Calendar of Events

May 29, 2025

NEAIR Membership Networking Event (May 2025)
Virtual
02:00 PM - 03:00 PM EST
Join us for another NEAIR membership networking event - members at all stages of their career are invited to meet one another and discuss topics from the perspectives of their experiences within IR.

May 28, 2025

Love Data Week - Promoting Data Literacy and Engagement Through Collaborative Events
Virtual
10:00 AM - 11:30 AM EST
The University of Maryland has used Love Data Week as a vehicle to engage campus in conversations that promote data literacy. From the initial foray in 2023, which included a small number of staff focused sessions conducted by IR, Love Data Week at UMD has grown to a program of 17 sessions for students, faculty, and staff conducted by units across the institution. Additionally, interactive online and in person activities were added to engage a broader set of individuals. These provide a way for people across campus to engage in dialogue about data, appropriate use, privacy, and resources available to campus.

This session will blend demonstrations of what UMD has done with conversation and interactive activities to get you planning your own events.

Presenter: Michelle Appel, University of Maryland

Members - $40
Non-Members - $75

Virtual Webinar --- Wednesday, May 28, 2025; 10:00-11:30 AM

June 5, 2025

Working with Flawed Survey Data
Virtual
10:30 AM - 12:00 PM EST
In the real world of IR/IE, perfect survey data do not exist. Low response rates, disengaged respondents, and unrepresentative samples are common challenges that can compromise survey validity — yet these issues are often ignored. This workshop equips IR/IE professionals with strategies to analyze flawed survey data and extract meaningful insights. This workshop is primarily designed for folks who analyze survey data in Excel or R, but can benefit others.

Key topics include:

 Detecting and managing low-effort survey responses
 Addressing small sample sizes, unrepresentative samples, and omitted variable bias
 Selecting surveys with higher likelihood of yielding valid insights
 Communicating data limitations to stakeholders

Presenter: Steve Sherrin, Wentworth Institute of Technology

Virtual Webinar --- Thursday, June 5, 2025; 10:30 AM - NOON

Members - $40
Non-Members - $75

June 11, 2025

Survey Design Essentials: Avoiding Bias and Maximizing Validity
Virtual
02:00 PM - 03:30 PM EST
Surveys are a powerful tool for gathering data, but they are only as good as their design. Bias in surveys can lead to misleading results, poor decision-making, and wasted resources. In this webinar, you'll learn practical strategies to design surveys that minimize bias and produce more accurate data. Through engaging examples and quizzes, you'll explore common pitfalls in survey design and how to avoid them.

What You'll Learn:

 How to identify and mitigate common sources of survey bias.
 Techniques for writing clear, unbiased, and effective survey questions.
 Best practices for designing response options and rating scales.
 Strategies to improve the overall reliability and validity of your surveys.

Technology requirements:

 A computer or device with internet access to join the webinar.
 A willingness to participate in interactive quizzes (no special software required).

Members: $40
Non-Members: $75

Presenter: Lynda Zhang, Harvard University

Virtual Webinar: Wednesday, June 11, 2025; 2:00-3:30 PM

| June 25, 2025 | **Integrating Quarto with RStudio: A Roadmap to Streamline Institutional Research Operations** |

Integrating Quarto with RStudio: A Roadmap to Streamline Institutional Research Operations
Virtual
02:00 PM - 03:30 PM EST
This workshop offers a comprehensive overview of integrating Quarto within RStudio to optimize institutional research workflows. Quarto is an open-source tool that allows for the creation of dynamic, reproducible reports and documents, combining code, text, and visualizations in a single document.

This virtual webinar will provide a clear roadmap for streamlining data analysis, automating reporting processes, and creating dynamic, reproducible reports using Quarto. The session will also cover best practices for effectively incorporating Quarto into institutional research operations.

Participants Will Come Away With:
 · Proficiency in using Quarto with RStudio to automate and streamline data analysis and reporting.
 · Techniques for creating dynamic and reproducible reports.
 · Skills in enhancing data visualizations for better insights.

Members: $40
Non-Members: $75

Presenter: James Salamon, Massachusetts College of Pharmacy and Health Sciences

Virtual Webinar -- Wednesday, June 25, 2025; 2:00-3:30 PM

July 23, 2025

Developing a Data Literacy Program Using a Data Governance Lens
Virtual
02:00 PM - 03:30 PM EST
Data literacy programs frequently focus on the latter part of the data lifecycle – e.g., data analysis, visualization, and interpretation. However, a more expansive view of data literacy – from data creation to data destruction/archiving – is needed to be data literate in modern organizations. Experts require a depth of knowledge in selected areas to perform their job duties well. Alternatively, today's employees generally need a breadth of knowledge about data processes at critical junctures (along the data lifecycle) to do their jobs more efficiently. Empowering data users/consumers to understand better, for example, how to submit solid data requests, explore data via self-service platforms, read reports/visualizations, and better understand the infrastructure and applications that power today's institution increases data literacy across the board and fulfills a key component of data governance. In this workshop, we'll explore how a data governance lens streamlines data conversations between units, why a data literacy program functions best within a data governance program, and how attendees might consider creating a data literacy program with a data governance lens.

Members: $40
Non-Members: $75

Presenter: Melissa Barnett, Harvard University

Zoom Webinar -- Wednesday, July 23, 2025; 2:00-3:30 PM

July 30, 2025 **Integrating Generative AI into the Institutional Research Workflow**
Virtual
10:30 AM - 12:00 PM EST

Have you wondered how you can embed AI into your daily IR work? In this workshop, attendees will learn about specific ways institutional research professionals can integrate the use of generative AI tools into their workflows based on current practices in a small institutional research office. A hands-on portion of the workshop will offer attendees the opportunity to try out two different project ideas. Users will be asked to generate free accounts with a few AI companies to support testing. This workshop is designed for beginner-to-early/intermediate users of generative AI.

Members: $40
Non-Members: $75

Presenters: Elissa Lu, Clark University and Skye Wu, Clark University

Virtual Webinar -- Wednesday, July 30, 2025; 10:30 AM - NOON

August 6, 2025

A Strengths-based Approach to Retention through Microsurveys
Virtual
02:00 PM - 03:30 PM EST

University of Findlay's Student Success Champions initiative bridges student and academic affairs, incorporating several projects that endeavor to understand retention through a more authentic student experience picture. Using microsurveys, we have shifted the data focus from why students leave to examine why they stay.

The presentation will begin with an overview of the UF Student Success Champion project, including two-year benchmarks. The survey research will then take center stage, with an outline of the instruments used, the student populations surveyed, how participation was boosted via Student Success Center outreach, and how the results were shared and reported out. The presenter will then cover how the research was incorporated into the UF Gap Preparedness Summit meetings, shared with the Board of Trustees, as well as how it continues to drive course-level goals and strategies. The final segment of time will be allotted for question and answer, engaging the audience in discussion on how to adapt these strategies on their own campus.

By the end of the session, participants will be able to describe how a battery of survey instruments can be strategically utilized to paint a more accurate picture of student experience. They will also be able to illustrate how to use assessment data to guide faculty and staff in developing retention strategies. Lastly, participants will be able to translate these initiatives into projects that would be better adapted for their own campus population / environment.

The project has direct applicability for fellow institutions that are examining retention and have reviewed why students leave but have not focused attention on why students stay and complete. Colleagues will also learn more about microsurveys along with the questions used and the information gleaned and will see examples of how data can be used and shared in unique ways.

Members: $40
Non-Members: $75

Presenter: Kristen Lindsay, University of Findlay

Zoom Webinar -- Wednesday, August 6, 2025; 2:00-3:30 PM

August 21, 2025	**How to Access, Manage, and Analyze Data to Improve Student Success**

August 21, 2025

How to Access, Manage, and Analyze Data to Improve Student Success
Virtual
10:00 AM - 11:30 AM EST
This webinar will help you understand your institution's data ecosystem and review how to gather, analyze, and interpret data to address a student success problem. The first half of the webinar (Data 101) will deconstruct a common data infrastructure model to conceptualize how data are collected and moved through various systems to serve data consumers. The second half of the webinar (Data Analytics 101) will identify a student success problem, develop a research question, gather data, examine analytical options, run the analysis, interpret the results, and communicate the findings to key stakeholders. For this seminar, you will be invited to answer a short questionnaire in advance and identify a student success problem at your institution.

Presenter: Denise Nadasen, Consultant

Zoom Webinar -- Thursday, August 21, 2025; 10:00-11:30 AM

August 26, 2025

Build your own IR AI assistant - Where Innovation Meets Data Security
Virtual
02:00 PM - 03:30 PM EST
Discover how to harness AI's potential while respecting data security limits. This webinar will dive into the practical steps of building an AI assistant using a local LLM model, as well as existing AI such as ChatGPT, Grok, etc., that can search, retrieve, and manage information efficiently. Importantly, it also introduces the steps for setting up your in-house IR specialized chatbot - make your organization's knowledge at your fingertips. However, with great power comes great responsibility; we will also learn how to balance innovation with data protection, understand compliance with privacy laws, and implement security measures to safeguard user data.

Members: $40
Non-Members: $75

Presenter: Xilin Zhang, New Jersey Institute of Technology

Virtual Webinar -- Tuesday, August 26, 2025; 2:00 - 3:30 PM

September 23, 2025

Writing Feasibility Studies for Institutional Growth
Virtual
02:00 PM - 03:30 PM EST
A streamlined, standardized process for writing feasibility studies was developed at Ashland University. This methodology has also been utilized at Purdue University, demonstrating adaptability across different institutional contexts. This approach features a universal template that enhances collaboration between faculty and administrators, ensuring clarity and consistency across departments, and provides comparisons across institutions. The process not only simplifies feasibility studies but also extends to evaluating the viability of existing programs.

Incorporating key resources such as IPEDS, CUDAS, the Bureau of Labor Statistics, job boards, and state-level labor data, this approach effectively navigates change and informs decision-making. Each state maintains its own Labor Market Information (LMI) website, ensuring access to comparable data across the nation. Labor Market Information
This presentation will explore how leveraging these resources facilitates the management of change and optimization of program offerings in higher education. This presentation is suitable for all skill levels but will be especially great for beginners learning to utilize IPEDS and labor market information. All resources utilized are open source. A process document will be provided.

Members: $40.00
Non-Members: $75.00

Presenter: Kristy Tipton, Purdue University

Zoom Webinar -- Tuesday, September 23, 2025; 2:00-3:30 PM

September 25, 2025

Data Visualization and Dashboard with Datawrapper
Virtual
01:30 PM - 03:00 PM EST
In this hands-on workshop, participants will learn how to create compelling and interactive data visualizations using Datawrapper, a user-friendly tool for designing charts, maps, and tables without any programming. By the end of the session, learners will be able to:

Design bar charts, multiple bar charts, and line charts to compare trends and categories.
Build 4-dimensional scatter plots to explore relationships between variables.
Create and customize tables, including the unique feature of embedding bar and line charts directly within table cells to create visually rich data displays.
Use range charts to visualize data with upper and lower bounds.
Create maps to display geographic data effectively.
Combine these visualizations into a dashboard.

Flexible Participation:
Participants are encouraged to follow along hands-on during the workshop. If you prefer to watch and learn without actively participating, that's completely fine! The session will be equally valuable as a demonstration.

Technology Requirements:

A web browser and a free Datawrapper.de account (participants can also create one during the workshop).
A Google account to access the sample data.

Members: $40
Non-Members: $75

Presenter: Lynda Zhang, Harvard University

Virtual Webinar -- Thursday, September 25, 2025; 1:30 - 3:00 PM

November 8, 2025
 - November 11, 2025

Purchase a Sponsorship for 2025 NEAIR Annual Conference
Bethesda North Marriott Hotel & Conference Center
5701 Marinelli Road
Rockville, MD 20852-2785
Exhibit Area will be open from Sunday afternoon through Tuesday NOON.
Welcome to NEAIR Sponsorship!

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Questions? Shirley Wong, shirleywong@mit.edu