

IR Council Meeting

Wednesday June 15, 2005

Members Present:

Matt Ashcraft (GC), Keith Cantor (DO), Amber Daines (GC), Mary Day (CG), Georgia Gudykunst (DO), Linda Hawbaker (DO), Linda Hughes (SC), Damita Kaloostian (PC), Beth Hunt Larson (MCC), Suzanne Martin (DO/HCE), Tracy Salter (DO), Christina Santacruz (MC), Donna Silber (DO), John Snelling (EM), David Sweeley (Rio), René Willekens (EM), Jim Waugh (GC), Genevieve Winter (Rio), Nancy Osborne (DO), recording.

Colleges not represented: GWCC, SMCC, PVCC

Meeting convened at 9:00 a.m.

Agenda Items

Brio Tips (handout)

-- Tracy Salter

Tracy discussed relational tables and primary keys. See handouts in *X:\IR Council\Brio Training\IR Council meetings\primary keys* for additional information.

Data Warehouses and ERD (handout)

-- Linda Hawbaker & Keith Cantor

- Linda Hawbaker announced that due to the Oracle takeover of PeopleSoft, we may continue to use Oracle as the platform for the data warehouse (IRIS) instead of switching to Microsoft SQL Server as was previously planned.
- Keith distributed a draft version of the IRIS entity relationship diagram (ERD). There was discussion about whether the names of fields in IRIS should match RDS names, or whether they should be abbreviated for simplicity. The group decided that we should spend more time considering the pros and cons of both options instead of making a decision today.

DSS (handout)

-- Linda Hawbaker

- Linda discussed the value of documenting information about how frequently different data fields change as part of the metadata (i.e. gender should not change often, but FT/PT can change term to term). The DSS team will be holding training in the fall related specifically to understanding data.
- There are two additional DSS training sessions scheduled. They will be held at the MCCCCD district office:
 - June 29th – 19 registrants, 5 openings
 - September 27th – 3 registrants

The DSS team would like to schedule two additional training sessions in the fall – one on the east side of town and the other on the west side. If you'd be willing to host one of the sessions, please contact Linda.

- Jason Pociask is working on an error in the FTSE calculation. It is expected to be corrected soon.
- Matt Ashcraft asked for an update on the inclusion of the Go-No-Go report in DSS. Linda responded that this would be part of the new SIS development. She will follow up with Gary Reiterman.

Draft Data Access Policy

-- Georgia Gudykunst

- The data access draft is being shared with VP Councils. Then the Legal department will put it into “Admin Reg” language. We will provide a heads-up to the Chancellor’s Executive Council (CEC) next. The goal is to have the Legal department distribute the policy draft in the fall to all employees for review and comment.
- There is an IT group that is looking at data access, but they are focusing more on data security and identity protection. By fall, both the IR and IT groups will contribute their pieces to the overall data policy for Maricopa. The hope is that these will be integrated with the “Public Records” policy.
- Georgia reviewed some of the components of the plan, including the Institutional Research Board processes.
- John Snelling recommended that the IR Council investigate using the CCSSE Encryption programs when sending sensitive documents over e-mail.

NCCBP Overview

-- Group discussion

- Definition of distance learning – NCCBP definition was fairly unclear and open to interpretation. It is expected that the benchmark data may not be reliable due to colleges using various interpretations. Most MCCCDC colleges used a narrow interpretation of ‘distance learning’ based on the definition provided by NCCBP.
- Staff Diversity – The data that was provided by the district office as the data source for the 2005 NCCBP was the *Affirmative Action Identification of Job Groups by Location* report. It includes only full-time staff. Since NCCBP requests responses for both full-time and part-time, perhaps the IPEDS Fall Staff data should be used instead. The group decided that we should invite Gerry Bradshaw to an IR Council meeting to discuss the data that is tracked in PeopleSoft HR for full- and part-time employees (adjuncts, etc.), so the group can determine the best data to use for this section of NCCBP. John Snelling mentioned that staff diversity measures will likely be reduced if we begin including adjunct faculty in the data source (this was the case at EMCC).
- Form 3 – Linda Hughes discussed the results of the average 1st year credit hours result. SCC was flagged by NCCBP as a possible error on that indicator. However, the group believes that this was calculated correctly, and the difference between last year’s result and this year’s is that the indicator definition changed. Last year only credit hours for courses where A,B,C,P grades were received were included in the average credit hours calculation, but this year all credit hours were included.
- Corrections are due back to NCCBP on July 29th. All IR Council members should do a detailed review of the error reports they got back from NCCBP and come prepared to discuss any issues at the July IR Council meeting.

Beyond Boundaries Task Force Update

-- Georgia Gudykunst

Georgia represents the IR Council on a task force to ensure that plans are in place to enable MCCCDC to reach the Beyond Boundaries goals set by Dr. Glasper. The goals that relate to the IR Council are:

- Increase persistence rate of our students (fall to fall) by 50% in the next decade.
- Increase number of certificates and degrees awarded by 50% in the next decade.
- Increase annual enrollment by an additional 80,000 students in five years.

The Task Force expects to develop district-wide strategies to address these goals. You may get some questions from your VPs related to the Beyond Boundaries measures.

ACE

-- Linda Hawbaker

- The ACE directors are working on a Lumina Foundation grant proposal. It will include funding for an external evaluator. Three evaluators are being considered:
 - Peg Bortner - Center for Urban Inquiry Research Design (@ ASU)
 - Trudy Bers - Community College Research Center
 - Greg Hickman - Rodel Community Scholars (@ ASU Carey School of Business)
- The ACE staff continue to have difficulty keeping SIS data in synch with their own 'shadow system' databases of participant information. The main issue is getting the H.S. graduation data updated in SIS so completion measures will be accurate. Mary Day, Linda Hawbaker and others are developing documentation and planning a training session for ACE staff for the fall semester to help them develop standard processes to keep the SIS data 'clean'.

Tufte Overview (handouts)

-- Nancy Osborne

Nancy distributed an 11" x 17" Tufte diagram that she created as part of a presentation given by Georgia Gudykunst, Mary Day and her at the 2005 AIR Forum in San Diego. She briefly reviewed how a Tufte diagram adds value to a data presentation, and then gave some practical tips for creating a Tufte diagram:

- The Word drawing toolbar is your friend - This does not show by default. Go to View → Toolbars → Drawing to make it appear in your Word display.
- Remove graph titles and legends before copying them from Excel into Word, then add those details in Word. You have more control over sizing and font changes.
- Think creatively as well as analytically about the graph type to use.
- Group objects to make them easier to handle.
- Use clip art for a purpose. If it's not purposeful, it's wasted space at best, and confusing at worst.

National Data Clearinghouse

-- Georgia Gudykunst

Georgia and Tonya Drake (District Director for Student Affairs) are seeking to develop coordinated efforts on future access to and reporting from the National Data Clearinghouse (being launched when the new student system goes live). They will be participating in meetings

this fall to find out more about data access, standards, and processes. They will continue to involve the councils as the effort moves forward.

There is a workshop occurring this month that some IR Council members are attending to find out more about the project: Georgia Gudykunst, Damita Kaloostian, Tracy Salter, and John Snelling.

Georgia will ask Tonya/NCS to provide more workshops in the future and to involve the key councils including the IR Council.

Environmental Scanning (handouts)

-- John Snelling, Rene Willekens, Nancy Osborne

- John did a demo on a web-based data tool he discovered call SiteReports.com from Claritas, Inc. The company has developed projection models for demographic variables, and you can build custom reports and download data by ZIP and other geographical categories. The basic data package costs about \$1,000. Additional packages that would be useful to the IR Council include data on employment and trends. The District Office will look into purchasing a site license for the district that can be shared by the IR Council to evaluate the product for a year in order to gauge how it could best add value to our work. It might also provide value to marketing and grants writing staff.
- Rene shared with the group articles and information that was part of their environmental scanning effort at EMCC. The articles primarily had to do with trends related to growth and the impact on education. These will be included on the X:\ drive in the Environmental Scanning categorized folders, or contact Nancy Osborne for copies.
- Nancy distributed copies of the District's 2005 Environmental Scan Summary to each of the IR Council members. She discussed the plan to put together an IR workgroup to share the environmental scanning effort. She also distributed some training materials she received at a pre-conference workshop (before the 2005 AIR Forum in San Diego) that she and Damita attended
- There was brief discussion about some possible solutions for developing an on-line environmental scanning database, so all IR Council members could contribute articles and search for articles:
 - Articles could be categorized by Strategic Planning Objectives
 - FileMaker Pro or Remark On-line could be used as the front-end

Other Items

- IPEDS tool training – Donna will be providing some training on the IPEDS tools available for extracting and analyzing IPEDS data. The group agreed that there should be a brief overview during the 'pre-meeting' time when Brio tips are normally discussed, then an optional 'hands on' training after the meeting with example exercises, etc. for those who want more practice with the tools.
- Matt Ashcraft announced that there will be a special mid-decade census conducted in September 2005 in Maricopa county. See the MAG website for additional information.

Next meeting: July 20th, 2005

The primary meeting topic will be an item by item discussion of the NCCBP indicators that people have questions about. The data re-submission is due July 29th.