annual assessment reports. About 90 undergraduate programs are housed in the College of Arts and Sciences. Collecting and tracking measures used in assessment reports is often a time-consuming process. With the adoption of Tableau Server, this process is streamlined. The presentation will include visualizations of course enrollment, grade analysis and pre-graduation survey results.

KEYNOTE SPEAKER

Dr. Amelia Parnell is the Vice President for Research and Policy at NASPA – Student Affairs Administrators in Higher Education. She directs the Research and Policy Institute (RPI), which links research, policy and effective student affairs practice in support of student success. Prior to her arrival at NASPA, Dr. Parnell was director of research initiatives at the Association for Institutional Research (AIR), where she conducted two national studies related to future directions of the institutional research function. Her current research portfolio also includes studies on leadership attributes of college presidents and vice presidents, documenting and assessing co-curricular learning and assessment and evaluation in student affairs.

Dr. Parnell is co-editor of the newly-released book, *The Analytics Revolution*. She is a member of the board of directors for IDEA and serves on advisory boards for several other higher education organizations. Dr. Parnell holds a PhD in higher education from Florida State University and a master's degree and bachelor's degree in business administration from Florida A&M University.



Dr. Amelia Parnell

NASPA

MOVING MOUNTAINS, HERDING CATS: CREATING A DIVISION-WIDE STUDENT AFFAIRS ASSESSMENT PLAN

Student-Alumni Council Room – 2nd Floor

Sean M. McLaughlin, Otterbein University

Ryan Brechbill, Otterbein University

Melissa Gilbert, Otterbein University

Assessment efforts in Student Affairs tend to focus on the creation and assessment of learning outcomes at the office or department level. The lack of centralized assessment professionals often hinders moving those efforts to the broader division-wide level. Otterbein University embarked upon a year-long effort to collaborate with campus colleagues to reimagine their role in the teaching and learning culture of the university and align assessment efforts of its various departments to develop a division-wide assessment effort.

CAPTURING 25,000 INTENTIONAL CONVERSATIONS: A PARTNERSHIP BETWEEN RESIDENCE LIFE AND ACADEMIC AFFAIRS

Hays Cape Room – 3rd Floor

Kimberlyn Brooks, Bowling Green State University

Tim Shaal, Bowling Green State University

Many institutions struggle to use and share data. Relationship and technology barriers must be bridged to maximize data effectiveness. One way that BGSU has overcome barriers is through the FSRC (Falcon Success and Retention Curriculum). Conversations between Resident Advisors (RAs) and students are a key component of this model. We will discuss the evolution of the process to harness the information contained in the FSRC using existing technology (SharePoint, Access, Excel, PowerApps), and use the data to impact student outcomes, manage the RA staff and inform academic advisors of at-risk students.

NO DATA WITHOUT STORIES AND NO STORIES WITHOUT DATA: HUMAN-CENTERED DESIGN AND THE FOUNDATION TO INNOVATION

Barbie Tootle Room – 3rd Floor

Tiffany Polite, The Ohio State University

Beth Elmore, Purdue University

Today's assessment culture has been dominated by reporting quantitative data. While such data are required to develop generalizations, the nuance of students' needs is often lost. Stories provide higher education professionals with rich, contextual information that should be used in tandem with numerical data to unlock innovative student success strategies. This session will introduce participants to Human-Centered Design (HCD), a collaborative process for innovation. A foundational principle for HCD is that stories discovered through empathy are key to understanding needs. This becomes the basis for defining the problem in order to develop more targeted and innovative solutions.

DISCUSSION AND BOOK SIGNING WITH DR. AMELIA PARNELL AND JULIE CARPENTER-HUBIN

Ohio Staters, Inc. Traditions Room – 3rd Floor

Dr. Amelia Parnell, NASPA

Julie Carpenter-Hubin, The Ohio State University

This informal session will feature a short question and answer opportunity with our keynote speaker, Dr. Amelia Parnell, and Julie Carpenter-Hubin, co-editors of *The Analytics Revolution in Higher Education: Big Data, Organizational Learning and Student Success*. Attendees will have the opportunity to ask questions of these experts as well as purchase a copy of the book and have it signed.

ENGAGING WITH ENGAGEMENT: USING BIG DATA TO CORRELATE STUDENT AFFAIRS DATA WITH RETENTION

Ohio Staters, Inc. Traditions Room – 2nd Floor

Mary Fugate, Xavier University

Leah Busam Klenowski, Xavier University

In an increasingly data-driven environment, the necessity for Student Affairs to create real-time internal analyses to assess strategic goals, student learning and promote data informed decision-making is essential. At Xavier University, the Division of Student Affairs partnered with the Office of Institutional Research to analyze student engagement data and link it to persistence, GPA and other demographic information in Tableau. This presentation will provide a project history and overview, including how to promote collaboration between multiple offices on a large-scale project and will showcase the Tableau dashboards that were created for these analyses.

ASSESSMENT SCHOLARS: INFORMING CAMPUS DECISIONS WITH STUDENT GENERATED RESEARCH

Barbie Tootle Room – 3rd Floor

Jon C. Neidy, Bradley University

Greg Haines, Bradley University

The Bradley University Assessment Scholars are a group of committed undergraduate students who undertake a qualitative research study each year to inform campus policy, direction and decisions. Their work for the past three years has focused on critical thinking, diversity and inclusion and academic advising. In this session, we will explore the formation of the group administrative processes, research approaches and how this group of students has helped to shape decisions and our campus community.

COMMUNITY AT A COMMUNITY COLLEGE? ENGAGING THE SEEMINGLY DISENGAGED COMMUTER STUDENT

Student-Alumni Council Room – 2nd Floor

Genevieve Sharron, Columbus State Community College

Mya Pollard, Columbus State Community College

Amaal Shehabi, Columbus State Community College

Julio Moreno, Columbus State Community College

Dayna Reid, Columbus State Community College

Current research shows that connection in classrooms, co-curricular activities and interpersonal interactions impact student success. Our mission in student affairs is to ensure students feel connected in these three ways. In this presentation, we outline the work of a small team that defined how we facilitate

connection for commuter students, what catalysts for connection exist outside of student life and which relevant benchmarks to utilize through assessment, strategy and partnerships. This presentation will share best practices for aligning student affairs work with institutional outcomes, choosing optimal partners and harnessing data to educate the educators on the benefits of working together.

EVOLVING PAST ASSESSMENT: AN INTEGRATED MODEL FOR DATA-DRIVEN DECISION-MAKING

Rosa M. Ailabouni Room – 3rd Floor

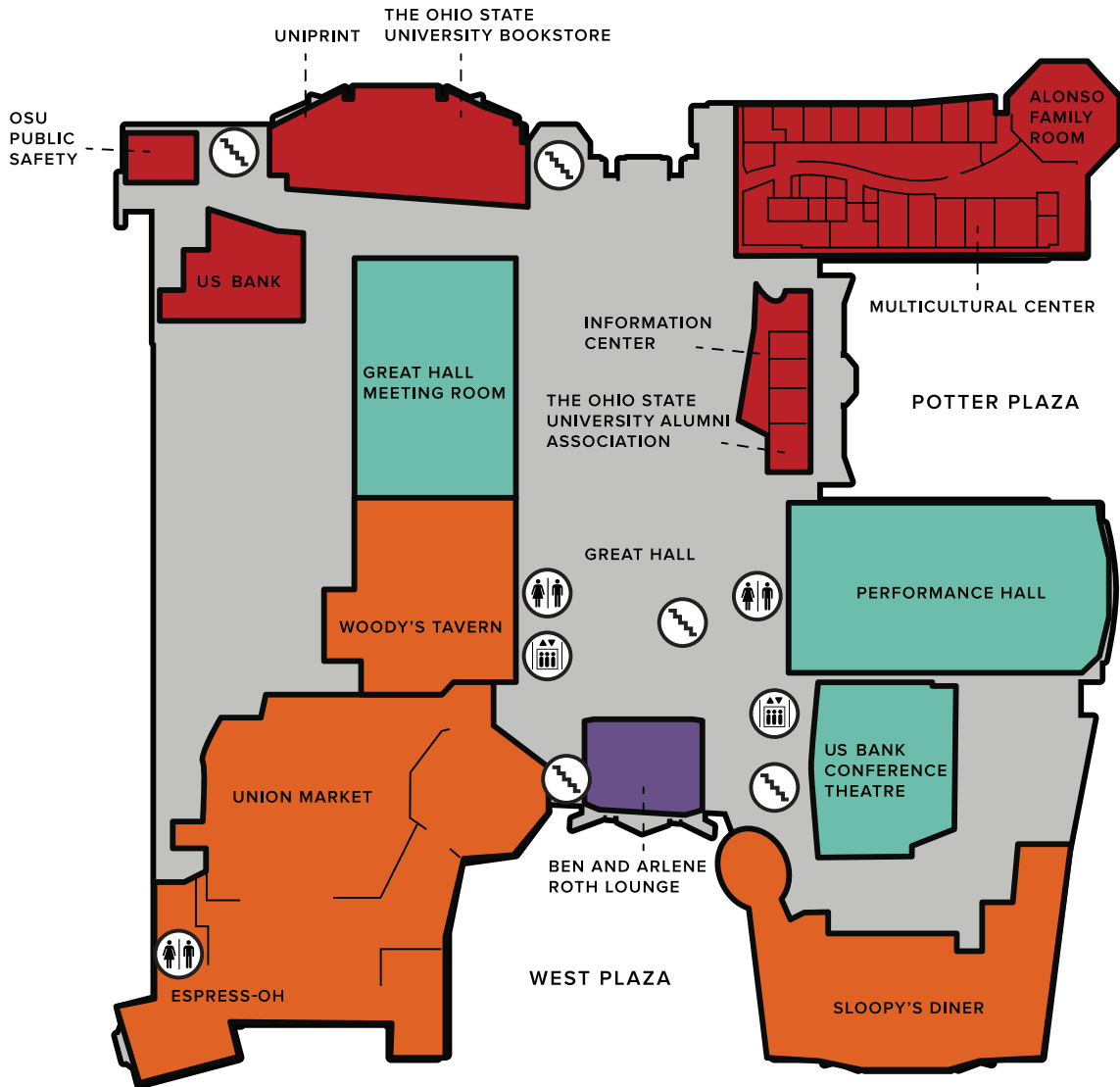
Scott Tharp, DePaul University

Expectations to enhance student retention alongside tightening budgets require campus units to “do more with less.” As institutions juggle data sources and processes related to assessment and evaluation, units may struggle to integrate and utilize multiple types of data to improve programs and services. This presentation highlights a new data-driven decision-making model that integrates assessment and evaluation data and processes to support decision-making within and across multiple departments within student affairs. This session specifically discusses this model and the current process used to implement this cultural shift. This session should particularly benefit both unit leaders and data-oriented staff professionals.

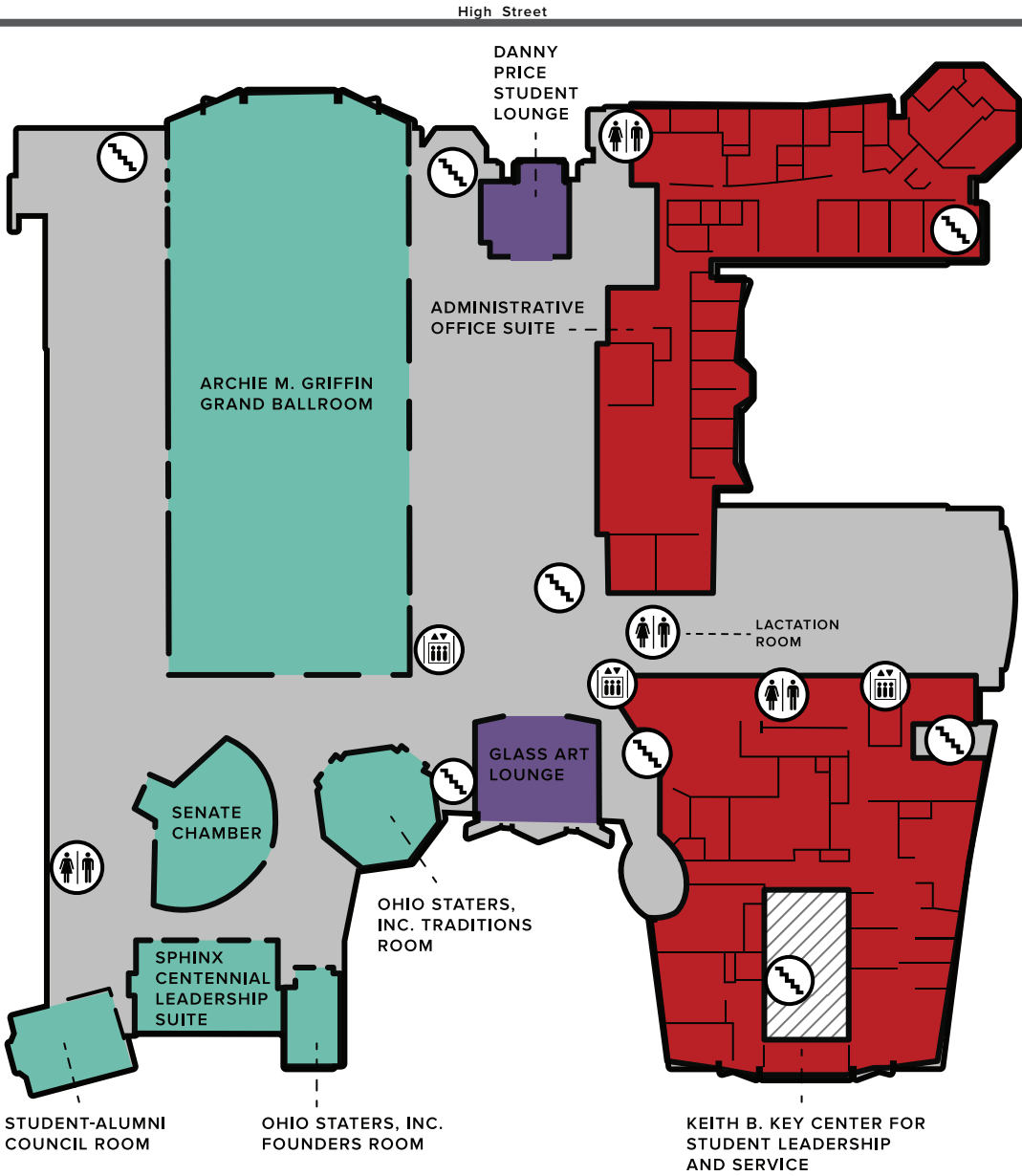
OHIO UNION FIRST FLOOR

High Street

M A P S



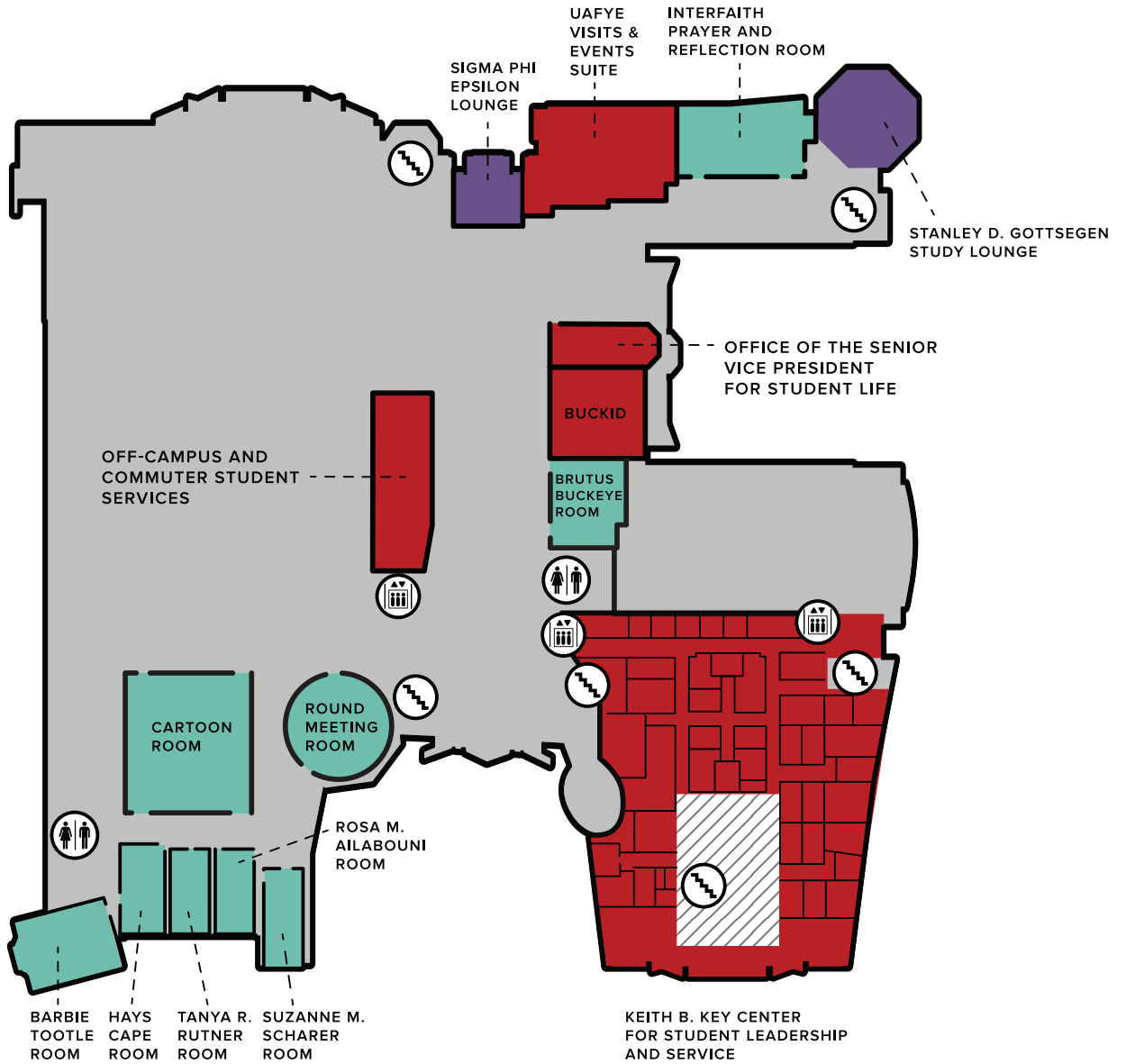
OHIO UNION SECOND FLOOR



OHIO UNION THIRD FLOOR

High Street

M A P S



ACKNOWLEDGEMENTS

Our esteemed keynote speaker, **Dr. Amelia Parnell**, for sharing your knowledge and insights on data analytics and the future of assessment.

All of our presenters, for making this conference an engaging learning opportunity.

Dr. Javaune Adams-Gaston, for being a champion of using research and assessment to make critical decisions.

The Assessment Awards Committee: **Julio Moreno, Dr. Mitsu Narui, Julie Tucker and Debra Wilburn** for thoughtful planning and review of our first annual Assessment Awards.

Our supportive partners in the Office of Student Life for helping behind the scenes to make today possible.

*Please tell us about your experience at SAARC 2019!
Take a moment to complete our conference evaluation:
go.osu.edu/saarc19evaluation*

Connect with us on Twitter @OSU_CSSL



**THE OHIO STATE
UNIVERSITY**

OFFICE OF STUDENT LIFE