

Virginia Association for Management Analysis and Planning

Virginia State Affiliate of [AIR](#)

2010 Fall Conference

SO MUCH DATA OUT THERE, WHAT DO WE DO WITH IT?

Christine Chmura, PhD

Keynote speaker

Thursday, September 16, 2010

School of Education

College of William and Mary, Williamsburg, VA

Registration and Continental Breakfast, 9:00 – 10:00 a.m.

Introductions and Featured Speakers, 10:00 – 11:00 a.m.

Christine Chmura, PhD

Chris is the President and Chief Economist for Chmura Economics & Analytics, a quantitative research and economic development and workforce consulting firm located in Richmond, Virginia, that she founded in December 1999. She is a quoted source on regional and national trends in the media throughout the Mid-Atlantic and Southeast, as well as national publications such as the Wall Street Journal. She writes a monthly column on the economy for the Richmond Times Dispatch. Chris currently serves on the Governor's Economic Advisory Board of the Commonwealth of Virginia and the Governor's Commission on Economic Development & Job Creation.

Panel Discussion with Deborah DiCroce, 11:00 -12:00 "How We Use National Data Sets at Our Institutions"

Deborah DiCroce, President, Tidewater Community College

Gil Brown, Chief Budget Officer, Office of Budget & Planning, George Mason University (moderator)

Kelli Parmley, Assistant Vice Provost for Institutional Effectiveness, Virginia Commonwealth University

Dr. Patty Murphy, Director of Institutional Effectiveness, University of Richmond

Christine Chmura, PhD, President and Chief Economist for Chmura Economics & Analytics

Dr. DiCroce has headed Tidewater Community College since May 1998, following nine years as president of Piedmont Virginia Community College in Charlottesville. During her tenure, TCC has experienced

twelve consecutive years of record enrollment increases, serving over 47,000 credit students in the current academic year, and a capital building program of almost \$400 million.

Lunch, 12:00 – 1:00 p.m., Annual Business Meeting, Election of New Officers

Afternoon Session

1:00 – 2:00 p.m. Beyond Brainstorming: Meetings that Work, Debbie Driscoll, PhD.,
Lynchburg College

The IR Professional and the Path to Leadership, Daina Henry, PhD, College of William and
Mary, and Jackie Bourque, J. Sargeant Reynolds Community College

***2:15 – 3:15 p.m. Investigating the Economic Impact of University Spending on the Local
Economy***, Chuck Dehart, James Madison University, Timothy Kestner, Virginia Employment
Commission, Peter de Michele, Ph.D., James Madison University

Assessing Today for Tomorrow: Refining Your Assessment Culture, Kriesta Watson, Ed.D.,
Shenandoah University

3:30 – 4:30 p.m. Board Meeting