

UTILIZING DATA VISUALIZATION TO DRIVE DECISION-MAKING IN HIGHER ED

September 26 - 27, 2019 | Savannah, GA



Develop powerful data visualizations to inform effective decision making across campus.

OVERVIEW

Data visualization is the art of showcasing statistics in a format that allows humans to comprehend and digest large amounts of complex data. Today, data is as critical as ever in higher ed, especially when it comes to making decisions, tracking progress, and identifying areas to improve. At a time when resources are constrained, effectively using data visualizations to tell your story can decrease the time it takes to understand, communicate, and analyze crucial information.

Join us in Savannah for a hands-on, one of a kind learning experience to learn how to enhance your data visualization techniques and leverage the outcomes efficiently across campus. With the help of our seasoned faculty, you will learn how to:

- Understand the key principles of impactful data visualizations
- Ask more effective questions from stakeholders on the front end
- Craft powerful narratives with your data
- Educate and empower your stakeholders

You will leave this workshop more confident to bring data to life in a compelling format that will ultimately enable timely and evidence based decision making.

WHO SHOULD ATTEND

This program is designed for data analysts in the realm of enrollment management, student success and retention, and advancement services. Institutional research professionals and those who work on the front-end of data collection and analysis to create data visualizations for institutional decision makers will also benefit from the content of this workshop.

AGENDA

Day 1: The Power of Data Visualization

Registration and Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

Welcome and Introductions

9:00 – 9:15 a.m.

The Power of Data Visualization: Where are you starting?

9:15 – 10:15 a.m.

This opening hour will provide an overview of data visualization, current trends, and how data can be leveraged within higher education moving forward. You will work through a guided activity to help you understand various issues of data governance and identify what the current culture of data sharing is on your campus – who has access, what data silos exist, and if you have established set of data definitions. It is critical to understand where you are starting before you begin your work in moving the needle towards a richer, more data-informed campus.

AM Break

10:15 – 10:30 a.m.

The Principles of Effective Data Visualizations: Part 1 - The Basics

10:30 a.m. – 12:00 p.m.

Data visualizations should be more than something to pretty to look at. Each component of a visualization – from the colors to the types of labels you use – should be intentional. This interactive session will provide an overview of the basic principles of creating an effective data visualization and allow ample time for practice.

Lunch (included in registration fee)

12:00 – 1:00 p.m.

Understanding and Meeting the End-User's Needs through Effective Conversations

1:00 – 2:00 p.m.

Holding more effective front-end conversations with stakeholders is critical to meeting their needs in a timely and impactful way. Through asking the right questions, you should be able to identify and understand the true research question or business objective behind the query, who will be utilizing the visualization, and how they want to consume the data. Having these discussions at the start of a program will allow you to determine the type of visualization that will be most useful.

AGENDA

Day 1 (CONTINUED)

The Principles of Effective Data Visualizations: Part 2 - Choosing your Path

2:00 – 3:30 p.m.

Once you understand the needs of your end-user, it is time to determine the types of visualizations that would best serve them. During this hands-on session, we will discuss the types visualizations that are best for different types of questions, problems, and people. You will then practice showcasing a dataset in multiple ways.

PM Break

3:30 – 3:45 p.m.

Storytelling with Data

3:45 – 4:45 p.m.

Answering questions in a silo has limited benefit. The ability to share data in a way that tells a story is a powerful tool. You will learn strategies to help you craft a narrative with your data.

Day 1: Reflection and Q&A

4:45 – 5:00 p.m.

Networking Reception (Included in Registration Fee)

5:00 – 6:00 p.m.

Day 2: Sharing Data Across Campus and Beyond

Continental Breakfast (Included in Registration Fee)

8:00 – 8:30 a.m.

The Principles of Effective Data Visualizations: Part 3 - Dashboard Design

8:30 – 10:15 a.m.

When dealing with complex, changing datasets, online platforms can allow for more dynamic, real-time visualizations. These dashboards allow users to get critical, timely information “at-a-glance” in an easily digestible manner so that they can make data-informed decisions quickly. This interactive session will showcase different types of dashboards, review best practices when creating a dashboard, and give participants the opportunity to develop plans for a dashboard that would be useful in their work.

AM Break

10:15 – 10:30 a.m.

AGENDA

Day 2 (CONTINUED)

Educating and Empowering Stakeholders

10:30 – 11:30 a.m.

Many people shy away from dealing with data, so proper training across stakeholders is key to ensuring that the recipients of data visualizations understand how to read, interpret them, and make decisions using the data visualization is critical as you work to move your campus forward.

Final Reflection, Conference Close, and Evaluations

11:30 a.m. – 12:00 p.m.

INSTRUCTORS

Scott Sportsman

Chief Strategy Officer & Senior Director of Research and Analytics, University of Miami Ohio

Dr. Scott Sportsman serves as Chief Strategy Officer (CSO) and Senior Director of Research and Analytics in the Enrollment Management and Student Success (EMSS) division at Miami University. As CSO, he assists the Senior Vice President for Enrollment Management and Student Success with developing, communicating, executing, and sustaining division-wide priorities and high-priority initiatives and projects. He is responsible for advancing ongoing and new Student Success Initiatives aimed at removing barriers to graduation, pinpointing students for whom additional support would increase the likelihood of success, and identifying University activities and processes which will increase student success and satisfaction. As Director of Research and Analytics, Dr. Sportsman leads EMSS's Research and Analytics team to advance research and initiatives which can increase student enrollment, success, and satisfaction. He and his team provide actionable, timely research, reports, and predictive analytics that lead to the recruitment of students who will be successful at Miami, and identify activities and processes that enable matriculating students to thrive throughout the student life cycle. Dr. Sportsman is also responsible for communicating research findings widely that impact student success and satisfaction, and enhance the data analytic skills of divisional personnel.

Prior to Miami, Scott was Director of Institutional Research at the College of Mount St. Joseph for eight years. Before that role, Scott taught mathematics for 18 years at three different institutions: the College of Mount St. Joseph, Western Carolina University and California State Polytechnic University, Pomona. Scott received his Ph.D. from the University of Illinois, and his Master's and Bachelor's degree from Truman State University.

Brian G. Williams, D.M.

Vice President, Enrollment Management and Marketing, Roger Williams University

Dr. Williams joined Roger Williams in March 2017. In his current role, he oversees undergraduate and graduate enrollment and the marketing efforts of the university. Prior to joining Roger Williams, he served as vice president for enrollment & institutional analytics at John Carroll University in Cleveland, Ohio and as Dean of Enrollment Services at Providence College. Additionally, Brian has worked in admissions and financial aid at both La Salle University and Saint Louis University.

Dr. Williams has a key role in strategic planning and data analytics across the university enrollment efforts for recruitment, financial aid, academic planning, and retention. He has presented at various national and academic conferences on big data, strategic planning, visual analytics, and decision making.

He earned his Doctor of Management degree from the Weatherhead School of Management at Case Western Reserve University in 2016 as a non-profit fellow in the program. His dissertation focused on the effects of real-time data visualization on organizational decision making.

ACADEMIC IMPRESSIONS STAFF

Kate Poisson

Program Manager, Academic Impressions, kate@academicimpressions.com

Kate is an enthusiastic, adaptable educator with experience in advising, training, facilitation, and planning programs in university settings. An alumnus of both the Fulbright Program and the University of Michigan's Center for the Study of Higher and Postsecondary Education (CSHPE), her passion for higher education, lifelong learning, and relationship building has enabled her to create engaging educational experiences for learners, both domestically and abroad.

Prior to becoming a Program Manager with Academic Impressions, Kate had worked in the realms of Student Affairs and International Education at the University of Michigan, the University of Montenegro, and the University of North Carolina at Charlotte. She is thrilled to work with AI to serve the higher ed industry in innovative and exciting ways. When she isn't planning programs around Enrollment Management, you can typically find her hiking, writing, connecting with friends and family, playing volleyball, starring in Montenegrin wine commercials, and exploring the world.

LOCATION

September 26 - 27, 2019 | Savannah, GA

Hotel:

Hyatt Regency Savannah

2 W Bay St.

Savannah, GA 31401

912-238-1234

Room rate:

\$199 + tax

Room block dates:

The nights of September 25 & 26, 2019.

Room block cutoff date:

September 4, 2019.

Reserve Your Room: Please call 912-238-1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues