Christine M Keller, PhD
Executive Director & CEO
Association for Institutional Research

@AIR4Data
@cmkeller66

2018 IPEDS Coordinators Meeting
& NCES State Data Conference

Association for Institutional Research (AIR)

Worldwide association of higher education professionals

4000+ individual members

AIR exists ....

... so that higher education institutions effectively use institutional research - data, information, and analysis for decision support - in a rapidly changing environment.
Value of Higher Ed

Increasing Student Debt

Rising labor market demand

Fragmented Data Infrastructure

Role of Analytics

Student Success Goals

AND AFTER BIG DATA SOLVES ALL OUR PROBLEMS, WE’LL RIDE AWAY ON MAGIC FLYING UNICORNS.
What Got Us Here, Won’t Get Us There

Data-informed decisions for student success ...

- Data, analytic tools, technology
- Knowledge & Insights
- Collaboration & Community
- Supportive Policies & Structures

Knowledge & Insights


"Data sensemaking"

Infrastructure for sensemaking
Emphasis on technologies
- collect
clean
- transform
- integrate
- store
- report

Activities of sensemaking
Emphasis on humans
- predict
- monitor
- communicate
- analyze
- explore


---

---

---

Role of IR

- Improve student success
- What do we want?
- Decisions based on evidence
- Data Capacity
- Data Literacy

- How does it happen?
- How can IR help?

A Statement of Aspirational Practice for IR

A NEW MODEL FOR IR FOCUSED ON STUDENT SUCCESS.

- A Student-Focused Paradigm
- An Expanded Definition of Decision Makers
- New Structures for IR
- Leadership for the IR Function

Available at: www.airweb.org/AspirationalStatement
The Community of Decision Makers

- Students have access to information to support their decisions
- That information is released "just-in-time" for decision making
- Faculty have access to data and information to support their decisions
- Staff have access to data and information to support their decisions

IR Function

- A collection of offices across an institution that produce data and information for decision makers
- A strong, collaborative IR function is required for a data-informed decision culture
Without an institution-wide data strategy and leadership, data often become siloed and difficult to access and use.

FRAMEWORK FOR LARGE-SCALE INSTITUTIONAL TRANSFORMATION

Operating capacities enable the institution to mobilize to effectively serve a larger, more diverse student base.

Interventions are ways in which the institution attempts to improve student outcomes.

Institutional decisions are purposeful choices within the institution's control, setting the stage for pursuing transformation.

Contextual factors provide both challenges and opportunities outside the present leadership's control.