

# Building Capacity for Institutional Research in Higher Education



# CLICKS

Center for Learning Innovations &  
Customized Knowledge Solutions

*Your Partner for Innovation & Excellence*

**5<sup>th</sup> & 6<sup>th</sup> March, 2018**

**Novotel Deira City  
Center, Dubai-UAE**



**CLICKS' Public Program 2017-18**

## Program Overview

In today's fast moving educational arena multiple stakeholders need and expect accurate data, information and knowledge delivered in a timely and professional manner.

Technology has facilitated a lot, but is unevenly distributed and unevenly used across the Globe.

Educated, dedicated Institutional Research professional - who understand how to turn data into information are at the table when crucial decisions are made.

Across the world - including the MENA-region - there is great variance in the level of preparedness and sophistication on the part of universities and colleges to deliver accurate and meaningful information.

Much has to do with the enormous diversity of the region: Different schools systems, languages, references, nomenclature, level of state oversight and quality assurance and reporting requirements.






Yet there is great interest in, and need for, cooperation and development a level playing field, shared understanding, common language and references that allow for meaningful measurements, comparisons, benchmarking and collaboration.

Good information matters to multiple stake holders facing strategic decisions: the Boards and leaders of universities often faced with tumultuous political and economic environments, industry seeking good and relevant skills from graduates, deans and professors seeking to fine-tune their course offerings and delivery modes for optimal learning, prospective students and their parents and employers deciding what institution to apply to, alumni and donors deciding whether funding and gifts will be wisely deployed at a given institution, states that may consider support or tax breaks for particular endeavors and institutions and their programs.

CLICKS workshops offer intensive, in-depth programs for both novice and expert educational professionals. CLICKS workshops in capacity building for Institutional Researchers allow for meaningful interaction and exploration and due to limited enrollment each participant will have ample opportunity for active participation, hands on exercises and collegial information sharing.

## Intended Program Learning Outcomes

**By the end of this program participants will be able to:**

-  Comprehend the various concepts, research practices, functions and services provided by IR in support of university decision making and planning
-  Understand the complexity of the institutional research function, including office organization and staffing, and organizational functions and activities
-  Design, develop and implement effective and efficient institutional research studies that use a variety of methods
-  Identify plans and methods for assessing student learning outcomes and evaluating academic programs as well as assess non-academic unit outcomes.
-  Comprehend aspects related to governance and academic and institutional integrity in the context of IR

## Program Delivery Strategy

The program will use a variety of proven highly interactive learning techniques to ensure understanding and retention applicability of the information presented. This includes short presentations, case studies presentations and facilitated group and individual activities where participants will be encouraged to apply learning to real-life situations wherever possible.

Participants are encouraged to bring an idea for a research proposal that can be developed throughout the two days.

## Target Audience

This program is suitable for Directors, Managers and Staff working in Institutional Research and Institutional Effectiveness offices, as well as those in charge of overall Quality Assurance, planning functions and “accreditation readiness” within their institutions, schools and units.

The program also has relevance for heads of departments, program directors and anyone involved in institutional accreditation, program assessment and program level review and accreditation.

## Program Structure

### Day One

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#### **Session 1 | Fundamental of Institutional Research in HE - What Data Matters in HE?**

This session will acquaint the participants with various types of statistical data needed to support planning, budgeting, enrolment management, program launch and development, faculty studies, instructional analysis, effectiveness, compliance readiness and accreditation. It explores ways to gather data through surveys, interviews, focus groups.

#### **Session 2 | Designing and Analyzing Institutional Research Studies**

The session explores use of data analytics and statistical methods and looks at specific concepts in analysis relevant to typical performance indicators in the higher education context. Session participants will discuss and compare methods and differences among institutions and from a cross-country perspective. Cohort analysis, progression, conversion rates, retention and graduation rates are examined along with ways to assess faculty performance, including research and publication performance.

## Day Two

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### **Session 1 | Intended Learning Outcomes – Evaluating Academic and Support Unit Outcomes**

Participants will explore and compare ways to devise ILOs and how to measure these consistently while faced with insistence on academic freedom and compliance strictures. The session also addresses the challenges of measuring outcomes in non-academic/support units.

### **Session 2 | Presenting and Communicating Data - Data Integrity and Institutional Governance**

This session explores various ways of presenting data and communicate findings in ways that are comprehensible and meaningful to diverse audiences and stakeholders. It addresses the issue of data governance and data integrity and the roles of the IR professional in setting and managing expectations and reporting data in responsible and ethical ways.

#### **Workshop Leader**



Gina Cinali is Associate Vice President for Institutional Research and Effectiveness at Al Akhawayn University in Ifrane, Morocco where she is also a faculty member, teaching political science. She is founding member and past president of the Middle East and North Africa Association for Institutional Research (MENA-AIR). Mrs. Cinali brings a wealth of knowledge and expertise in a number of areas, including strategic planning, accreditation, quality assurance, academic and institutional integrity, governance and budgeting, among others. Over the years she has worked in different parts of the world, including North America, Europe, Africa and a number of Arab Countries. She has served as Executive Director of Institutional Planning, Assessment, Research and Testing at the American University in Cairo, as Associate Vice President for Institutional Planning, Assessment and Accreditation at the American University of Nigeria, as Executive Director of Academic Budget and Planning at King Abdullah University for Science and Technology in Saudi Arabia, and has been involved in the Office of Institutional Effectiveness at the American University in Dubai, as Institutional Development Director and Instructor in political science at the Gulf University for Science and Technology in Kuwait. A graduate of Columbia University in New York, also served as interim assistant dean and curriculum coordinator and taught courses at Columbia University's School of International and Public Affairs. She is the founding director of Fordham University's Executive MBA program, and she taught Middle East courses at Fordham from 1996 to 2003. She has served as a Higher Education and accreditation consultant to institutions in Kuwait, Qatar and other parts of the world.








Gina serves on the Board of the International Center for Academic Integrity (ICAI) and is a former Board member of the Executive MBA Council. Over the years she has been involved in the delivery of workshops and capacity building programs in her various areas of expertise. She served the Danish foreign service in Europe and the Middle East, and worked on Wall Street in strategic planning as an account officer for Ecuador and the Caribbean before joining the academic world.

### Program Duration

This program is 2-day and is organized from 9:00 am – 5:00 pm with one hour dedicated for lunch break and 2 coffee breaks of 20 min each. Kindly be informed that registration will take place on the first day of the program from 8:30 to 9:00.

### Program Registration, Program Fees and Discounts

-  The registration fee for the 2 day program is 2,500 AED including lunch and two coffee breaks on each day in addition to program materials.
-  15% Early bird registration discount is available for individual registrations completed prior to the 22<sup>nd</sup> of January, 2018.
-  Group registration discount of 20% is available for groups of 3 and above if registration is completed before 22<sup>nd</sup> of January, 2018 and 15% if registration is done after the cutoff date.
-  All registrations are confirmed only upon receiving the full payment; registrations which are not completed are automatically cancelled after two weeks.
-  Delegates attending the entire program will receive certificate of attendance at the closure of the program.