2016 Data & Analytics Summit

Building Institutional Capacity and Sustainability for Analytics

Welcome to the 2016 Data & Analytics Summit!

Join the Conversation #ATDSAS16

University of Maryland University College
College Park Marriott Hotel & Conference Center
Hyattsville, Maryland
September 7-9, 2016
Wednesday, September 7, 2016

Registration Open  
Potomac Foyer

1:00 pm—4:00 pm

Pre-Conference Workshop: Access, Analyze, and Summarize Data from Your Desktop Using SAS Enterprise Guide®  
Room 105
(Advanced registration required.)

This introduction to SAS® Enterprise Guide® is a hands-on workshop that shows participants how to use the menu-driven tasks in SAS Enterprise Guide, the point-and-click interface to SAS. SAS Enterprise Guide provides a SAS graphical interface that helps you exploit the power of SAS and publish dynamic results in a Microsoft Windows client application. This workshop is for analysts and managers who may or may not have SAS programming experience but need to access, manage, and summarize data from different sources, present results in tables and graphs, and perform statistical analysis.

Pre-Conference Workshop: Seeing Is Believing: How Institutional Data Comes to Life With SAS® Visual Analytics  
Room 1105
(Advanced registration required.)

This hands-on workshop will show how to use SAS® Visual Analytics to analyze complex data quickly and easily, with no coding required. This software is designed to be easy to use, so that anyone can benefit, from managers, statisticians and data scientists to institutional researchers with limited technical skills. Sophisticated analytics, including decision trees, on-the-fly forecasting, and scenario analysis, are seamlessly integrated in SAS® Visual Analytics with ease-of-use features such as auto charting, “what does it mean?” pop-ups, and drag and-drop capabilities. Participants will learn how this software can help them look at large amounts of data, uncover hidden opportunities, identify key relationships, and make precise decisions through self-service, ad hoc visual data discovery and exploration.

5:00 pm—6:00 pm

Welcome Reception  
Art Gallery

Sponsored by Smart Sparrow.

THE CAPACITY FRAMEWORK IN ACTION AT THE DATA SUMMIT

Legend:
Thursday, September 8, 2016

Registration Open

Continental Breakfast for All Attendees

Special FranklinCovey Breakfast
Interested in exploring how your college might use Achieving the Dream 4DX powered by FranklinCovey system to build capacity in strategy execution? There will be an overview with a FranklinCovey executive on how to establish clarity, focus, engagement and accountability around critical strategic objectives, in the midst of competing daily urgencies. (All attendees are welcome. This session will be repeated on Friday.)

Potomac Foyer

Special Smart Sparrow Breakfast
Join David Schonstein, Chief Data Officer of Smart Sparrow, to get hands-on with next generation science courseware like BioBeyond and Habitable Worlds and harness the latest personalized digital learning technologies that use active learning to motivate and engage students. This session is for faculty, deans, IT, instructional designers, and other administrators interested in learning about adaptive courseware and the opportunity to join a teaching network of like-minded educators. (All attendees are welcome.)

Chesapeake Room C

Welcome Remarks
- Karen Stout, President & CEO, Achieving the Dream
- Jim Goodnight, CEO, SAS

OPENING KEYNOTE: Data Insights
- Karen Stout, President & CEO, Achieving the Dream

Potomac Ballroom

Coffee Break

Potomac Foyer

PLENARY SESSION: Approach and Strategy to Maximize the Use of Analytics in Community Colleges
- Aiman Zeid, Head of SAS Global Business Consulting

Potomac Ballroom

Lunch for All Attendees
Patuxent/Chasen Rooms

Washington College Delegation Luncheon
Room 1101

CONCURRENT SESSIONS

Answering the Call for Better Data
- Jennifer Engle, Senior Program Officer, Bill and Melinda Gates Foundation
- Amanda Janice, Research Analyst, Institute for Higher Education Policy

Room 105
Thursday, September 8, 2016 (continued)

1:00 pm—2:00 pm
Enhancing Digital Learning with Adaptive Courseware and Open Educational Resources
- Facilitator: Richard Sebastian, Director, Open Educational Resources Initiatives, Achieving the Dream
- David Schönstein, Chief Data Scientist, Smart Sparrow
- Thomas Broxson, District Dean of Natural Science, Pierce College
- David Wiley, Founder and Chief Academic Officer, Lumen Learning
- Linda Williams, Business Professor, Tidewater Community College
- Darin Francis, Director of Community College Engagement, Echo360
- Jason Pallett, Title III Activity Director/Curriculum Designer, Metropolitan Community College

Room 1105

Identifying Loss Points by Examining Program Course Success
- Margaret Annunziata, Director of Student Success Initiatives, Davidson County Community College
- Holly Weir, Associate Dean, Davidson County Community College
- Elaine Guntner, Institutional Researcher, Davidson County Community College

Chesapeake Room C

2:00 pm—2:15 pm
Refreshment Break
Potomac Foyer

CONCURRENT SESSIONS

2:15 pm—3:15 pm
Accountability and Institutional Improvement: How the VFA Can Support the Work of ATD at Your College
- Kent Phillippe, Associate Vice President of Research & Student Success, American Association of Community Colleges
- Dawn Cullity, User Support Specialist/Project Coordinator, VFA, American Association of Community Colleges
- Mark Puterbaugh, Coordinator, Institutional Research Services, Davidson County Community College

Room 1105

Meeting Student Success Challenges with Technology
- Facilitator: Susan Grajek, Vice President Data, Research and Analytics, EDUCAUSE
- Tom Shaver, Founder & CEO, Ad Astra
- Joanne Itano, Vice President for Academic Affairs, University of Hawaii System
- Russ Little, Starfish by Hobsons
- Gayle Fink, Assistant Vice President for Institutional Effectiveness, Bowie State University
- Natalie Kistner, Director of College Success, Zogotech
- Debbie Smarr, Dean of Planning and Institutional Effectiveness, Grayson College
- Emily Baranello, Vice President, SAS Education Practice
- Michelle Callaway, Lead Research Program Analyst, San Jacinto College

Room 105

Join the Conversation #ATDSAS16
### Using Data to Drive Integrated Student Support Redesign
- John Grant, Dean of Student Development, Northeast Wisconsin Technical College
- Christine Lemerande, Early Alert System Manager, Northeast Wisconsin Technical College
- Mei-Yen Ireland, Associate Director of Data and Technology for Student Success, Achieving the Dream

#### Snack Break

#### PLENARY SESSION: Succeeding with Institutional Analytics: Challenges and Opportunities
- Radhika Kulkarni, Vice President, Advanced Analytics R&D, SAS

#### Recap & Announcements
- Laurie Heacock, National Director of Data, Technology and Analytics, Achieving the Dream

#### Reception Sponsored by SAS

### Friday, September 9, 2016

#### Registration Open

#### Buffet Breakfast for All Attendees

#### Special Echo360 Breakfast
Join Darin Francis, Director of Community College Engagement at Echo360, to learn how faculty can use the student engagement data captured by Echo360's active learning platform to adapt teaching and improve outcomes in gateway courses like English composition, history and math.
*(All attendees are welcome.)*

#### Special FranklinCovey Breakfast
Interested in exploring how your college might use Achieving the Dream 4DX powered by FranklinCovey system to build capacity in strategy execution? There will be an overview with a FranklinCovey executive on how to establish clarity, focus, engagement and accountability around critical strategic objectives, in the midst of competing daily urgencies.
*(All attendees are welcome.)*

Join the Conversation #ATDSAS16
Friday, September 9, 2016 (continued)

Special Voluntary Framework of Accountability (VFA) Breakfast

Join Kent Phillippe, AVP of Research and Student Success at the American Association of Community Colleges, for a conversation about how to take advantage of the Memorandum of Understanding between AACC’s Voluntary Framework of Accountability (VFA) and Achieving the Dream (ATD). We will have an informal conversation about the VFA and how members of the ATD community can leverage the metrics and measures in the VFA to measure their success in achieving their goals. We invite participants to ask questions regarding participation logistics, metrics, and/or data use and give direct feedback to the VFA team. (All attendees are welcome.)  

PLENARY SESSION: Building a Culture of Evidence and Inquiry

- Brad Phillips, President & CEO of the Institute for Evidence Based Change  

Potomac Ballroom

PLENARY SESSION: Building a Culture of Evidence and Inquiry

Room 105

CONCURRENT SESSIONS

Focus on What Matters: It’s Better to Lead Than Lag

- Brad Phillips, President and CEO of the Institute for Evidence-Based Change  

Room 1105

Higher Education Top IT Issues: How to Embrace a Digital Strategy and Live to Tell the Tale

- Susan Grajek, Vice President Data, Research and Analytics, EDUCAUSE  
- Celeste Schwartz, Vice President of Information Technology and College Services, Montgomery County Community College  

Room 105

Set Your Data Free! Empowering Faculty with Course—Level Data to Drive Student Success

- Thomas Broxson, District Dean Natural Sciences and Math, Pierce College  
- Matthew Campbell, Vice President for Learning and Student Success, Pierce College  

Chesapeake Room C

Coffee Break

Potomac Foyer

PLENARY SESSION: The Importance of Data Strategy: The Unique Position of Community Colleges

- Lisa Dodson, Manager, SAS Global Technology Practice—Data Management  

Potomac Ballroom

Closing Remarks

- Karen Stout, President & CEO, Achieving the Dream  

Potomac Ballroom

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Visualization and Teaching and Learning Showcase
Chesapeake Ballroom Foyer

SAS will host a Showcase of resources highlighting Data Visualization and Teaching and Learning. Curriculum Pathways, Analytics U, University Edition and Global Academic Programs will be featured.

The Showcase will be open
Thursday, Sept 8th and Friday, September 9th
during all breaktimes!

Data Discovery Guide
The Data Discovery is a comprehensive guide to student success through the lens of data, customized for Achieving the Dream Network institutions. The guide walks through building the foundations of a culture of evidence, inquiry, and action that supports and promotes student success.

Data Discovery is an interactive digital guide that can be accessed online at:
http://achievingthedream.org/data-discovery

Save the date!

2017 DREAM
February 21-24, 2017 • San Francisco, California

Achieving the Dream’s 13th Annual Conference
http://achievingthedream.org/events-dream

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