

LINLI ZHOU

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EDUCATION

Ph.D. & M.A. Social Sciences and Comparative Education, University of California, Los Angeles (UCLA)
B.A. Education and Pedagogy, Beijing Normal University (BNU)

RESEARCH EXPERIENCES

Lasell University - Office of Institutional Research 2022 - Present
Institutional Research Analyst

- Proficient in data reporting for the CDS, NSC, IPEDS, Princeton Review, and US News.
- Evaluated academic programs in admission, yield, enrollment, financial aid impact, and retention.
- Reviewed course outcome, and faculty workload for program planning and course scheduling.
- Assessed student experiences with surveys and collaborated with offices to improve satisfaction.
- Assisted in the accreditation process with coordinated data collection and collaboration.
- Supervised institutional research interns on data analysis projects.

UCLA - Diversity, Inclusion and Admission Office 2017-2019
Graduate-Undergraduate Mentorship Program Ambassador

- Evaluated peer mentoring programs with pre and post experience survey.
- Coordinated recruitment and program retention strategies.

Duke University - International Campus 2017
Research Intern

- Collected student experiences and feedback in the Talent Identification Program
- Developed programs and articles to educate faculty and researchers about research methodology, statistics, data modeling, machine learning, and coding for efficient data projects.

University of Southern California (USC) - International Office 2016
Director Assistant

- Analyzed the alumni database to develop outreach strategies and enhance financial aid support

Beijing Normal University (BNU) - Faculty of Education 2014 - 2017

- *Research Project Leader*: Marginalized Student Classroom Experiences
- *Survey Analyst*: Assessing International Student Services: A Case Study

PROFESSIONAL SERVICES

2024 - 2025 Article Reviewer, The Association of Institutional Research (AIR) Professional File
2024 - 2025 Leadership Readiness Workshops Co-Leader & Networking Coordinator, OCAIR
2023 - 2024 Elected Member at Large, Oversee Chinese Association of Institutional Research (OCAIR)
2023 Best Presentation Award and Business Meeting Planning Committee, OCAIR
2023 Invited Reviewer, National Center for Education Statistics (NCES) Data Institute
2022 - 2025 Conference Planning Committee, North East Association of Institutional Research (NEAIR)
2018 - 2019 Communication Officer, Comparative and International Education Society (CIES)
2016 - 2022 Editor Assistant, Journal of the World Council of Comparative Education Societies

CONFERENCE PRESENTATIONS (SELECTED)

Predictive Analytics for Strategic Planning

Zhou, L., (2024, November 6). Evolution of Enrollment Management Prediction: A Comprehensive Review and Practical Application of Methodologies in the Post-Pandemic Era [Speaker Presentation]. California Association of Institutional Research (CAIR) Annual Conference 2024.

Zhou, L., & Zhang, J., (2024 May 29). Machine Learning for Student Success: A Journey in Institutional Research. [Speaker Presentation]. AIR Forum.

Zhou, L. (2023, May 31). Identify and Support At-Risk Students at Three Institutions: Machine Learning Approach to Identify Retention-Risky Students [Panel Presentation]. AIR Forum.

Burgiel, H., **Zhou, L.** (2023, March 27). Informing Advising using Data from Starfish and Canvas [Poster Presentation]. 2023 EDUCAUSE Northeast Regional Computing Program Annual Conference.

Data Management and Workflow Automation

Zhang, X., Yin, K. & **Zhou, L.**, (2024, September 26). Learning Programing: Python, R, & SAS [Webinar]. Oversea Chinese Association of Institutional Research (OCAIR) Professional Development Series.

Zheng, H, Hosch, B., **Zhou, L.**, & Shen, C. (2023, November 7). Generative AI in Higher Ed: Impact & Strategies in IR/IE [Speaker Session]. NEAIR Annual Conference.

Zhou, L. (2023, July 20). Automating Data Reporting: Focusing on IPEDS Reports [Professional Development Workshop]. NEAIR.

Zhou, L. (2023, July 13). Improve IR Efficiency Using R: Data Report, Data Freeze, Web Scraping, and Visualization [Professional Development Workshop]. NEAIR.

Zhou, L. (2023, April 25 & May 30). Using R to Automate and Reproduce IR Works [Speaker Presentation]. AIR Forum & The 20th Annual Higher Education Data Warehousing (HEDW) Conference.

Burgiel, H., **Zhou, L.**, Radlo, D. & Niestepski, M. (2022, November 3). Using and Validating Data to Support Student Success [Panel Presentation]. New England Educational Assessment Network Forum.

Program Assessment and Policy Evaluation for Student Success

Zhou, L., & Stratton, D. (2025 April 28). NCES Data and College Student Retention: A Roadmap for Researchers [Invited Webinar]. National Symposium on Student Retention (NSSR)

Zhou, L. (2024 November 17). From Classroom to Career: Factors Shaping Students' Competencies and Workforce Outcomes [Poster Presentation]. NEAIR Annual Conference.

Hu, T. L. & **Zhou, L.** (2024 May 30). 2023 NCES Data Institute Research Reports: STEM Beyond the Baccalaureate: Intersectionality of Gender and Race in STEM Occupations [Panel]. AIR Forum.

Zhou, L. (2024 May 28) Tuition reset in private institutions: Policy Impact Research. [Speaker Presentation] AIR Forum.

Zhou, L., & Li X. (2024 April 5). Navigating Financial Value Transparency with Tuition Cut. [Speaker Presentation] OCAIR Annual Conference.

Zhou, L. (2021, April 9-12). Understanding and Acquiring Career and Civic Global Competence in Graduate Schools [Poster Presentation]. American Educational Research Association (AERA).

AWARDS AND HONORS

2024	Rising Star (inaugural), Association of Institutional Research
2024	Outstanding Presentation, Oversea Chinese Association of Institutional Research
2023	Ambassador Grant, North East Association for Institutional Research