

Vita

Tim Stanley

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Research Interests

Program Planning and Evaluation; Organizational Learning / Decision-making; Institutional Change; Assessment of Student Learning; Teaching Pedagogy; Adoption of Innovation; Higher Education Policy and Planning; Higher Education Governance; Higher Education Research Methods; Visualizing Data for Decision-support

Biography

Tim has been at UVU for 8 years moving back and forth between Institutional Research and Institutional Effectiveness and Planning. Tim is currently the Associate Director of Institutional Research over Assessment Support and Survey Research. He also enjoys teaching as an adjunct in the Business Management and Behavioral Science departments at UVU. Tim has degrees in Sociology and Public Administration, and is currently pursuing his PhD in Educational Leadership and Policy at the U of U. He has previous experience doing social research for BYU and the LDS Church as well as market research experience in the private sector.

Tim was originally born in Rapid City South Dakota, and has lived in Ohio, Alabama, Florida, New Mexico, Virginia, Texas, and California before settling down in Utah. He and his wife, Kristin, have four children.

Education

Doctor of Philosophy. Educational Leadership and Policy, University of Utah, Salt Lake City, UT. Emphasis in Higher Education. (*Projected completion in 2014*).

Working dissertation title: *Institutional and contextual factors associated with the adoption of pedagogical innovations in higher education.*

Certificate (30 credit), Art and Visual Communication, Utah Valley University, Orem, UT. April 2007.

Masters of Public Administration, Romney Institute of Public Management, Brigham Young University, Provo, UT. Emphasis in Policy Analysis. Additional graduate level coursework in Sociology. December 2000.

Bachelors of Science, Sociology, Brigham Young University, Provo, UT. Emphasis in Social Psychology. April 1998.
Minors in: English (Creative Writing)
 Philosophy (Analytic Thinking)

Professional Experience

Associate Director, Assessment Support, Analysis, and Survey Research, Institutional Research and Information, Utah Valley University, Orem UT. August 2012 to present, full-time.

- Direct supervision over senior research analysts, interns, the UVU Survey Research Call Center, and other support staff.
- Coordinate survey research for the campus.

- Consult with executives, departments, faculty, and external entities regarding data collection from UVU Constituents (students, employees, alumni, etc.)
- Coordinate efforts of IRI with institutional effectiveness, planning, and assessment efforts on campus.
- Represent the director in various committees and task forces

Assistant Director, Institutional Effectiveness and Planning, Utah Valley University, Orem UT. June 2009 to August 2012, full-time.

- Assisting with the coordination of planning and assessment activities across campus, including implementation of Assessment Management Software, Campus Labs: Compliance Assist
- Develop institutional planning and assessment mechanisms
- Providing support for regional and specialized accreditation
- Representing the director in various committees and task forces
- Presenting and training groups on best practices in institutional effectiveness

Senior Research Analyst, Institutional Research and Information, Utah Valley University, Orem UT. July 2005 to June 2009, full-time.

- Developed and coordinated institutional surveying
- Helped to implement and manage the IR Call Center
- Reported on Faculty Load, Graduating Students, and other projects as assigned

Analyst and Director of Data Processing, BRG Research Services, Inc. Provo UT. January 2001 to July 2005, full-time.

- Conducted market research for a variety of clients, including project development, prioritization, analysis and reporting
- Managed data processing areas including: Analysis/Tabs, Coding, and Data Entry, including employee and fiscal management

Teaching Experience

Adjunct Faculty, Behavioral Science Department, Utah Valley University, Orem UT. September 2009 to Present. (BESC 3020: *Research Methodology*, BESC 3010: *Statistics for the Behavioral Sciences*, BESC 4040: *Applied Sociology* and ANTH 490R: *Independent Studies*.)

Adjunct Faculty, Masters in Education, Westminster College, Salt Lake City UT. January 2012 to Present. (MED 635: *Adult Education Program Planning and Evaluation*.)

Thesis Committee, Integrated Studies Department, Utah Valley University, Orem UT. August 2013 to December 2013. (IS 4980/4990: *Capstone*.)

Adjunct Faculty, Business Management Department, Utah Valley University, Orem UT, September 2006 to April 2008. (MGMT 2390: *Effective Business Presentations*.)

Adjunct Faculty, College Core, Provo College, Provo UT. September 2004 to September 2005. (OAT 101: *Computer Fundamentals* and CSD 105: *Office Software*.)

Graduate Teacher Assistant, Romney Institute of Public Management, Brigham Young University. August 1999 to April 2000. (PMGT 682: *Ethics for Management*.)

Large Group Teacher, Missionary Training Center, LDS Church, Provo, UT. September 1996 to January 1997.

Other Research and Supervisory Experience

Graduate Research Analyst, Office of Institutional Assessment and Analysis, Brigham Young University, Provo, UT. June 2000 to December 2000, part-time.

Senior Research Assistant, Research Information Division, LDS Church, Salt Lake City, UT. October 1998 to December 1999, part-time.

Research Assistant, Research Information Division, LDS Church, Salt Lake City, UT. June 1997 to September 1997, part-time.

Research Assistant, Sociology department, Brigham Young University, Provo, UT. April 1997 to June 1997, part-time.

Call Center Supervisor / Specialist, Missionary Training Center, LDS Church, Provo, UT. January 1996 to August 2000, part-time.

Fellowships / Awards / Distinctions

National Data Institution Fellow, Washington D.C., 2013.

Executive Division Award of Excellence, Utah Valley University. 2009.

UVSELF Fellow (Utah Valley Senior Executive Leadership Forum), Utah Valley University. 2008 to 2009.

Committee Chair for Policy (elected post), Professional Association of Campus Employees, Utah Valley University. 2009 to 2011.

Graduate Educational Scholarships, Brigham Young University. 1998 and 2000

Graduate Educational Assistantship, Brigham Young University. 1999.

Standard of Excellence, California Riverside Mission, LDS Church. 1994.

Eagle Scout, Boy Scouts of America. 1990.

Publications

Stanley T. (Dec. 2013) Visualization of "internal" demand. eAIR Newsletter.

Presentations

Professional Conferences

Stanley, T., Loveridge R. (2014) Structured Enrollment at UVU. The Underprepared Students Forum at Salt Lake Community College. Salt Lake City, UT.

Stanley, T. (2013) Using Processing to Visualize Higher Education Data. The Rocky Mountain Association for Institutional Research Annual Forum (2013). Salt Lake City, UT.

Stanley, T., Loveridge, R. (2013) Showcasing Data in Tableau. Utah Banner Users Group. Logan UT.

Loveridge, R., Johnson, J., Stanley, T. (2013) Establishing the Cost of Attendance: Reasons, Findings, and Revelations. Association for Institutional Research Annual Forum. Long Beach, CA.

Loveridge, R., Johnson, J., Stanley, T. (2013) Program Review, Enrollment, and Related Dashboards. Association for Institutional Research Annual Forum. Long Beach, CA.

Stanley, T. (2013) Implementing Planning, Assessment, and Accreditation Software Solutions. Association for Institutional Research Annual Forum. Long Beach, CA.

Busby, L., Matthews, G., Stanley, T. (2013) Getting the Information You Need: Tableau Visualizations and More

Stanley, T., Loveridge, R., Johnson, J. Snelson, L. Leany, M., Robson, S., Makin, L., Matthews, G. (2013) Mythbusters V: Data Bridges: Connecting People to the Truth. Summer University. Orem, UT.

- Brown, A., Stanley, T. (2012) Anticipating Data Needs: Integrating Institutional Indicators and Data Collection,. Association for Institutional Research Annual Forum. New Orleans, LO. (presented twice due to demand)
- Stanley, T. (2012) [Your Department Name] on the Rise!: Best Practices of Effective Departments-Using Assessment Software. Utah Valley University, Summer University. Orem UT.
- Leany, M., Matthews, G., Stanley, T. (2011) The Three Pillars of Survey Administration: Structural, Technical, and Relational Considerations. Association for Institutional Research Annual Forum. Toronto, ON.
- Stanley, T. (2011) Building Tomorrow through Effective Planning and Assessment, and How NWCCU Accreditation Can Help. Utah Valley University, Summer University. Orem UT.
- Stanley, T. (2011) Building Tomorrow Using the Four Frames of Leadership. Utah Valley University, Summer University. Orem, UT.
- Brown, A., Leany, M., Loveridge, R., Stanley, T. (2010) Adding Pizzazz to your presentations: Mythbusters. Association for Institutional Research Annual Forum. Chicago, IL.
- Stanley, T. (2010) Goals, Plans, and Actions: Putting It All Together. Utah Valley University, Summer University. Orem, UT.
- Leany, M., Matthews, G., Stanley, T. (2010) Table Topic: Increasing Response Rate in Surveys. Association for Institutional Research Annual Forum. Chicago, IL.
- Brown, A., Leany, M., Loveridge, R., Stanley, T. (2009) Adding Pizzazz to Your Presentations: Mythbusters. Utah System of Higher Education Annual Institutional Research Meeting. Saint George UT.
- Brown, A., Leany, M., Loveridge, R., Stanley, T. (2009) Mythbusters II: Engaging with Information . Utah Valley University, Summer University. Orem UT.
- Stanley, T. (2009) "All for One and One for All": Omnibus Survey Methodology in Institutional Research, Association for Institutional Research Annual Forum, Atlanta GA.
- Brown, A., Leany, M., Loveridge, R., Stanley, T. (2008) It's All in the Brand: UVU Mythbusters , Utah Valley State College, Summer University. Orem UT.
- Brown, A., Stanley, T. (2006) Search and Rescue: The Non-Returning Student Survey, The Rocky Mountain Association for Institutional Research Annual Forum, Deer Valley, UT.
- Brown, A., Loveridge, R., Stanley, T., Wilding, E. (2006) Destination UV Statistics, Utah Valley State College, Summer University. Orem UT.

Pre-Conference Workshops / Technical Training

- Leany, M., Stanley T. (2013) Advanced Tableau. The Rocky Mountain Association for Institutional Research Annual Forum (2013). Salt Lake City, UT.
- Leany, M., Stanley, T. (2010, 2011, 2012, 2013) Excel Macros Boot Camp – Spreadsheet Automation. Association for Institutional Research Annual Forum. Chicago, IL; Toronto, ON; New Orleans, LO; Long Beach, CA. (Note: This presentation has been presented in both half and full day formats. In 2013, it was presented as both a full-day pre-conference and repeated after the conference in a half-day shorted version due to demand.)
- Stanley, T. (2013) Bridging the Gap Between You and Your Customers: Using Qualtrics to Build Surveys. Summer University. Orem, UT.
- Stanley, T. (2012) =You*2: On the Rise with Microsoft Excel. Utah Valley University, Summer University. Orem UT.
- Stanley, T. (2010) Getting Your Act Together: Grabbing Your Department By The Data (preconference workshop). Utah Valley University, Summer University. Orem, UT.
- Stanley, T. (2009) LEARN+DO+BECOME=ENGAGE: Beginning Excel, Utah Valley University, Summer University. Orem UT.
- Stanley, T. (2008) Excel 2007: Branding Your Spreadsheets with "XLSX", Utah Valley State College, Summer University. Orem UT.
- Stanley, T. (2007) Corking your Bat with Microsoft Excel: 22 Secrets to Performance-Enhancing Spreadsheets, Utah Valley State College, Summer University. Orem UT.

Guest Lecturing / Panel Discussions

- Abunuwara, K., Cottle, N., Ogden, H., Stanley, T., (2013) Panel discussion: "Faculty Needs and Instructional Design." ID Summit, Utah Valley University. Orem, UT.
- Stanley, T., (2013) Object-Oriented Programming using Processing. Guest Lecture in a Computer Science Class,

- Utah Valley University. Orem, UT.
- Stanley, T., (2013) Survey of survey research . Guest Lecture in a Communication Class, Utah Valley University. Orem, UT.
- Stanley, T., (2013) Learning & advancing your skills in Excel, International Association of Administrative Professionals, Timp Valley Chapter. Orem, UT.
- Stanley, T., (2013) Conducting research within Higher Education, Guest Lecture in an English Class, Utah Valley University. Orem, UT.
- Stanley, T., (2012) Making the most of your Behavioral Science Degree, Guest Lecture in a Behavioral Science Professional Development Class, Utah Valley University. Orem, UT.
- Stanley, T., (2012) Assessment in Higher Education. Guest Lecture in an Educational Assessment Class, Utah Valley University. Orem, UT.
- Stanley, T., (2011) A Brief Tour of Quantitative Research Methods. Guest Lecture in a Communication Class, Utah Valley University. Orem, UT.
- Stanley, T., (2010) Interfacing with IT. Guest Lecture in an Information Technology Career Development Utah Valley University. Orem UT.
- Stanley, T. (2009) Using Data to Make Decisions. Guest Lecture in a Communication Class, Utah Valley University. Orem, UT.
- Englehardt, E., Hamblin, L. , Holland, M., Stanley, T. (2009) Panel discussion: "Three Cups of Tea: One Man's Mission to Promote Peace...One School at a Time," by Greg Mortenson and Oliver Relin. Orem, UT.
- Stanley, T. (2009) Understanding Generation Y, Padeia Sorosis, Orem UT.
- Stanley, T. (2006) Cooking for Two: Cheap and Elegant. Hillcrest Stake LDS Super Saturday, Orem, UT.

Posters

- Snelson, L., Gardner, D., Stanley T. (2012) "The Iterative Nature of Assessment" UVU Assessment Conference, Orem UT.

Notable University/Professional Service

2014	Pre-conference Workshop Proposal Reviewer for Association for Institutional Research
2013	Association for Institutional Research, eAIR Visual Display of Data committee member
2013	Merit Badge Councilor, Boy Scouts of America (Art, Communication, Computers, Emergency Preparedness, Game Design, Inventing, Photography, Public Speaking, Reading, Scholarship)
2013	Served on AIR's Data Visualization Group
2013	Chair for Institutional Research Track, Utah Banner Users Group Conference
2013	Served on the Institution-wide Program Prioritization and Proposal Data Team
2012-2013	Served as a member of the Business Intelligence Leadership Team
2012	Served on the University Assessment Conference Planning Committee (Including the first state-wide pre-conference bird-of-a-feather assessment workshop.)
2012	Chaired the Planning/Assessment Software RFP committee
2011	Proposal Reviewer for Association for Institutional Research
2011-2013	Served on the Accreditation Executive Taskforce
2011-2012	Served on University Planning Advisory Committee
2010-2013	Served on the General Education Committee
2010-2013	Floor Captain, Utah Valley University emergency response team.
2010	Served on multiple accreditation committees for NWCCU
2009	Served on the executive task force for strategic planning of enrollment growth
2009-2012	Supervised 20+ undergraduate poster presentations for UVU Behavioral Science Symposiums
2009	Chaired the UVU Core Theme Committee Task Force
2008	Co-authored Policy 132: University Data Collection
2007	Formed & Chaired the Academic Survey Review Task force
2006	Served as a judge for High School DECA competition (Resume and interviewing skills)
2005-2013	Serve in various capacities on a wide variety of hiring committees for staff and executives.
2005	Co-chair of gaming track for BYU's Life Universe and Everything Symposium (LTUE 23)
2005	Coordinated assessment efforts for BYU's Life Universe and Everything Symposium (LTUE 23)

Current Professional and Other Affiliations

SCUP	Society for College and University Planning
AIR	Association for Institutional Research
RMAIR	Rocky Mountain Association for Institutional Research

Technology

Research

Statistical Software:	STATA 12 (inc. Command line), SPSS 20 (inc. Syntax), SAS 9, Minitab 16
Data Visualization:	Tableau 8, Processing 2.0, Web Focus Reports Painter
Specialized Statistical Tools:	LISREL, SPSS Amos, SPSS Tables
Web Survey Software:	Qualtrics, Survey Monkey, LimeSurvey 2.0, Campus Labs (Baseline)
CATI/Multi-channel Survey Software:	SPSS Data Collection, Survey Systems, VOXCO
Assessment Support Software:	Campus Labs (Compliance Assist) (Rebranded at UVU as "Insight")
Databases Management Tools:	Microsoft Access 2010, BrioQuery 11, Toad, Web Focus
Institutional Databases:	SunGard Banner Operational Data Store (ODS), COMET*(UVU), AIM* (BYU)
National Data Systems/Large data sets:	National Center for Education Statistics (NCES) (IPEDS, Delta Cost Project), NSF (National Student Clearinghouse, Delta Cost Project, General Social Survey, US Census, American Community Survey
Reference Management Software:	Zotero 3, Endnote X5
Text Analysis Software:	SPSS Text Analytics, Wordle
Library Research Databases:	ERIC, LexisNexis

Design

Web Content Development:	Adobe Dreamweaver CS6, OmniUpdate 9, Adobe Flash CS6, WinFTP Client
Graphic Design and Layout:	Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe InDesign CS6, Adobe Acrobat X, Microsoft Publisher 2010
Multi-media Presentations:	Microsoft PowerPoint 2010, Prezi 3, OpenOffice Impress
Video & Audio Production/Hosting:	Adobe Premiere CS6, Audacity, Windows Movie Maker 7 / YouTube

Productivity

Word Processing and Spreadsheets:	Microsoft Word / Excel 2010, Corel WordPerfect, Google Docs, OpenOffice Writer / Calc
Project Management Software:	Microsoft Project, dotProject 2, Virgil OnlineSM* (BRG), BaseCamp
Document Management Software:	TOPS* (UVU), Google Docs, Data Cookbook
Cloud Storage:	Dropbox 1.2, Google Drive, Evernote 3.5
Personnel Management:	TIMS

Communication

E-Mail Management:	Microsoft Outlook 2010, Groupwise, Gmail 2, Mach5 Mailer 4
Blogging Platforms/Social Media:	Google Blogger, WordPress, Facebook, Pinterest, Google+, LinkedIn, Twitter, Goodreads, RingReef
Real-time Communication:	Skype 5, Yahoo Instant Messenger 10

Teaching

Learning Management Systems:	Instructure Canvas, Blackboard, WebCT, Angel, Skyward
Student Response Systems/Other:	eInstruction CPS (Clickers), LanSchool (Lab monitoring software)

Other

Operating Systems:	Windows 7, Mac OS X Lion, Linux Ubuntu, Apple iOS 5, Android 2.3
Programming Languages:	Processing 2.0, SQL, Javascript, HTML 4, Visual Basic (including macros in Excel & Word), C++

* indicates software developed in-house

Conferences, Symposia, and Formal Training

Research

The Rocky Mountain Association for Institutional Research Annual Forum (2013). Salt Lake City, UT.
National Data Institute (2013). Washington, DC.
Association for Institutional Research: "Defining and Refining Institutional Research" (2013). Long Beach, CA.
IRB Certification—University of Utah (2012)
IPEDS Training—Finance (2012). Laramie, WY.
IPEDS Training—Benchmarking (2012). Laramie, WY.
Association for Institutional Research: "Data and Decisions for Higher Education" (2012). New Orleans, LO.
Association for Institutional Research: "Passport to New Ideas, Better Decisions" (2011). Toronto, ON.
Association for Institutional Research: "Charting Our Future in Higher Education" (2010). Chicago, IL.
IRB Certification—UVU (IRB Officers) (2009, 2012) CITI2872342
Association for Institutional Research: "World Class Institutional Research" (2009). Atlanta, GA.
Association for Institutional Research: "Adapting to Meet New Challenges" (2008). Seattle, WA.
Association for Institutional Research: "Choice/Chance: Change in Higher Education" (2007). Kansas City, MO.
The Rocky Mountain Association for Institutional Research Annual Forum (2006). Deer Valley, UT.
Association for Institutional Research: "Effectiveness through Diversity" (2006). Chicago, IL.
IRB Certification—UVU (Principle Investigators) (2006, 2009, 2012) CITI2872342

Technology

Tableau Customer Conference (2013). Washington D.C.
Mastering Tableau, full-day pre-conference workshop (2013). Washington D.C.
UVU Tableau User Training (2013). Orem, UT.
Utah Banner User's Group (2013). Logan, UT.
Utah Tableau User Group (2012). Orem, UT.
Building Reports with Report Painter, Web Focus Training (2008)
SQL Fundamentals (2007). Orem, UT.

Assessment

"What is an Educated Person?" Conference XV: "Essential Learning Outcomes, Degree Qualification Profiles, and Assessment: Connecting the Dots" (2012). Snowbird, UT.
UVU Best Practices of Assessment Conference IV: "Simplifying Assessment" (2012). Orem, UT.
Association of American Colleges and Universities: "General Education and Assessment: New Contexts, New Cultures" (2012). New Orleans, LO.
IUPUI Assessment Institute (2010). Indianapolis, IN.
VSA Conference, Measuring Student Learning (2009). Phoenix, AZ.
"What is an Educated Person?" Conference XII : "Metarubrics and the Utah System of Higher Education". (2009) Orem, UT.

Accreditation

NWCCU Annual Meeting and Standards Report Workshops (2012). Seattle, WA.
NWCCU Annual Meeting and Standards Report Workshops (2011). Seattle, WA.
NWCCU Annual Meeting and Standards Report Workshops (2009). Seattle, WA.

Teaching

Scholarship of Teaching and Engagement Conference (2012). Orem, UT.

Human Resource / Professional Skills

TECH 3400: Project Management (2013). Orem, UT.
Do Something GREAT! Noel-Levitz Customer service training "Advanced Connections" (2012). Orem, UT.
UVU Human Resource Academy (2012). Orem, UT.

Best Practices in Policy: "The Value of a Strong Policy Process in Turbulent Times." (2009) Orem, UT.
Affirmative Action/ Equal Employment Opportunity Officer Training (2010). Orem, UT.
Safe Hire Training (2010, 2013). Orem, UT.
Higher Education Sexual Harassment Training (2007, 2009, 2013). Orem, UT.

Disaster Preparation Training

Community Emergency Response Team training (CERT) (2003, 2012)
Disaster Mass Operations (2008)
First Aid Certification (2007)
CPR / AED Certification (2007)