

Wednesday, August 7th

8:30AM-9:00AM NETWORKING BREAKFAST

Farish Hall - KIVA (Room 101)

9:00AM-10:15AM DATA-DRIVEN EXCELLENCE: UNITING PERSPECTIVES TO ENHANCE PROGRAM OUTCOMES PANEL DISCUSSION

Panelists: Dr. Arturo Hernandez, Professor of Psychology; Dr. Dan O'Connor, Dean of Liberal Arts and Social Sciences; Timothy Council, Associate Vice Provost of Enrollment Services; Dr. Pam Shefman, UHCL Executive Director of Planning & Assessment

Location: Farish Hall - KIVA (Room 101)

Session Description: Join us for an interdisciplinary exploration of data assessment strategies aimed at elevating program and project outcomes. Delve into the realms of administrative, faculty, and class assessments, uncovering effective methods for goal setting and monitoring progress.

10:30AM-11:30AM QUALTRICS 101

Presenter: Dr. Scott Radimer, Director of Assessment and Planning

Location: Farish Hall - Room 211

Session Description: An introduction to using Qualtrics for electronic survey design and distribution. Covering how to build surveys, different survey question types, how to use different types of logic, and using Qualtrics to distribute surveys and reminders via email.

WORKSHOP: EXCEL FOR BEGINNERS/INTERMEDIATES

Presenter: Ashley Askew, M.Ed., Director of Special Programs | Data Specialist

Location: Farish Hall - LAB 324

Session Description: Learn basic excel skills from creating and entering various types of data and formatting spreadsheets to performing basic calculations and creating charts.

A QEP STRATEGY: A PATH FOR STUDENT LEARNING OF INTERCULTURAL KNOWLEDGE

Presenters: Dr. Pam Shefman, Executive Director of Planning and Assessment; Tammy Braswell, Director of Assessment & QEP

Location: Farish Hall - Room 219

Session Description: University of Houston - Clear Lake has used their Quality Enhancement Plan for SACSCOC reaccreditation to elevate student learning of intercultural knowledge and competency across the campus (in curriculum and student life). This session will highlight the outcome, timelines, processes, and key partners of the process. The session will wrap up with the details since implementation in 2022.

WORKSHOP: DESIGNING LEARNING OUTCOMES (CONTINUES UNTIL 12:30 PM)

Presenter: Dr. Terrence Ma, Assistant Dean for Assessment and Quality Improvement

Location: Farish Hall - Room 215

Session Description: While educators have increasingly adopted writing and using learning objectives for sessions, courses, and programs, contemporary expectations are that we demonstrate outcomes for learners. But what are outcomes? How are they designed? And what is this idea of evidence-based education?

11:30PM-12:30PM WHAT IS THE NEW CORE CURRICULUM?

Presenter: Dr. Bobbi Koen, Program Manager of Institutional Effectiveness

Location: Farish Hall - Room 219

Session Description: AAC&U Value Rubrics and Assessment of Undergraduate Core Curriculum overview co-presented with Amy O'Neal, Director of Assessment and Accreditation for the College of Liberal Arts and Social Sciences. A review of core assessments done annually at the university to understand the purpose of the assessment, data collected, and how it impacts student success and programs within the university

QUALTRICS: TEXT IQ & SENTIMENT ANALYSIS

Presenter: Dr. Scott Radimer, Director of Assessment and Planning

Location: Farish Hall - Room 211

Session Description: Explore the powerful techniques of Text IQ and Sentiment Analysis to extract meaningful insights from textual data, enabling you to understand and respond to student feedback, student trends, and student sentiments.

11:30PM-12:30PM **MASTERY AND THE EMERGENCE OF SKILL**

Presenter: Dr. Arturo Hernandez, Professor of Psychology & Author

Location: Farish Hall - Room 222A

Session Description: To the outsider, an expert seems as if they are doing everything effortlessly. A master chess player, an expert golfer, and a prolific writer seem to be able to quickly home in on what needs to be done and execute flawlessly over and over again. How do we master new skills? How do our brains and bodies transform performance from novice to expert? In this presentation, Hernandez will show that new skills are not built but rather bloom from the combination and recombination of small parts that come to represent a new whole. Rather than hyperfocus and overspecialization, this approach moves our focus from rigid perfection. Instead, it leads us to adopt a form of flexible adaptation, allowing us to harness our abilities so that we can accomplish things that may seem out of reach.

12:30PM-1:30PM **LUNCH BREAK**

Location: Farish Hall - KIVA (Room 101)

1:30PM-2:30PM **ACCESSING RESTRICTED DATA: UH BY THE NUMBERS**

Presenter: Vyas Krishnamurthy, Assistant Director of Institutional Research

Location: Farish Hall - Room 211

Session Description: UH By the Numbers has information not only on student/faculty demographics but also graduation rates, degrees awarded, semester hour completion, and financial aid. Learn how to use UH By the Numbers to get the data you need for your assessment reports, grant proposals, and student or faculty demographics. Users will explore different areas in UH By the Numbers portal, understand how to navigate the data for your needs, and learn how to export the data in different formats to share.

FINDINGS FROM THE UH-MAIN CAMPUS 2018-2023 QEP: ASSESSING EXPERIENTIAL LEARNING AT SCALE

Presenter: Dr. Anne Dayton, Director of Cougar Initiative to Engage (CITE); Christina Williams, Assessment and Evaluation Analyst for Cougar Initiative to Engage (CITE)

Location: Farish Hall - FH 219

Session Description: This session will explain the assessments used for the Cougar Initiative to Engage and present key findings.

WORKSHOP: USING TEXT IQ IN QUALTRICS (CONTINUES UNTIL 3:00 PM)

Presenter: Dr. Youmei Liu, Director of Assessment and Accreditation

Location: Farish Hall - LAB 324

Session Description: In today's increasingly data-driven world, the ability to efficiently analyze and interpret qualitative data is crucial for gaining deep insights and making informed decisions. In this session, we will explore the powerful Text iQ tool and features to help you efficiently analyze qualitative data and derive meaningful insights. The topics will include overview of Qualtrics text analysis capabilities, data preparation, text analysis features, and practical applications.

POSTDOCTORAL TRAINEES

Presenters: Dr. Leslie Coward, Director of Faculty Engagement and Development; Dr. Savannah Graham, Post Doctoral Fellow

Location: Farish Hall - Room 215

2:30PM-3:30PM **ON THE ROAD TO SUCCESS: RETENTION & GRADUATION METRICS**

Presenter: Dr. Susan Moreno, Executive Director of Institutional Research and Information Management

Location: Farish Hall - Room 211

Session Description: University retention and graduation rates are key measures for tracking student success both within the university and in national data. One of the milestone's for UH's Strategic Plan Student Success goal is to reach a 75% graduation rate. One could also measure rates for retention and graduation from the college, department or major.

ORCID: CONNECTING RESEARCHERS TO RESEARCH

Presenter: Sydney Baker, M.Ed., Program Director of Institutional Research and Effectiveness

Location: Farish Hall - Room 215

Session Description: Understand the purpose and benefits of ORCID. Learn how to register for an ORCID ID. Explore the features of an ORCID profile and how to maintain it. Discover how to integrate ORCID with other research systems and platforms. Learn best practices for using ORCID to enhance research visibility and collaboration.

Thursday, August 8th

8:30AM-9:00AM NETWORKING BREAKFAST

Location: Farish Hall - 232

9:00AM-10:15AM SPEED NETWORKING WITH POWER BITES

Location: Farish Hall - 232

10:30AM-11:30AM QUALTRICS TIPS & TRICKS

Presenter: Dr. Youmei Liu, Director of Assessment and Accreditation

Location: Farish Hall - LAB 324

Session Description: Join us for a focused session on mastering Qualtrics survey design and enhancing data integrity through effective numbering strategies and fraud detection techniques. Learn how to logically structure your surveys with smart numbering to ensure clarity and ease of analysis. Discover innovative methods to detect and prevent fraudulent responses, ensuring the reliability of your survey data.

QUALITATIVE DATA & SENTIMENT ANALYSIS

Presenter: Dr. Emily Messa, Sr. Associate VC/VP of Administration and Finance

Location: Farish Hall - Room 219

Session Description: Understand how to use both data types and synthesize them to identify themes and make program improvements.

TABLEAU NEWBIES: AN INTRODUCTORY TO INTERMEDIATE WORKSHOP FOR BEGINNERS

(CONTINUES UNTIL 12:30 PM)

Presenter: Dr. Moumita Mukherjee, Senior Research Analyst of Institutional Research

Location: Farish Hall - Room 211

Session Description: This 2 hour workshop will provide a hands-on introduction to creating visualizations in Tableau. It will cover many of the popular topics such as data sources, the interface, chart types, calculated fields, and more. By the end of the workshop, participants will be able to navigate the interface, build basic to intermediate visualizations, and create dashboards. Resources for further study will be provided at the end. A laptop with Tableau already installed is required for this workshop.

11:30PM-12:30PM SHOW ME THE MONEY - HOW UH DATA WORKS FOR STATE FORMULA FUNDING DOLLARS

Presenter: Dr. Susan Moreno, Executive Director of Institutional Research and Information Management

Location: Farish Hall - Room 219

Session Description: Discover the principles and mechanisms of university formula funding within UH's structure.

NSSE BELONGINGNESS TRENDS, SOCIAL-PSYCHOLOGICAL INTERVENTIONS & PRACTICAL APPLICATIONS

Presenter: Dr. Bobbi Koen, Program Manager of Institutional Effectiveness; Dr. Youmei Liu, Director of Assessment and Accreditation; Dr. Gabriel Estrada, Professor of Dance; Dr. Brian Chin, Director of the Moores School of Music

Location: Farish Hall - Room 215

Session Description: This is a preview of a TxAHEA conference presentation of student belongingness reflected in NSSE data, educational research, and practical application from a panel of UH instructors.

12:30PM-1:30PM LUNCH BREAK

Location: Farish Hall - Room 232

1:30PM-2:30PM THE CARNEGIE ELECTIVE CLASSIFICATION FOR COMMUNITY ENGAGEMENT

Presenters: Dr. Anne Dayton, Director of Cougar Initiative to Engage (CITE); Dr. Ericka Henderson, Associate Provost of Faculty Recruitment and Retention; Sara Lujan Donatto, Director of Operations and Local Relations, Government and Community Relations

Location: Farish Hall - Room 21

Session Description: Introduces the effort to achieve the Carnegie Elective Classification for Community Engagement at the UH Main Campus and provides information on how to assist.

1:30PM-2:30PM F24 CORE CURRICULUM ASSESSMENT-SOCIAL RESPONSIBILITY

Presenter: Dr. Bobbi Koen, Program Manager of Institutional Effectiveness

Location: Farish Hall - Room 215

Session Description: In depth analysis of the new AAC&U Rubric for Social Responsibility and rubric rating tips.

**WORKSHOP: MENTORSHIP MATTERS! DRIVING STUDENT SUCCESS THROUGH EFFECTIVE GUIDANCE
(CONTINUES UNTIL 2:45 PM)**

Presenter: Dr. Leslie Coward, Director of Faculty Engagement and Development

Location: Farish Hall - Room 219

Session Description: In this interactive session, attendees will engage with real-world scenarios focused on aligning expectations and assessing understanding to enhance their mentoring skills.

2:30PM-3:30PM UNIQUE DATA COLLECTION: USING QUALTRICS & OPERATIONAL DATA

Presenter: Dr. Emily Messa, Sr. Associate VC/VP of Administration and Finance

Location: Farish Hall - Room 215

Session Description: Using student service, administrative operational data, and qualitative data from UH's enterprise systems to see where sentiment and actual student service usage overlap.