

DATA DAY AT FSU

2026 Conference Program

July 23, 2026

Turnbull Conference Center

Welcome

Welcome to Data Day at FSU 2026. This program is organized by time block and includes session titles, abstracts, rooms, and presenters as submitted for the conference.

Schedule at a Glance

Time	Activity	Location
8:00 AM	Check-in and Light Breakfast	Room 108
9:00 AM	Opening Remarks and Keynote - Coach Pensky, FSU Women's Soccer Head Coach	Room 108
10:00 AM	Concurrent Sessions	Rooms 101, 103, 105, 115, 201, 205, 214
11:00 AM	Concurrent Sessions	Rooms 101, 103, 105, 115, 201, 205, 214
12:00 PM	Lunch Break	Room 108
1:00 PM	Concurrent Sessions	Rooms 101, 103, 105, 115, 201, 205, 214
2:00 PM	Concurrent Sessions	Rooms 101, 103, 105, 115, 201, 205, 214
3:05 PM	IR Deep Dives & Lightning Sessions	Rooms 101, 103, 105, 115, 201, 205, 214
3:35 PM	Lightning Sessions	Rooms 101, 103, 105, 115

Note: Full session descriptions begin on the following page.

Please use this booklet throughout the day to identify sessions, rooms, and discussion opportunities.

Morning Arrival

Check-in and Light Breakfast

8:00 AM | Room 108

Opening Session

Opening Remarks and Keynote - Coach Brian Pensky, FSU Women's Soccer Head Coach

9:00 AM | Room 108

10:00 AM Sessions

Turning Numbers into Narratives: Visualizing Impact in Student Affairs

10:00 AM | Room 101

Presenters: TBD

Abstract:

Chaos to Clarity: Visualizing Disparate Data with Power BI

10:00 AM | Room 103

Presenters: Kyle Christensen (Herbert Wertheim College of Business) and William Hogan (Herbert Wertheim College of Business)

Abstract: Learn how the Business Career Services (BCS) office in the Herbert Wertheim College of Business uses Power BI to transform complex, disparate data into actionable dashboards for leadership decision-making. This presentation demonstrates how data is distilled and transformed into visualizations accessible to users at all skill levels. Presenters will showcase live dashboards featuring information from student surveys, event attendance, appointment data, and enrollment information. The methods shown are transferable to any unit managing student services, events, or academic programming, and discussion will include lessons learned on structuring dashboards and identifying visualization opportunities relevant to a given unit's context.

Smart Social: Leveraging Data in the Ever-Changing World of Social Media

10:00 AM | Room 105

Presenters: Evan Eisenstark (Division of Student Affairs)

Abstract: This presentation will focus on a workflow of transforming and cleaning social media metric data provided through Sprout Social into a Power BI report to quickly see at-a-glance updates for internal and executive use. It will also cover how our team uses data to help determine how our social strategy is performing, what tweaks may need to be made, and best practices to measure and show the impact the work is doing.

Real-Time Building Automation Intelligence

10:00 AM | Room 115

Presenters: Aditya Sugandhi (Facilities) and Marcela Castano (Facilities)

Abstract: FSU Facilities built a real-time data platform that monitors 150+ campus buildings, 1,200+ field panels, and 33,000+ building automation devices. The system replaces error-prone manual telnet workflows with automated collection, a PostgreSQL-backed data warehouse, and an interactive web dashboard. Staff gain instant visibility into building health, device status, and network topology. A built-in IP and BACnet instance management module eliminates spreadsheet-based provisioning conflicts. This session demonstrates the platform live and shares practical lessons in building data pipelines over legacy industrial protocols at campus scale.

From “I Care” to “I Act”: Insights from Two Years of Green Dot Training

10:00 AM | Room 201

Presenters: Nell Robinson (Center for Health Advocacy and Wellness) and Zabe Thompson (Center for Health Advocacy and Wellness)

Abstract: This poster presents an exploratory analysis of two years of pre- and post-assessment data from students participating in Green Dot bystander intervention trainings through the Center for Health Advocacy & Wellness. The analysis examines shifts in student awareness of violence as a campus issue, belief in the possibility of prevention, and readiness to act as active bystanders. Using descriptive statistics and visual comparisons, the poster highlights areas of strongest growth and areas where change is limited. Attendees will gain insight into how bystander training shapes student attitudes and confidence and how data can inform efforts to turn knowledge into action.

Data-Informed Academic Support: Development and Outcomes of the Course Repeat Success Program

10:00 AM | Room 205

Presenters: Allison Peters (Undergraduate Studies), Genna Boyd (Undergraduate Studies), Holly Hunt (Undergraduate Studies), and Dana Auvil (Undergraduate Studies)

Abstract: Early academic experiences in college are critical to students' sense of belonging and persistence. This presentation describes the development, structural implementation, and initial evaluation of FSU's Course Repeat Success Program, a data-informed intervention tailored to support first- and second-year students attempting a required course for the third time or more. The Course Repeat Success Program, which integrates individual academic and financial support, launched in Summer 2024. Students who participated in the program had nearly three times the odds of passing their repeated course compared to non-participants. Program development, structure, and evaluation will be discussed.

Repurposing Career Experience Data

10:00 AM | Room 214

Presenters: Yang Li (Career Center), Devan Lane (Career Center), and Kari Roberts (Division of Student Affairs)

Abstract: This session explores how FSU repositions career experience data from retrospective reporting to proactive decision intelligence. Using one or more academic majors as examples, we demonstrate a cross-campus model that connects student career engagement, postgraduation outcomes, and longitudinal Steppingblocks alumni workforce insights. It encourages academic, advancement, institutional research and student affairs units to align data practices that identify meaningful career exploration pathways, detect skill and opportunity gaps, and better align advising, curriculum, and workforce preparation. Attendees will leave with a transferable framework for using data to inform institutional policy, program improvement, accreditation, and cross-campus collaboration in support of student success.

11:00 AM Sessions

A Data Driven Approach for Proactive Student Engagement: A Case Study from the College of Fine Arts Office of Student Success

11:00 AM | Room 101

Presenters: Cristina Sorensen (CFA) and Asna Nayani (IR/CFA)

Abstract: The Office of Student Success within the College of Fine Arts (CFA) serves students from recruitment and retention to graduation. This session highlights data engagement initiatives within the CFA Office of Student Success across all phases of the student life cycle. We feature data use practices that have enhanced recruitment efforts, admissions forecasting, orientation, student needs assessment, and semesterly outcomes tracking for proactive student engagement. This session provides a template for applying data to increase enrollment, student outcomes, and strategic planning. In addition, we discuss how the IR Data Partners Program helped meet internal data needs to aid in improving outcomes.

Survey Smarter, Not Harder: Unlocking Qualtrics for Real-World Results

11:00 AM | Room 103

Presenters: Justine Carré Miller (COSSPP)

Abstract: Unlock the power of Qualtrics to streamline complex workflows, no extra software needed! See how the College of Social Sciences and Public Policy transformed graduate certificate applications across 9 programs and simplified student drop and withdrawal processes using tools already included in your FSU license. Through two real-world case studies, you'll discover how smart survey logic can guide respondents, reduce errors, and automate decisions. Whether you're new to Qualtrics or looking to level up, you'll leave with practical skills in question design, survey logic, and workflow building, ready to apply immediately to your own projects.

From Hidden Variables to Actionable Data

11:00 AM | Room 105

Presenters: Claire Hickey (PhD Student, Mathematics Education)

Abstract: Institutional data play a critical role in advancing equitable student success initiatives, yet important factors such as trauma and neurodiversity are often underrepresented within these analyses. This session provides a practical, data-informed framework for operationalizing these constructs using data that our institutions already collect. Participants will explore how trauma and neurodiversity can be defined in non-clinical, data-appropriate ways for institutional analysis and decision-making. The session will demonstrate approaches for integrating information from student information systems, learning management systems, and accessibility services while maintaining compliance with FERPA and HIPAA. Attendees will leave with practical strategies for incorporating these considerations into equity-focused analyses without requiring new or sensitive data collection.

Self Service Data for Instructional Oversight

11:00 AM | Room 115

Presenters: Michele Dames (Undergraduate Studies), Michael Richards (Office of Digital Learning), Alex Shin (Office of Digital Learning), and Thomas Moore (Office of Digital Learning)

Abstract: This session highlights a collaborative project that delivered scalable self-service reporting to support instructional oversight across a course with more than 50 sections. IT worked with academic staff to translate instructional needs of the new FSU Next course into actionable Canvas data, surfacing indicators such as announcement activity, rubric based grading, syllabus status, and grade visibility. By centralizing these signals in accessible reports, the solution reduced manual monitoring, improved data trust, and enabled timely instructional support. The project demonstrates how well-designed data infrastructure empowers academic units to lead effectively at scale.

Who Gets Hired? Master's Graduate Employment Outcomes

11:00 AM | Room 201

Presenters: Linh Hoang (IR)

Abstract: This project examines master's graduates' post-graduation employment outcomes using the Office of IR's Masters Graduating Survey (MGS) data from 2022-23 to 2024-25 and institutional student records. Using subgroup comparisons, visual analytics, and logistic regression, we analyze employment rates across student groups and identify academic, experiential, and demographic factors associated with securing employment within 3 months of graduation. Findings further extend the existing MGS dashboard, highlighting disparities and offering evidence-based insights to inform program design, career service improvement, and graduate student support at Florida State University.

Using Institutional Data for Program Accreditation

11:00 AM | Room 205

Presenters: Sara Hamon (Office of the Provost), Emily Leventhal (The Graduate School), Allison Peters (Undergraduate Studies), Samantha Nix (IR), and Lisa Schelbe (Social Work)

Abstract: Data is fundamental to program accreditation writing and reporting activities. The university offers various resources to support faculty with these responsibilities. This session will provide an overview of Institutional Research (IR) datasets and ongoing assessment instruments used at FSU, along with guidance on selecting the most appropriate sources to support compliance arguments. Special attention will be given to data related to student success, post-graduation employment, advising satisfaction, and the adequacy of support services. Join us to learn what data sources are available to you!

Bridging the Gap: A Structured Approach to Responsible AI Use at FSU

11:00 AM | Room 214

Presenters: Lee Howell (ITS), Heather Epstein-Diaz (IR)

Abstract: Florida State University offers powerful AI tools, but many staff lack structured guidance on how to use them effectively and responsibly. This session introduces a practical framework for applying AI in day-to-day work while adhering to institutional policy. Through live demonstrations and real use cases, participants will learn how to move from ad hoc usage to intentional, secure, and productive workflows. This session serves as a soft launch for a broader AI training initiative jointly developed by ITS and Institutional Research.

Lunch

Lunch Break

12:00 PM | Room 108

1:00 PM Sessions

Taking Qualtrics Further: Workflow Automation and Tracking

1:00 PM | Room 103

Presenters: William Hogan (Herbert Wertheim College of Business)

Abstract: Learn how the Herbert Wertheim College of Business moves beyond basic Qualtrics workflows with Microsoft Power Automate, transforming form submissions into organized tracking systems. This hands-on session walks through two case studies built on existing FSU software licenses: a quickly deployed room reservation system and a complex course waitlist tracker serving seven academic units. Covering webhook configuration, sequential data processing, and routing to Excel tabs and tables, attendees will also participate in a live demonstration, submitting mock requests and watching them process in real time. Walk away with practical insights for identifying automation opportunities in your own office.

From Snapshots to Stories: Certificate Program Outcomes Dashboard

1:00 PM | Room 105

Presenters: Galiya Tabulda (IPA) and Caitlyn Jessee (IPA)

Abstract: This presentation, "From Snapshots to Stories: Certificate Program Outcomes Dashboard," demonstrates how Office of Institutional Performance and Assessment (IPA) transformed fragmented certificate program data into a standardized, longitudinal analytics framework. Using Snowflake and Power BI, we built a visualization tool that enables accurate tracking of enrollment, completion, and time-to-credential for FSU's 80+ certificate programs. The session highlights methods for ensuring data validity, standardization, and secure access while improving usability for academic stakeholders. Attendees will gain practical strategies for building scalable, transparent, and actionable program outcome reporting systems that support institutional effectiveness and student success initiatives.

Evaluating Internship Impacts on Post-Graduation Outcomes Using a Three-Tier Assessment Framework: Evidence from InternFSU

1:00 PM | Room 115

Presenters: Yang Li (Career Center) and Li Pon (Career Center)

Abstract: This session demonstrates a three-tier assessment model for evaluating the impacts of internship on workforce and continued-education outcomes at FSU through the InternFSU program. Using Graduating Senior Survey (GSS) data, logistic regression links internship participation to higher self-rated NACE Career Competencies. A focused InternFSU case study triangulates student pre/post competency assessments and supervisor evaluations, showing consistent gains across all eight competencies. Finally, Power BI integration connects InternFSU participation to graduation outcomes: 86.9% secured employment and 88.9% enrolled in graduate school. Participants will leave with replicable tools to map and communicate credible ROI outcomes in student affairs.

What Can Snowflake Do for You? Inside FSU's Data Platform

1:00 PM | Room 201

Presenters: Dinesh Kumar Sundararajan (ITS) and Tazmeen Alam (ITS)

Abstract: Explore how Florida State University is modernizing analytics with Snowflake. Learn why FSU adopted a cloud data platform, how it's used to integrate and analyze data across systems, and what it can do for teams looking to turn data into actionable insights.

From Metrics to Strategy: Discussion on Graduate Program Success

1:00 PM | Room 205

Presenters: Lara Perez-Felkner (Higher Education, The Graduate School) and Emily Leventhal (The Graduate School)

Abstract: FSU provides valuable macro-level graduate data through the IR dashboard and Time-to-Degree metrics, but how do we align with program- and department-level challenges that are nuanced, changing, and complex? Together, we will examine unique graduate data hurdles—like tracking Doctoral and Master's student milestones, understanding enrollment pacing, and reducing reliance on manual spreadsheets. Join us to share your everyday data realities and help shape an ongoing community focused on practical, shared data strategies towards continuous program improvement.

Data Use in Staff Salary Decision-Making

1:00 PM | Room 214

Presenters: Will Fiorito (Office of Human Resources)

Abstract: Staff salary decisions at large institutions involve more than a market survey and a pay band. This session unpacks the layered reality of the role that data plays in pay recommendations, from external benchmarking data to internal equity analysis, policy constraints, job architecture, budget trade-offs, and manager discretion. Drawing on my professional experience in compensation and workforce analytics, I will walk through the data tools, sources, and analytical frameworks used to build defensible salary recommendations. Attendees will leave with a practical framework for understanding pay decisions, questions to ask in their own units, and a clearer picture of how compensation teams layer data to deliver informed, data-driven salary recommendations.

2:00 PM Sessions

Project Management Tips & Tricks

2:00 PM | Room 101

Presenters: Anne Neidhardt (ITS) and Andrea Dial (ITS)

Abstract: A peek into how the FSU ITS Project Management Office utilizes project management processes and tools to increase efficiency and manage project work. The session will focus on readily available tools included with Microsoft and Google, and how AI has streamlined a variety of administrative functions. In addition to illustrating how the FSU ITS Project Management Office uses these tools with real world examples, we will share how teams can plan for success via defining high level scope, schedule tactics, establishing the minimum viable product, and success criteria/stop criteria. A significant portion of our time will be Q&A.

Powering Analytics: The Architecture Behind FSU's Enterprise Data (2026 Edition)

2:00 PM | Room 103

Presenters: Andy Bucior (ITS)

Abstract: Take an updated tour through FSU's data architecture, including how data is captured, transformed, and delivered to platforms where it's used. We'll connect the dots between backend systems and the reports you rely on, including developments like the data vault.

Fixing the Feedback Loop: Structured Review

2:00 PM | Room 105

Presenters: Caitlyn Jessee (IPA), Marissa Farmer (IPA), Jean Baptiste Mbanzabugabo (IPA), Romario Mills (IPA), Zhongyu Wang (IPA)

Abstract: This presentation introduces a structured, multi-tiered approach developed by Florida State University's Office of Institutional Performance and Assessment to standardize and improve the review of academic assessment reports. Using a sequential, multi-reviewer process supported by defined criteria, feedback templates, and tracking tools, the model enhances consistency, data integrity, and actionable feedback. The session will highlight workflow design, stakeholder roles, and practical applications, offering adaptable strategies for improving evaluation processes and supporting meaningful program assessment across academic contexts.

Using Survey Redesign and Longitudinal Analysis to Strengthen First Year Success Seminars (Engage 100)

2:00 PM | Room 115

Presenters: Danielle Porter (Undergraduate Studies) and Allison Peters (Undergraduate Studies)

Abstract: Over a three-year pilot and the first year of full implementation, the Engage 100 program employed a responsive, longitudinal survey design to assess student experience while navigating shifting program and policy contexts. This presentation traces how survey measures evolved across phases of the program, balancing consistency with adaptation, with particular attention to response patterns, item performance, and emerging priorities. By following assessment decisions chronologically, this session demonstrates how data has informed changes to peer mentor practices, content development, and enrollment processes, offering an example of using assessment as a tool for continuous improvement rather than static reporting.

That's One Way to Look at It: Row Level Security

2:00 PM | Room 201

Presenters: Margarida Phelan (Advising First), Eclipse Ramsey (IR)

Abstract: Power BI reports are an effective tool to communicate data across units but how do you manage access when users should only be able to view the information relevant to them? This poster reviews a case study where several Power BI reports that were used to communicate survey data to different user types were condensed into a single report that uses Row Level Security (RLS) to limit what information is viewed by each user. Two methods for RLS creation and management are compared and discussed as well as potential limitations of the function.

The Data Don't Align: Communicating Findings When the Data Say Something Different

2:00 PM | Room 205

Presenters: Samantha Nix (IR)

Abstract: In many organizations, data analysis begins with a question—but it doesn't always end with the answer stakeholders expect. This session invites participants to examine what happens when findings challenge assumptions, disrupt preferred narratives, or create tension with decision-makers. How do analysts communicate results that may be inconvenient, unpopular, or unexpected? How should context, audience, and stakes shape that communication? This discussion group will focus on practical strategies, ethical considerations, and real-world experiences to help participants navigate these moments thoughtfully and effectively.

The Architecture of Trust: Navigating Access in Community-Based Data Partnerships

2:00 PM | Room 214

Presenters: Joi N. Phillips (Center for Leadership & Service), Maria Paula McIntyre Nwenyi (Center for Leadership & Service), Lashawn Gordon (United Partners for Human Services), Maria Cristina Ramos (College of Social Sciences and Public Policy), and Kari Roberts (Division of Student Affairs)

Abstract: Community-based research frequently faces challenges not due to limited data, but due to insufficient trust between partners. This panel examines how FSU units can cultivate trust, clarify expectations around data sharing, and engage in more reciprocal approaches to working with community partners. Panelists will discuss strategies for developing transparent agreements and sustaining collaborative relationships within the Tallahassee community. Drawing from established partnership approaches and strengths-based perspectives, the session emphasizes both practical and relational considerations that support meaningful, data-informed collaboration. Attendees will leave with practical strategies for initiating partnerships, structuring data-sharing agreements, and aligning institutional requirements with community priorities.

3:05 PM IR Sessions

IR Lightning Session: Getting Started with Qualtrics

3:05 PM | Room 101

Presenters: Kari Roberts (DSA)

Abstract: Explore the capabilities of Power BI, OBI, Qualtrics, and AWS through fast-paced, 25-minute demonstrations. These showcase-style sessions require no hands-on participation. Attendees will select two sessions—one in each time block—to discover tools, use cases, and resources that support data engagement.

IR Lightning Session: Getting Started with Power BI

3:05 PM | Room 103

Presenters: Logan Poland (IR), Caitlyn Jessee (IPA)

Abstract: Explore the capabilities of Power BI, OBI, Qualtrics, and AWS through fast-paced, 25-minute demonstrations. These showcase-style sessions require no hands-on participation. Attendees will select two sessions—one in each time block—to discover tools, use cases, and resources that support data engagement.

IR Lightning Session: Getting Started with AWS

3:05 PM | Room 105

Presenters: Eclipse Ramsey (IR), Hugh Long (IR)

Abstract: Explore the capabilities of Power BI, OBI, Qualtrics, and AWS through fast-paced, 25-minute demonstrations. These showcase-style sessions require no hands-on participation. Attendees will select two sessions—one in each time block—to discover tools, use cases, and resources that support data engagement.

IR Lightning Session: Getting Started with Oracle Business Intelligence

3:05 PM | Room 115

Presenters: Gene Cilluffo (IR)

Abstract: Explore the capabilities of Power BI, OBI, Qualtrics, and AWS through fast-paced, 25-minute demonstrations. These showcase-style sessions require no hands-on participation. Attendees will select two sessions—one in each time block—to discover tools, use cases, and resources that support data engagement.

IR Deep Dive: Faculty Pathways Dashboard: Strategic Award Planning

3:05 PM | Room 201

Presenters: Zachary Stoffers (IR), Lee Howell (ITS)

Abstract: Academic Analytics provides valuable benchmarking data, but its on-demand reports are often complex, static, and disconnected from institutional context. This session demonstrates how the Office of Institutional Research transforms those reports into an enriched, interactive dashboard that integrates internal HR data, award histories, and pathway analysis. The Faculty Pathways Dashboard enables colleges and units to identify competitive faculty, map award progression, and support strategic nomination planning. Attendees will see how external data can be operationalized into a practical decision-support tool for faculty development and institutional recognition strategy.

IR Deep Dive: Data Leadership Discussion

3:05 PM | Room 205

Presenters: IR Leadership

Abstract: Dashboards and reports are only valuable when they help decision makers ask better questions and take informed action. In this interactive roundtable, the Office of Institutional Research invites leaders and stakeholders to discuss how institutional data products are supporting their work today and where improvements are needed. Participants will identify successes, highlight pain points, share future data and analytical needs, and explore gaps that may exist between reported metrics and actionable understanding. The discussion will help inform the next generation of Institutional Research tools, services, and engagement strategies, ensuring they remain accessible, meaningful, and aligned with institutional priorities.

IR Deep Dive: Do Rank Thresholds Drive Change at Public Institutions?

3:05 PM | Room 214

Presenters: Sarah Sikes (IR)

Abstract: This session explores how symbolic thresholds in U.S. News & World Report rankings may shape application behavior, enrollment decisions, and advancement outcomes at public institutions - questions relevant to campus strategy and resource allocation. Using multi-year panel data, we examine whether institutions that narrowly cross a salient threshold experience shifts in these outcomes. While existing research connects tiered rankings to changes in student demand and reputation, most studies focus on national universities or liberal arts colleges, leaving public institutions underexamined despite their scale and visibility. We'll discuss what this means for how we interpret and respond to ranking movement.

3:35 PM Lightning Sessions

IR Lightning Session: Getting Started with Power BI

3:35 PM | Room 103

Presenters: Logan Poland (IR), Caitlyn Jessee (IPA)

Abstract: Explore a collection of concise, practical demonstrations highlighting how Power BI, OBI, Qualtrics, and AWS can help transform data into insights, streamline workflows, and support informed decision-making.

IR Lightning Session: Getting Started with AWS

3:35 PM | Room 105

Presenters: Eclipse Ramsey (IR), Hugh Long (IR)

Abstract: Explore a collection of concise, practical demonstrations highlighting how Power BI, OBI, Qualtrics, and AWS can help transform data into insights, streamline workflows, and support informed decision-making.

IR Lightning Session: Getting Started with Oracle Business Intelligence

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Presenters: Gene Cilluffo (IR)

Abstract: Explore a collection of concise, practical demonstrations highlighting how Power BI, OBI, Qualtrics, and AWS can help transform data into insights, streamline workflows, and support informed decision-making.

IR Lightning Session: Getting Started with Qualtrics

3:35 PM | Room 101

Presenters: Kari Roberts (DSA)

Abstract: Explore a collection of concise, practical demonstrations highlighting how Power BI, OBI, Qualtrics, and AWS can help transform data into insights, streamline workflows, and support informed decision-making.

Thank You

Thank you to all presenters, facilitators, organizers, and attendees contributing to Data Day at FSU 2026.