

# 2020 CIMA Virtual Summer Meeting Program

## Wednesday, July 8

**1:00 PM – 1:10 PM**

### **Welcome and Opening Remarks**

**Speakers:** *Timothy D. Sands*, President of Virginia Polytechnic Institute and State University, Chair of CIMA  
*Rita Hartung Cheng*, President of Northern Arizona University, Chair-Elect of CIMA

**1:10 PM – 2:10 PM**

### **CIMA Huddle:**

- Fall planning
- Discussion on the financial recovery post-Covid-19
- Estimating the cost of online programs and courses

**Speakers:** *Timothy D. Sands*, President of Virginia Polytechnic Institute and State University, Chair of CIMA

**2:10 PM – 2:30 PM**

### **Measuring the Success Gap at Vulnerable Institutions with SAM and VSA**

**Speakers:** *Denise Nadasen*, Director of Research and Data Policy, Association of Public and Land-grant Universities

**2:30 PM – 3:10 PM**

### **Stay Safe Together: University of Alabama at Birmingham**

This presentation will provide a proposed strategy and platform for re-entry for higher education. We will provide tools for on-going monitoring of COVID-19 symptoms, mitigating risk to further exposure to COVID-19, managing large groups on campuses, and balancing the return to normal operations.

**Speakers:** *Curtis A. Carver Jr.*, Vice President and Chief Information Officer, The University of Alabama at Birmingham  
*Paul Erwin*, PhD, Dean of the School of Public Health, The University of Alabama at Birmingham  
*Sue Feldman*, Associate Professor and Director of Graduate Programs in Health Informatics, The University of Alabama at Birmingham  
*Selwyn Vickers*, MD, Senior VP and Dean of the School of Medicine, The University of Alabama at Birmingham

**3:10 PM – 3:20 PM**

### **Powered by Publics Update**

**Speakers:** *Julia Michaels*, Executive Director of Center for Public University Transformation, Association of Public and Land-grant Universities

**3:20 PM – 3:30 PM**

### **Closing**

## Thursday, July 9

1:00 PM – 1:05 PM

### Welcome

**Speakers:** *Timothy D. Sands*, President of Virginia Polytechnic Institute and State University, Chair of CIMA  
*Rita Hartung Cheng*, President of Northern Arizona University, Chair-Elect of CIMA

1:05 PM – 1:45 PM

### Using the Power of Data and Analytics to Leverage Student Success

Complemented by well-documented institutional definitions, predictive analytics, Tableau Dashboards, and employee training, Northern Arizona University's Data Governance initiative has been the catalyst for the development of high-quality data stores that serve as the single source of truth. Those data stores are now used to provide timely, quality reports and dashboards to monitor student progress, ensure timely interventions, inform decision-making, and to assess the effectiveness of student success programs. The intra-institutional collaboration between NAU's Student Affairs, Enrollment Management, Institutional Research & Analysis, and Data Governance is critical to the success of our effort and will be showcased during our session.

**Speakers:** *Erin Grisham*, Vice President of Student Affairs, Northern Arizona University  
*Laura Jones*, Chief Institutional Data Officer, Northern Arizona University

1:45 PM – 2:00 PM

### Business Meeting

**Speakers:** *Timothy D. Sands*, President of Virginia Polytechnic Institute and State University, Chair of CIMA

2:00 PM – 2:40 PM

### Visualizing Enrollment with Predictive and Prescriptive Analytics

Visualizing enrollment and tuition revenue for admitted applicants helps allocate financial aid awards and maximize tuition revenue, both short-term and long-term. The presenters will explore "what if" scenarios on the effects of changes in scholarship offers on the probability of enrollment and tuition revenue for individual admitted applicants as well as for groups of applicants. In addition, the presenters will demonstrate a dashboard series that visualizes predicted four-year enrollment and tuition revenue, allowing users to test "what if" scenarios for impact metrics related to admissions, retention, credit hour patterns, residency mix, tuition rates and more.

**Speakers:** *Brian O'Connor*, Assistant Vice President for Data Analytics, University at Buffalo  
*Iryna Johnson*, Assistant Vice Chancellor for System Analytics and Business Intelligence, University of Alabama System  
*Julia Thompson*, Information Technology Specialist, Auburn University

2:40 PM – 3:20 PM

### Discussion Rooms:

1. Contact tracking on campus for Covid-19
2. Student success and equity issues
3. Fall opening and enrollment projections
4. Pricing for online classes
5. TBD

3:20 PM – 3:30 PM

### Closing