The Art & Science of Data 2021: From Numbers to Narratives

Conference Schedule & Guide

Brought to you by the Office of Assessment & APR and the Office of Institutional Analytics, sponsored by the UNM Provost’s Office.

Wednesday, January 13, 2021 9:30am - 2:45pm
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<thead>
<tr>
<th>Time</th>
<th>Keynote Address</th>
<th>Recommended Audience</th>
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</thead>
<tbody>
<tr>
<td>9:30-9:45</td>
<td>Pamela Cheek</td>
<td>Faculty/Staff</td>
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<tr>
<th>Time</th>
<th>Using Data to Create Equity in Student Experience</th>
<th>Strength in Numbers: Learning How Data Can Help Develop a More Competitive Grant Proposal</th>
<th>The Starting Point in Program Assessment</th>
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<td>10:00-10:45</td>
<td>Presenters: Pamela Cheek, Sushilla Knottenbelt, and Charla Orozco</td>
<td>Presenter: Stephanie Tofighi</td>
<td>Presenters: Julia So and John Bollweg</td>
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<th>Time</th>
<th>Leveraging Data Visualizations to Support Grant Proposals</th>
<th>Panel Presentation: Using Data to Create your Unit’s Strategic Plan for Diversity, Equity and Inclusion</th>
<th>Using Pivot Tables and Charts to Explore and Get to Know your Survey Data</th>
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<tr>
<td>11:00-11:45</td>
<td>Presenters: Heather Mechler and Stephanie Tofighi</td>
<td>Presenters: Assata Zerai and Nancy Lopez</td>
<td>Presenters: Charla Orozco and Samuel Hatch</td>
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<tr>
<th>Time</th>
<th>Lunch Break</th>
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<tbody>
<tr>
<td>12:00-1:00</td>
<td>(no sessions)</td>
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<th>Time</th>
<th>Grant Writing: Finding the Data you Need</th>
<th>We Survived 2020: Technology, Pedagogy and Creativity for a New Normal</th>
<th>The Importance of Data Equity in Institutional Data</th>
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<td>1:00-1:45</td>
<td>Presenters: Val Martinez and Katy Korzekwa</td>
<td>Presenters: Elisha Allen and Kim Fournier</td>
<td>Presenters: Monte-Angel Richardson</td>
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<th>Access Census Data (ACS, Economic Census &amp; Microdata) through the new tool Data.Census.Gov</th>
<th>Bringing your Quantitative Data Story to Life: Where to Begin?</th>
<th>Using Data Effectively: Student Campus/College vs Course Campus/College</th>
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<td>2:00-2:45</td>
<td>Presenter: Suzan Regan</td>
<td>Presenters: Julie Sanchez and Charla Orozco</td>
<td>Presenters: Val Martinez and Katy Korzekwa</td>
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The Art & Science of Data 2021: From Numbers to Narratives

Session Descriptions

Time
9:30-9:45

Keynote Address

10:00 – 10:45

Using Data to Create Equity in Student Experience

Presenters: Pamela Cheek, Sushilla Knottenbelt, and Charla Orozco

Sharing existing work from the Student Experience Project on using data about majors and courses and data about student experience to create equity goals and implement equity measures. Part of the presentation will focus on equity data in our system and part will focus on new data out of our measurement tool, the Student Experience Index.

Recommended Audience: Faculty

Strength in Numbers: Learning How Data Can Help Develop a More Competitive Grant Proposal

Presenter: Stephanie Tofighi

More and more research sponsors are requiring the inclusion of relevant population data. This data could be as simple as noting a presumed number of impacted users (students, faculty, etc.) or it could be as complex as needing to identify, collate, and synthesize data from multiple departments concerning student and faculty numbers, demographics, and advancement through the academic system. Regardless of the request, it is vital that PIs know how to effectively ascertain the relevant instructions from the solicitation, know where to find and access the necessary data, and can effectively present their findings in a way meaningful to all proposal reviewers. Once awarded, PIs must also be aware of how to collect and organize data to demonstrate their project’s gains for reporting purposes. This presentation, from the Faculty Research Development Office, will provide information regarding these proposal related steps and resources and will include a discussion on reporting measures.

Recommended Audience: Faculty and Staff
The Starting Point in Program Assessment
*Presenters: Julia So and John Bollweg*

The success of an academic program in a two-year community college can be defined in multiple ways such as graduation rate, transfer rate, or job placement rate. Because of the transient nature of the student population that branch campuses serve, it might be more pragmatic to track students' academic progress in a program by the % of required course in general education as well as program core course completed per academic year by a % of the students enrolled in the program. In this session, the presenters will share their insights in tracking students' progress in one associate degree. With the goal of raising program retention rate and eventually program graduation rate. the presenters seek to solicit suggestions in intervention strategies from the audience.

Session Objectives:
1. discuss the challenges in program assessment in a two-year community college
2. describe a model to track students' progress in an academic program
3. solicit suggestions in intervention strategies

Recommended Audience: Faculty/Staff

Leveraging Data Visualizations to Support Grant Proposals
*Presenters: Heather Mechler and Stephanie Tofighi*

This presentation will showcase the publicly available online data visualization resources that contain information on student enrollment, demographics, financial aid, and faculty/staff information. Using actual recent calls for proposals from the NIH and NSF, the presenters will guide participants through reading and interpreting calls, finding the best data resources, and presenting the information in the proposal.

Recommended Audience: Faculty

Panel Presentation: Using Data to Create your Unit’s Strategic Plan for Diversity, Equity and Inclusion
*Presenters: Assata Zerai and Nancy Lopez*

As a part of the UNM 2040 Strategic Plan, the Division of Equity and Inclusion is creating a robust strategy for identifying weaknesses in UNM’s otherwise stellar diversity profile by examining baseline data, both qualitative and quantitative. We are taking a look at how our profile lines up with our peer institutions, as well as how various colleges and
Using Pivot Tables and Charts to Explore and Get to Know your Survey Data

Presenters: Charla Orozco and Samuel Hatch

In this session, we’ll discuss how to analyze your data using Excel Pivot Tables and Charts. We’ll use real data from the General Education Assessment Analysis and our recent Faculty Experience with COVID-19 Survey to help illustrate how to get started with data analysis, and how to use Excel to find your hidden data stories. Then, we’ll talk about some basic visualization principles to help simplify your graphics and clarify your story and message. Previous experience with Pivot Tables and Charts is helpful but not required!

Recommended Audience: Staff

Grant Writing: Finding the Data you Need

Presenters: Val Martinez and Katy Korzekwa

Filling out grant applications can be very time consuming, especially trying to locate the data required for submission. Learn how to leverage the Guided Adhoc Reports in MyReports to get the data you need. In this session you will see a use case on finding admissions applicants, offers, and accepted offers for a program over several years. There will also be a general demonstration of how to use a Guided Adhoc report to obtain the data you are looking for.

Recommended Audience: Faculty

We Survived 2020: Technology, Pedagogy and Creativity for a New Normal

Presenters: Elisha Allen and Kim Fournier

2020 and the COVID-19 pandemic accelerated many technological and societal trends. This presentation will discuss the ways that UNM adapted to remote work and study, including the use of creative tools and approaches such as the Creative Cloud. Presenters Elisha Allen and Dr. Kimberly Fournier will share their experience of transitioning courses...
to Remote Instruction and campus to remote operations. Throughout this process, the use of technology and digital literacy tools have been critical for student faculty, and staff collaboration and creative engagement. The “Hands on” portion of this presentation will include a demonstration of Adobe Spark and discuss ways that tools like InDesign can make information more presentable.

Recommended Audience: **Faculty or Staff**

**The Importance of Data Equity in Institutional Data**
*Presenters: Monte-Angel Richardson*

Institutional data collection and analytics is used for many important purposes within the university setting. The processes by which this data is collected, reported, and analyzed reveal important insights about student demographics, enrollment, retention, and potential barriers to student success. In this presentation, I will discuss the importance of equitable and inclusive practices when working with institutional data, including potential challenges and opportunities at UNM.

Recommended Audience: **Staff**

2:00 – 2:45

**Access Census data (ACS, Economic Census & Microdata) through the new tool Data.Census.Gov**
*Presenter: Suzan Regan*

The old American FactFinder website was retired in March of this year. If you are struggling with the new data tool or just need extra tips on how to find and download US Census Bureau data this section will cover the basics plus advanced access for Public Micro Uses Sample for researchers. Now is the time to advance your data access skills as the new 2020 Census data will be out early next year.

Recommended Audience: **Faculty**

**Bringing your Quantitative Data Story to Life: Where to Begin?**
*Presenters: Julie Sanchez and Charla Orozco*

You’ve done your survey. Or maybe you’ve explored MyReports. You’ve got your data. Now what? In this session, we’ll talk about how to explore your data, find the story, and bring it to life in a way that is meaningful to your constituents. We will discuss avoiding the initial overwhelm, summarizing and theming your quantitative data, knowing when to “dig deeper,” and using data as evidence in your story. Real life data will be shared to illustrate each concept.

Recommended Audience: **Faculty or Staff**
Using Data Effectively: Student Campus/College vs Course Campus/College

Presenters: Val Martinez and Katy Korzekwa

With so much data available for reporting, it can be hard to figure out how to use the data effectively. Campus and college are commonly used in reporting, but there are two types for each: course campus/college and student campus/college. In this session you will learn how to determine which one(s) to use for various reporting purposes as we go through several scenarios to demonstrate different outcomes.

Recommended Audience: Staff