

CONFERENCE PROGRAM



RI2014

Rapid Insight Conference

June 22-24 | Brown University | Providence, RI



COMPANY OVERVIEW

Founded in 2002, Rapid Insight Inc. has been committed to the mission of simplifying data analytics. We have over 150 customers in 41 states. The vast majority of our customers are higher education institutions.

The higher education domain expertise of Rapid Insight has been acquired over time and is what enables us to provide such excellent advice and support to our customers. Whether we are helping them to identify the best data variables for effectively predicting retention or coaching them on the best way to analyze their applicant pool to forecast yield, our expertise has become invaluable. Our analytic expertise is profound and is built from the knowledge that a good BI environment provides for the ever changing questions and “what if” scenarios.

Our customers’ analytic expertise covers a wide range. We have seen our customers create standard and repetitive reports for their institutions and governments, and automate them to make their lives easier. Our biggest excitement comes from watching the many ways that our customers have pushed our products to help them gain deeper insight into their organizations. Our customers drive our success.

Product development efforts draw from our customer experiences and they have driven our product evolution. We have placed a very high value on customer satisfaction which has resulted in a base that contributes to our webinars, presents at educational conferences and contributes to our case studies. Our customers help to grow our business.

While Rapid Insight has been focused on simplifying data analytics, it is the focus on our customers that has had the largest impact. We place a great deal of effort on ensuring a quick and effective deployment of our products and then we back them up with readily accessible support and analytic experts.

SPEAKER PROFILES

KEYNOTE SPEAKERS



Elizabeth Crabtree
Asst VP for Strategy and
Resource Development
Brown University

Elizabeth Crabtree is the Assistant Vice President for Strategy and Resource Development at Brown University, where she provides guidance and support in planning and managing campaigns, special fundraising initiatives, constituent and volunteer engagement programs and oversees Advancement Information Technology and Systems, Prospect Development and Advancement Services units. Previously, Elizabeth held development and nonprofit management positions with Northern Illinois University, Benedictine University, College of DuPage and the Digital Schoolhouse Foundation. She is a former president of APRA and a member AFP, CASE, and NEDRA. Elizabeth is a recipient of APRA's prestigious Visionary Award and NEDRA's Ann Castle Award in recognition of her outstanding achievements and contributions to the fundraising and research profession. Under Elizabeth's leadership, the Prospect Development team at Brown was honored to be named a 2010 CASE Circle of Excellence award winner. Prior to her work in the nonprofit sector, Elizabeth spent eight years working as a marketing director and senior analyst in the consumer products and manufacturing industries and six years in arts management as a talent/music agent. Elizabeth is a graduate of Berklee College of Music and is an alumna of the Philanthropic Studies program at Indiana University.



Dr. Ross Gittell
Chancellor
Community College System
of New Hampshire

Dr. Ross Gittell has an extensive background in university teaching, strategic planning and management, with a focus on applying economic, organizational and management theory to regional, state and community economic development issues. As a distinguished Professor at the University of New Hampshire's Whittemore School of Business and Economics, Gittell has been a resource for government, non-profit and business decision makers in New Hampshire and nationally on such issues as economic policy, workforce development, job creation strategies, community development and the business climate. He was appointed Chancellor of the Community College System of New Hampshire in January of 2012.

SPEAKER PROFILES

SESSION SPEAKERS



James Cousins

Research Analyst; Dickinson College

James Cousins is currently a research analyst with Dickinson College's Office of Institutional Research. He holds a B.S. in mathematics from Dickinson College. In addition to his work in Institutional Research he has had an opportunity to do consulting work for Enrollment Management. Though he is a relatively young professional, Institutional Research is a strong career interest, and he hopes to further explore that line of work.



Jeff Fleischer

Director of Client Ops; Rapid Insight Inc.

Jeff graduated with a Bachelor's in Electrical Engineering from the University of Florida long before the halcyon days of Tim Tebow. He worked for ten years at Cape Canaveral as a civilian contractor for Computer Science Corp. & Raytheon, designing and installing electronic equipment in support of a wide range of rocket and missile programs, including the Space Shuttle. Jeff joined Rapid Insight in 2009 as a Data Analyst, applying the breadth of his experience to address the needs of customers on both the service and product development sides of the house.



Caitlin Garrett

Statistical Analyst; Rapid Insight Inc.

Caitlin has loved math since she could count. She pursued this love through algebra, calculus, and advanced analysis all the way to a degree in Statistics from Loyola University of Chicago in 2010, where she also earned a degree in English. (After all, what good is a background in statistics if you can't explain what you've learned?) After graduating she moved back to the Mount Washington Valley and has enjoyed life here since. She joined the Rapid Insight analytic team in 2011 and is excited to combine her statistical knowledge with the Rapid Insight Software to further the company's success.



Michael Johnson, Ph. D.

Director of Institutional Research; Dickinson College.

Mike has been the Director of IR at Dickinson College since 2007. Prior to that he spent over 23 years as an Army officer; the last three as the chief of the institutional research and analysis branch at the U.S. Military Academy. Mike also taught math for several years at the Academy to include courses in calculus, probability and statistics and math modeling. He earned a Ph.D. in Industrial Engineering from the University of Central Florida, a Master's in Operations Research from the Naval Postgraduate School and a B.S in Mathematics from Central Washington University.

SPEAKER PROFILES

SESSION SPEAKERS



John Keyser

Assistant Dean for Administration and Decision Support; Stetson Law.

John grew up in the Northern Neck of Virginia and earned a B.S. and M.S. degree from Virginia Tech in Sociology with concentrations in Criminology and Quantitative Methods. He taught in and coordinated the Criminal Justice program and was the Assistant Director of the Center for Community Research at Roanoke College, President of BKW Research Group, Associate Dean for Administration at Washington and Lee University School of Law, and Senior Analyst at nTelos Corporation before accepting his current position at Stetson Law. In his current capacity, John oversees Institutional Research/Decision Support, and various administrative functions.



Michael Laracy

CEO; Rapid Insight Inc.

Mike received his Bachelor's Degree in Economics and Finance from Catholic University and his Master's in Economics from Rutgers University. He started his career as an econometric analyst with the Federal Reserve Bank of Philadelphia where he worked directly under the Director of Economic Research providing statistical research and preparing economic forecasts.

After leaving the Federal Reserve, Mike worked for MCI in their database intelligence group and as a Senior Consultant at NCR/Teradata before becoming an independent consultant. Mike founded Rapid Insight Inc.



Jon MacMillan

Data Analyst; Rapid Insight Inc.

Jon grew up in the Mt. Washington Valley. After earning a degree in Mathematics from St. Lawrence University in 2008, he moved out to Montana where he worked as a white-water raft guide before returning to the area. He's been around ever since and loves it. He now spends much of his free time hiking the trails in the White Mountain National Forest with his dog. He joined the Rapid Insight analytic team as a Data Analyst in 2012.



James Olick

Senior Financial Aid Systems Analyst; Johnson & Wales University

Jim Olick is a Senior Financial Aid Systems Analyst at Johnson & Wales University, currently managing a team focused on Financial Aid, Billing and Collection, and Accounts Receivable business processes, systems and data analysis. Prior to joining Johnson & Wales University, Jim worked with Rhode Island Student Loan Authority / Nelnet as their Director of E-Commerce, where he orchestrated being one of the first organizations to offer a web based electronic signature for student loans. Jim has his B.S. in Management Information Systems and MBA from the University of Rhode Island, and participated in Pratt & Whitney's highly-selective IT Development Program. Currently enrolled in the Doctorate in Education program at Northeastern University, he hopes to conduct research on the intersection of data, enrollment management and financial aid.

SPEAKER PROFILES

SESSION SPEAKERS



Suzanne Phillips

Institutional Researcher; White Mountains Community College

Suzanne started doing IR work two years ago, when she was on a sabbatical from teaching, and she fell in love with it. In July, she ends her 17-year tenure as Professor of Psychology at Gordon College (in northeastern MA) to start full-time as Institutional Researcher at White Mountains Community College in Berlin, NH, not far from Rapid Insight's headquarters. In preparation for that move, Suzanne is learning as many tools as she can, in settings like this conference. Her background is in Community Psychology, including program evaluation and working with large multivariate data sets. She is also an avid ArcGIS map-maker.



Jordan Story

Marketing Analyst; Saint Leo University

Jordan came to Saint Leo University as a Marketing & Data Analyst tasked with the responsibilities of researching new markets, developing goals for the Undergraduate Admissions office and tracking the department's growth and progress. Jordan joined the department just as the integration of Datatel and Salesforce was taking off and realized the necessity for auditing the department's data for accuracy. When she's not standing at her desk (yes, she has an awesome stand up desk!), you might find her practicing one of her yoga poses or taking one of her three dogs out for an afternoon stroll.



Lorilyn Taylor

Registrar & Director of Institutional Research; Paul Smith's College

Lorilyn has focused on increase the institutional effectiveness of Paul Smith's, a land grant college located in the Adirondacks upper of New York state. She helped design and implement the school's highly successful comprehensive student support program. She's the winner of the 2013 Lee Noel / Randi Levitz Retention Excellence and the Starfish 360 Awards by demonstrating improved student success through increases in student percentage in good academic standing, increased graduation rates and generating over \$5M in increased student revenue.



Jere Turner, Ph. D.

Director of Institutional Research; Manchester Community College.

Jere has been a teacher in NH for over 40 years. He started with teaching photography when you used light sensitive film and chemicals, and printing when you used raised lead type on hand feed manual presses. Since 2001 he has been teaching statistics and doing institutional research at MCC. His research interests include analyzing performance assessments using Rasch models, and creating predictive models of student success. He is currently working on the development of an Applied Data Analytics certificate for the Community College System of NH.

SPEAKER PROFILES

SESSION SPEAKERS



Bharathwaj Vijayakumar

Operations Research Analyst, Rowan University

Vijay was born and raised in India; he came to the United States in 2008. He earned his MS in Industrial Engineering at Wright State University, Ohio. Vijay's industrial engineering background and work experience has enabled him to help organizations streamline processes, strategically deploy resources, increase results, and save money. At Rowan University he has developed predictive models and dashboards, with the help of Veera, to successfully assist with student recruitment, scholarship determinations, and retention probabilities. Outside of work, Vijay is an accomplished film-maker and photographer.



Teresa Wonnell

Director, Homewood Student Affairs Assessment and Analysis, Johns Hopkins University

Teresa has been coaxing data to play nice at Johns Hopkins for the last eight years. An institutional researcher by training, she works with admissions data, financial aid data, enrollment data, survey data, and many other varieties. As shown by her title, which is a new one, she is also dipping a toe into the world of assessment.

CONFERENCE AGENDA

Monday, June 23rd

Building: Salomon Center	Auditorium (Room 101)
	Room 003
	Center Lobby

8:00 am - 9:00 am	Registration Continental Breakfast Buffet	
9:00 am - 9:45 am	Keynote Address: 'Creating a Culture of Data Driven Decision Making' <i>Elizabeth Crabtree</i> <i>Brown University</i>	
9:50 am - 10:35 am	Tracking Student Degree Progress - the "Maryland Model" <i>Suzanne Phillips</i> <i>White Mountain Comm. College</i>	OFFICE HOURS
10:40 am - 11:25 am	Predictive Analytics in Financial Aid: How to do more with less <i>Jim Olick</i> <i>Johnson & Wales University</i>	
11:30 am - 12:15 pm	Auditing for Accuracy - Reconciling Disparate Data Systems <i>Jordan Story</i> <i>Saint Leo University</i>	
12:15 pm - 1:15 pm	Buffet Lunch	
1:15 pm - 2:00 pm	Keeping Up With Third-Party Reporting Requirements <i>Bharathwaj Vijayakumar</i> <i>Rowan U.</i>	OFFICE HOURS
2:05 pm - 2:50 pm	Crafting the Incoming Class <i>Dr. Michael Johnson, James Cousins</i> <i>Dickinson College</i>	
2:50 pm - 3:05 pm	Afternoon Break	
3:05 pm - 3:50 pm	Working with Survey Data Using Veera <i>Teresa Wonnell</i> <i>Johns Hopkins University</i>	
3:55 pm - 4:30 pm	Rapid Insight Feedback Forum <i>Michael Laracy</i> <i>Rapid Insight</i>	
5:30 pm - 7:00 pm	AFTER-HOURS RECEPTION <i>Union Station Brewery, Providence</i>	

CONFERENCE AGENDA

Tuesday, June 24th

Building: Salomon Center	Auditorium (Room 101)
	Room 003
	Center Lobby

8:00 am - 9:00 am	Check-in Continental Breakfast	
9:00 am - 9:45 am	Keynote Address: Evidence-based Decision-making for Higher Ed <i>Dr. Ross Gittell</i> <i>Community College System of New Hampshire</i>	
9:50 am - 10:35 am	Assessing Course Effectiveness - Learning Analytics <i>Dr. Jere Turner</i> <i>Manchester Comm. College</i>	OFFICE HOURS
10:40 am - 11:25 am	Uses of Predictive Modeling in Academic Administration <i>John Keyser</i> <i>Stetson School of Law</i>	
11:30 am - 12:15 pm	Automated IPEDS Reporting: Simplifying the Process <i>Dr. Lorilyn Taylor</i> <i>Paul Smith's College</i>	
12:15 pm - 12:30 pm	CONFERENCE CLOSE	
12:30 pm - 2:00 pm	"GRAB & GO" LUNCH OPEN HANDS-ON LAB	

SESSION DESCRIPTIONS

Assessing Course Effectiveness – Learning Analytics

Jere Turner, Ph.D. • Manchester Community College

Higher education, like business and industry, has amassed massive amounts of data that can be mined to better personalize the clients' (students') experiences. Director of Institutional Research, Jere Turner Ph.D., has used some of that historical student data to create predictive models of successful and at-risk students - empowering educators at his school with the ability to better understand learning experiences and to prepare current and future students for success. Dr. Turner will review his methodology, the resulting analysis and discuss how the results are being used.

Auditing for Accuracy – Reconciling Disparate Data Systems

Jordan Story • Saint Leo University

Making sure that the records found in multiple data systems agree with one another can be a daunting challenge for any institution. When these systems are founded on different computer platforms, in different formats and in different locations, it can be nearly impossible. Yet Jordan Story, Marketing Analyst for Saint Leo University, has done just that with the school's Colleague and Salesforce systems. Jordan will review how Veera can be employed to routinely audit multiple data systems to ensure their ongoing accuracy and integrity.

Automated IPEDS Reporting: Simplifying the Process

Loralyn Taylor, Ph.D. • Paul Smith's College

Completing the mandatory IPEDS reporting is no one's idea of fun, but Rapid Insight Veera software can not only make combining different datasets easy and fast but can also automate the data analysis resulting in pain-free reporting. Dr. Taylor will review how her modest investment in time automating her IPEDS reporting process has paid dividends. Loralyn will walk attendees through her Veera work as well as discuss her next step – automating the upload.

Crafting the Incoming Class

Michael Johnson, Ph.D. • Dickinson College

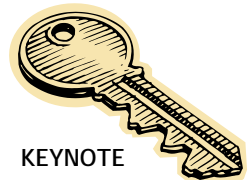
James Cousins • Dickinson College

Every institution of higher learning has goals for their incoming class beyond simple headcount. These can be academic, socio-economic, cultural, geographic, ethnic, and/or gender-related. Fortunately, schools can anticipate whether these goals will be met in real-time from even a preliminary admitted pool of students. Dr. Michael Johnson will walk attendees through the process of developing and applying a predictive enrollment model, based on the historical data available as well as discussions with key stakeholders in financial aid and admissions. He will also demonstrate how the modeling process can quickly and effectively respond to changes.

Creating a Culture of Data Driven Decision Making

Elizabeth Crabtree • Brown University

Creating a culture for data driven decision making is rarely easy. Elizabeth Crabtree, Brown University's Assistant Vice President for Strategy and Resource Development will discuss the challenges and strategies that help their Advancement Division leverage the concepts of data analytics, visualization and clarity of presentation to inform and influence data driven decision-making.



Evidence-based Decision-making for Higher Ed

Dr. Ross Gittell • Community College System of New Hampshire

Colleges need to remain competitive and properly react to the needs of their students. The efforts to compile and report on the necessary metrics can often be time consuming, involve a lot of manual effort, and can be prone to human error. Dr. Gittell will review how the Community College System of New Hampshire is keeping "up to the minute" tabs on number of key metrics that help to inform decisions and keep the institution on track.



SESSION DESCRIPTIONS

Keeping Up With Third-Party Reporting Requirements

Bharathwaj Vijayakumar • Rowan University

Governmental agencies, governing bodies, professional associations – everyone seems increasingly interested in knowing what your up to and getting a look at your data. Fortunately, the staff in the office of Institutional Effectiveness, Research, and Planning at Rowan University has been able to streamline the process. Operations Information Analyst Bharathwaj Vijayakumar (“Vijay”) will demonstrate how his office uses the flexible reporting powers of Veera™ to develop, schedule and transmit the outputs that meet their ever-increasing reporting obligations. This session will also demonstrate how Veera data can be used in combination with Rapid Insight partner Tableau™ to create dynamic graphic results.

Predictive Analytics in Financial Aid: How to do more with less

James Olick • Johnson & Wales University

Inundated with requests from leadership to do more with less? Jim Olick from Johnson & Wales University in Rhode Island discusses the concept of predictive analytics as a solution. This is the practice of using historical data to predict future outcomes. This introductory session reveals a practice used in many enrollment management offices, which has application to financial aid.

Rapid Insight Feedback Forum

Michael Laracy • Rapid Insight Inc.

A presentation reviewing recent company offerings, a discussion of near- and long-term improvements and an opportunity for users to provide feedback on their own development priorities.

Tracking Student Degree Progress – the “Maryland Model”

Suzanne Phillips • White Mountains Community College

Community colleges have become an increasingly popular alternative to traditional four-year institutions. But with that popularity have come challenges, especially with regard to measuring (and reporting out) student success. White Mountains Community College, ranked one of the top ten community colleges in the country, has risen to that challenge. In this presentation, Suzanne Phillips, institutional researcher at WMCC, will share how she has incorporated data on student persistence, graduation, and transfer into an ongoing “Maryland Model”-style analysis designed to assess student progress towards their degree goals.

Uses of Predictive Modeling in Academic Administration

John Keyser • Stetson School of Law

John Keyser, Assistant Dean for Administration and Decision Support at Stetson Law, will explore the many and varied opportunities to utilize predictive modeling to meet the academic and fiscal challenges that all colleges and universities currently face.

Working with Survey Data Using Veera

Teresa Wonnell • Johns Hopkins University

Surveys have been a tried and true method of collecting information on people’s attitudes and preferences for decades. And with the desire for more and more information, they’ve become just that much more popular as a data-gathering tool! Teresa Wonnell, Director of Student Affairs Assessment and Analysis at Johns Hopkins University will review what surveys are used in Student Affairs, how her department employs Veera™ to clean and completely reformat the data they collect, and will also demonstrate how the popular data visualization program Tableau™ uses Veera-supplied TDE files to create informative survey reports.

PRODUCT PROFILES



Business Intelligence Software



Rapid Insight Veera is a Windows-based desktop application that allows users of any skill level to quickly and easily produce ad hoc analyses, output files, graphic reports and online dashboards. It can be used alone or in conjunction with Rapid Insight Analytics (our predictive modeling software).

Veera accesses data where it resides. Users may incorporate any number and any type of structured data file or table into a process using an intuitive, drag-and-drop, icon-based process builder.

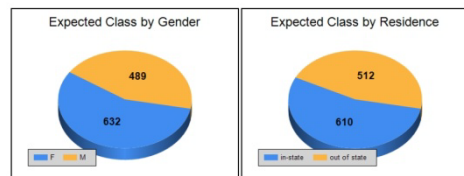
Reports can be produced in a variety of formats, including PDF, Rich Text, Microsoft Word and Excel. Report may become online dashboard by choosing the HTML output option. Graphically depict your data by adding one or more charts to the process. Choose from several available styles, such as Pie, Bar, Scatter, and Radar. Then give the chart the desired look by creating and applying a user-designed chart style.

The program's built-in scheduling feature may be used to periodically update a report using the latest data. Reports may be individually configured to automatically email themselves to a custom list of recipients.

Data records may be output in any format accessible as an input source – either as a new file, our appended to an existing one.

Expected Class Based on Current Admits

Expected Class Size	Expected Avg SAT Math Score	Expected Avg SAT Verbal Score
1122	538	552



Gender	Expected Enrolled
F	632
M	489

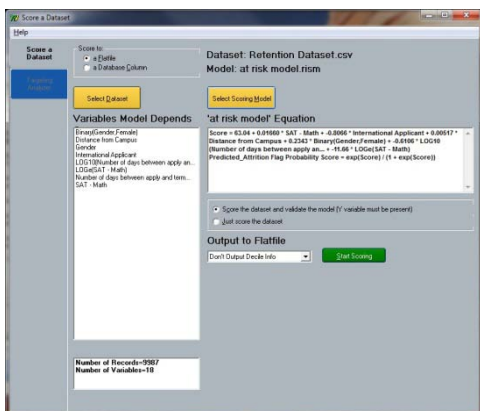
Residence	Expected Enrolled
in-state	610
out of state	512

Expected Enrolled	Early Notification
747-304743-148295	0
374-518274-898661	1

PRODUCT PROFILES



Predictive Modeling Software



Analytics is a desktop application that runs on any Windows™-based machine. The historical information it uses to develop its models can come from most any data source or format– including Excel, Oracle, SQL Server, Access and csv. There aren't any mandatory fields or restrictive naming conventions these sources need to conform to. The program never puts data sources at risk; actions taken in Analytics stay in Analytics. It can be used alone or in conjunction with Rapid Insight Veera (our business intelligence software).

Users don't need to be statisticians or programmers. Rather, users of any skill level are guided through an understandable, highly-automated, predictive modeling process using prompts and color cues. Users are never trapped at any stage or forced to accept the choices made on their behalf.

Select any binary or continuous variable found in the dataset and Analytics will build a model to predict its likelihood in future records. Analytics performs two layers of statistical analyses. At the "Automated Mining" stage, variables are individually tested for their statistical relationship to the model target (or "Y-variable"). When a relationship is found, it can be viewed graphically and the tests results examined in detail.

At the "modeling" stage, these same variables undergo regressive analysis to measure their inter-relationships. Those identified by Analytics as most statistically meaningful become part of the final predictive model. Users may produce as many models as they wish, as often as they wish.

The resulting models may then be used to derive probability scores for each record in data requiring predictive analysis. This is done using either Analytics' own "Scoring" module or Veera's "Import model" feature.