



*Empowering Community Colleges  
An Exploration of Promising Practices to Transform  
Institutional Effectiveness and Research*

Southeastern Association for Community College Research  
September 10-13, 2017  
Embassy Suites by Hilton, Savannah, Georgia

**SATURDAY, SEPTEMBER 9**

4:00 PM – 6:00 PM

Executive Board Meeting.....Boardroom

**SUNDAY, SEPTEMBER 10**

11:00 AM -2:00 PM

Registration.....Lobby

2:00 PM – 4:30 PM

Pre-Conference Session (separate fee).....Salon B/C  
**Learning from SACSCOC Peer Evaluators: Commonly Cited Issues  
with Outcomes Assessment**

**Introduction of Speakers**

**Mr. Norman Cherry**  
Director of Accreditation  
Technical College System of Georgia  
Atlanta, Georgia

**Dr. Nuria Cuevas**  
Vice President, Southern Association of Colleges and Schools  
Commission on Colleges  
Atlanta, Georgia

**Dr. Alexei G. Matveev**  
Director of Training and Research, Southern Association of Colleges  
and Schools Commission on Colleges, Atlanta, Georgia

5:30 PM – 6:30 PM

Opening Reception.....Library Reception Area

Dinner on your own

8:00 PM – 10:00 PM

Newcomers Welcome & Hospitality.....5th Floor Executive Suite

**MONDAY, SEPTEMBER 11**

8:00 AM – 9:00 AM

Registration/Breakfast.....Lobby

9:00 AM – 9:45 AM

Welcome and Opening Session.....Salon B/C

**Presentation of Conference Agenda and Local Arrangements**

**Dr. Marjorie Kuezi-Nke**

Executive Director, Accountability and Institutional Effectiveness  
Technical College System of Georgia  
Atlanta, Georgia

**Dr. Vic Burke**

Vice President for Institutional Effectiveness  
Savannah Technical College  
Savannah, Georgia

**Introduction of Host President**

**Ms. Deborah Burks**

Vice President of Institutional Effectiveness  
Central Georgia Technical College  
Macon, Georgia

**Welcome**

**Dr. Kathy Love**

President,  
Savannah Technical College  
Savannah, Georgia

9:45 AM – 10:35 AM

**Who U Talking To? (Communication Styles).....Salon B/C**

**Mr. Robert Keown**

Executive Director, Georgia Virtual Technical Connection & Director  
Military Affairs  
Technical College System of Georgia  
Atlanta, Georgia

10:45 AM – 11:45 AM

Concurrent Sessions: 1

**1.1 Enrollment Projections: Techniques and Applications.....Salon B/C**

**Mr. Vincent Maruggi**

Director of Institutional Research, Planning & Effectiveness  
Chesapeake College  
Wye Mills, Maryland

**1.2 Strategic Planning, Implementation, Monitoring,  
and Reporting.....Salon A**

**Dr. Carlos Viera**

Director, Planning and Policy Analysis and Grant Program Support  
Miami Dade College  
Miami, Florida

12:00 PM – 1:30 PM

General Session 1/Luncheon Address.....Salon B/C

**Proposed Changes to the Principles of Accreditation**

**Dr. Charles Taylor**

Vice President, Southern Association of Colleges and Schools  
Commission on Colleges  
Atlanta, Georgia

2:00 PM – 3:00 PM

Concurrent Sessions 2

- 2.1 Instructional Data Analytics: A Professional Development Certificate to Increase Data Awareness and Usage among Faculty**.....Salon B

**Mr. Sam Lester,**  
Director for Professional Development  
Central GA Technical College  
Macon, Georgia

**Ms. Bonnie Quinn**  
Director of Institutional Effectiveness  
Central GA Technical College  
Macon, Georgia

- 2.2 The Impact of Focus Communication on Student Enrollment Decisions**.....Salon C

**Mr. George Still III**  
Director of Planning, Effectiveness, and Research  
Danville Community College  
Danville, Virginia

- 2.3 Setting Students Up for Success with Less Financial Stress**.....Salon A

**Mr. Scott Hudson**  
Senior Vice President, Global Consumer Services  
Equifax  
Daniel Island, South Carolina

**Mr. Vince Jajuga**  
Senior Director, Education Insights  
Equifax  
Daniel Island, South Carolina

3:15 PM – 4:30 PM

General Session 2.....Salon B/C

**Telling the Community College Story with Completion Rates from the National Student Clearinghouse**

**Mr. Jason DeWitt**  
Research Manager  
National Student Clearinghouse Research Center  
Herndon, Virginia

Dinner on your own

8:00 PM – 10:00 PM

Hospitality..... 5th Floor Executive Suite

**TUESDAY, SEPTEMBER 12**

7:30 AM- 10:00 AM

Registration .....Lobby

8:00 AM – 9:15 AM

General Session 3.....Salon B/C

**Leveraging Achieving the Dream's Institutional Capacity  
Assessment Tool for QEP Success**

**Ms. Laurie T. Heacock**

Vice President of Data, Technology & Analytics  
Achieving the Dream  
Silver Spring, Maryland

9:30 AM – 10:30 AM

Concurrent Sessions 3

**3.1 Strategic Planning and the use of Benchmarking Data  
to Evaluate Strategic initiatives** ..... Salon B/C

**Dr. John Clayton**

Executive Director of Institutional Effectiveness, Planning & Research  
Johnson County Community College  
Overland Park, Kansas

**3.2 Unlock the Power of Your Data with Campus  
Labs** .....Salon A

**Mr. Griffin Brock**

Account Executive  
Campus Labs  
Buffalo, New York

10:45 AM – 11:45 AM

General Session 4.....Salon B/C

**Assessment of Today's Community College Outcomes and World  
Peace**

**Dr. Lynn Tincher-Ladner**

President and CEO Phi Theta Kappa  
Jackson, Mississippi

12:00 PM – 1:30 PM

General Session 5/ Luncheon Address.....Salon B/C

**Scanning the Postsecondary Education Landscape: Findings from  
the 2017 SREB Fact Book**

**Dr. Susan Lounsbury**

Director, Educational Data Services  
Southern Regional Education Board  
Atlanta, Georgia

2:00 PM – 3:00 PM

Concurrent Sessions 4

- 4.1 Realizing the DREAM: Utilizing data to design a reporting template that celebrates and improves programs in meeting specific student success benchmarks** .....Salon B

**Dr. Kimberly Lee**

Vice President, Institutional Effectiveness  
Albany Technical College  
Albany, Georgia

**Ms. Daa'iyah Salaam**

Research Analyst  
Albany Technical College, Georgia  
Albany, Georgia

- 4.2 Conducting an Environmental Scan - Best Practices for Researching your Institution's Key External (and Internal) Trends**..... Salon C

**Ms. Christine Teach**

Institutional Research Analyst  
South Piedmont Community College  
Polkton, North Carolina

**Mrs. Elizabeth Hamrick**

Assessment and Accreditation Specialist  
South Piedmont Community College  
Polkton, North Carolina

- 4.3 Journey through 3.3.1.1 - Outcomes Assessment**.....Salon A

**Ms. Danielle Coburn**

Dean of Instruction  
Jefferson State Community College  
Birmingham, Alabama

**Ms. Amanda Kin**

Associate Dean of Institutional Effectiveness  
Jefferson State Community College  
Birmingham, Alabama

3:15PM – 4:15 PM

Concurrent Sessions 5

- 5.1 Building an Excel Dashboard in 45 Minutes** .....Salon B

**Mr. Terry McCamish**

Accountability Data Analyst  
Technical College System of Georgia  
Atlanta, Georgia

- 5.2 Strategic Planning for the Future of SACCR**.....Salon C

**Dr. Kathryn Davis**

Vice President of Facilities, Research, & Planning  
Oconee Fall Line Technical College  
Dublin, Georgia

- 5.3 Telling the Accreditation Story through Benchmarking** .....Salon A

**Dr. John Clayton**

Executive Director of Institutional Effectiveness, Planning & Research  
Johnson County Community College  
Overland Park, Kansas

5:00 PM

Dinner on your own

8:30 PM – 10:30 PM

Hospitality.....5th Floor Executive Suite

**WEDNESDAY, SEPTEMBER 13**  
8:30 AM – 10:00 AM

General Session 6.....Salon B/C

**From Issues to Information: The Shifting Role of IR/IE in Higher Education**  
**Mr. Eric S. Atchison**  
Director of System Analysis, Research & Enrollment Management  
IPEDS State Coordinator

10:00 AM – 11:00 AM

SACCR Business Meeting, Raffle, & Wrap-up

11:30 AM – 1:00 PM

Executive Board Meeting .....Boardroom

