

Monday March 16, 2009  
**Workshops**

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Monday – March 16, 9:00 am – 12:00 pm and 1:00 pm – 4:00 pm  
WORKSHOP

### Student Retention Analysis Using SAS: Data Mining

Location: Sandhills Community College

Presenter: Jerry Oglesby, Director Global Academic Program, SAS

This workshop will explore the use of data mining methodology to build such retention models. The workshop will use student and student survey data provided by a private university in North Carolina. The challenges of the data will be discussed and strategies for overcoming those challenges will be suggested. Modeling strategies will be discussed and demonstrated using SAS Enterprise Miner. The workshop will include an introduction to SAS Enterprise Miner, exploring the workspace components, setting up projects, constructing analysis flow diagrams, and conducting initial data exploration. Both logistic regression and decision trees will be used and candidate models will be compared.

Monday – March 16, 1:00 pm – 4:00 pm  
WORKSHOP

### Institutional Effectiveness Workshop: Establishing Successful Cases for Compliance

Location: Pine Needles, Reception Center

Presenter: David Carter, Director of Training and Research, Commission on Colleges, Southern Association of Colleges and Schools

This 3 hour workshop is intended to help individuals with institutional responsibilities pertaining to institutional research and Institutional Effectiveness (IE) to be better prepared to guide their colleagues in establishing successful cases for compliance with the Commission's *Principles of Accreditation*. The first segment of the workshop will provide a broad overview of the role and scope of Institutional Effectiveness (IE) within the Commission's *Principles of Accreditation*. Within that context, attention will focus more extensively on selected IE accreditation standards. In the second segment of the workshop, participants will have opportunities to explore the analyses of the findings of ninety Off-Site Committees conducting reviews of IE during 2008. This portion of the workshop will also examine directions the Commission is currently taking in the training of individuals serving as IE evaluators on peer evaluation committees. During the third and final segment of the workshop, individuals will have opportunities to simulate the role of preparing for and conducting a review as the IE evaluator on an evaluation committee.

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