CONFERENCE PROGRAM

TIME FOR DECISIONS

Visualizing the Future

NEAIR 39th ANNUAL CONFERENCE

November 3–6, 2012

Hyatt Regency, Bethesda, Maryland

CONFERENCE TEAM

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The third place is a term used in the concept of community building to refer to social surroundings separate from the two usual social environments of home and the workplace. In his influential book *The Great Good Place*, Ray Oldenburg (1989, 1991) argues that third places are important for civil society, democracy, civic engagement, and establishing feelings of a sense of place. (Wikipedia)

This year, NEAIR is continuing this concept of a **"Third Place" in the Crystal Ballroom** for our members, exhibitors and guests. If the hotel guest room and planned sessions are analogous to work and home, the Third Place at the NEAIR Conference is your informal social outlet. Inside the Third Place, the conference planning team has created a comfortable space where NEAIR members can socialize and network in a relaxed atmosphere complete with coffee and internet access.

Welcome to Bethesda, Maryland and the NEAIR 39th Annual Conference!

On behalf of the Steering Committee and the Conference Planning Team, I welcome you to the 39th Annual NEAIR Conference. This year's theme, "*Time for Decisions: Visualizing the Future*" could not be more appropriate, and our host city of Bethesda is the right venue for us to ponder the future of institutional research as the country prepares to vote on the national direction for the next four years!

The function of institutional research has emerged as a strategic asset for decision makers in higher education. Through increased demands for transparency and accountability, the roles for institutional researchers have evolved from external reporting and internal analyses to leading institutions in demonstrating institutional effectiveness. The function of institutional research is more important than ever, from techniques for data analysis, presentation of information, and boundary spanning between our institutions and the external environment.

The Conference Program Team, led by Program Chair Mark Palladino and Associate Program Chair Jessica Shedd, has prepared a full slate of informative and engaging presentations by our members that are sure to provide new ideas and techniques for the practice of institutional research. The conference includes an excellent slate of Pre-conference workshops on a variety of topics, and over 50 concurrent sessions, including paper presentations, workshares and techshares.

Our theme of visualizing the future will explore several directions. First on Sunday evening, Dr. Erick Brethenoux from the IBM Software Group will discuss new and exciting analytical techniques for data analysis. On Monday morning, Mr. David Bergeron from the US Department of Education will provide insights on the new directions for reporting from the federal government perspective that will impact on institutional research. We will be joined by Dr. Catherine Plaisant from the University of Maryland on Monday afternoon for a presentation on data visualization. Our closing speaker on Tuesday will be Dr. Tina Leimer, Vice President for Planning and Effectiveness at Ashford University, who has presented widely on future directions for institutional research.

Our Local Arrangements Team, led by Shannon Tinney-Lichtinger, has been busy all year preparing for your arrival. In addition to managing all of the logistics with the hotel to support our conference, they have also assembled an excellent list of activities and attractions within the Bethesda/DC area, including sites within easy walking distance of the hotel. Saturday and Monday evening dinner groups have also been arranged to showcase many of the wonderful dining venues in the local area.

All in all, this is going to be a fantastic conference! I encourage you to take full advantage of all that our conference has to offer and to renew old acquaintances while meeting new members of our association. I look forward to visualizing the future for institutional research with you!

Cheers!

Stephen W. Thorpe
NEAIR President

NEAIR Presidents List with Conference Locations and Themes from 1981 – 2012
(Please see NEAIR website for complete listing)

Year	*President*	*Location*	*Conference Theme*
2012	Stephen Thorpe	Bethesda, MD	Time for Decisions Visualizing the Future
2011	Gayle Fink	Boston, MA	Leading the Charge for Institutional Renewal
2010	Heather Kelly	Saratoga Springs, NY	Fountain of Knowledge: IR Collaboration for Effective Change
2009	Mitch Nesler	Baltimore, MD	Harbor in the Storm: Institutional Research in the Age of Accountability
2008	Denise Krallman	Providence, RI	a Culture of Evidence: IR Support, Initiative & Leadership
2007	Martha Gray	New Brunswick, NJ	New Ideas, New Energy, New Brunswick
2006	Marjorie Wiseman	Philadelphia, PA	Soaring to Excellence
2005	Michelle Appel	Saratoga Springs, NY	The Race for Answers: Clarity versus Information Overload
2004	Mary Ann Coughlin	Portsmouth, NH	Guiding Light for the Future: IR Community of Practice
2003	Rebecca Brodigan	Newport, RI	Information Leadership, The Challenge & The Responsibility
2002	James Trainer	Annapolis, MD	Assessment in the 21st Century: Challenges for IR
2001	Anne Marie Delaney	Boston, MA	Institutional Research: Leadership through Excellence
2000	J. Fredericks Volkwein	Pittsburgh, PA	Bridges to the Future: Building Linkages for Institutional Research
1999	Karen Bauer	Newport, RI	Sailing Into the New Millennium: Charting the Course for Institutional Research
1998	Craig Clagett	Philadelphia, PA	The Future Is Now: The Role of Institutional Research in Campus Transformation
1997	Jennifer Brown	Hartford, CT	Accountability and Institutional Research: Measuring Results
1996	Ellen Kanarek	Princeton, NJ	Thoughts of One's Own: Innovative Leadership in Institutional Research
1995	Marian Pagano	Burlington, VT	Comparative and Longitudinal Studies of Higher Education: Harvesting the Findings
1994	Michael McGuire	Baltimore, MD	Informing Higher Education Policy
1993	Dawn Terkla	Lake George, NY	20 Years: Putting it All Together
1992	Larry Metzger	Washington, DC	Defining a Quality Education
1991	Michael Middaugh/ Larry Metzger	Cambridge, MA	Institutional Research In a Changing Society
1990	Michael Middaugh	Albany, NY	Institutional Research: Its Place in the 1990's
1989	Ronald Doernbach	Pittsburgh, PA	Bringing Technology to the Issues
1988	Paige Ireland	Providence, RI	Strategic Choice: Making Better Decisions Through Better Understanding of Institutions and Their Environments
1987	John Dunn, Jr.	Rochester, NY	Assessment: Fad or Fact of Life?
1986	Judith Hackman	Philadelphia, PA	Institutional Research: New Challenges to an Evolving Role
1985	Nancy Neville	Hartford, CT	Institutional Research: Getting to the Core
1984	Paul Wing	Albany, NY	Institutional Research: At the Core of Strategic Planning
1983	Robert Lay	Hershey, PA	Institutional Research and Planning in the next Decade
1982	Helen Wyant	Durham, NH	Doing Institutional Research: A Focus on Professional Development
1981	Patrick Terenzini	Princeton, NJ	

2012 Program Schedule

SATURDAY, November 3rd, 2012

Conference Registration	Noon - 6:30 pm *Crystal Ballroom Lobby*
An Introduction to R and LaTeX for Institutional Research - Part I This workshop will provide an overview as well as hands-on exercises for using R and LaTeX to perform data analysis and report generation. Participants will learn to perform basic statistical analyses in R and to generate reports with LaTeX in spreadsheet, presentation, and document formats. Pre-Conference Workshop	1:00 pm - 4:00 pm *Haverford* **Jason Bryer** Excelsior College
How to manage a small (or one-person) office In an era of "do more with less," IR professionals need to have their A-game of organization, prioritization, and management always accessible. This session offers suggestions and strategies that I have used over the past ten years in a small office to keep focused and structured without becoming overloaded. Pre-Conference Workshop	1:00 pm - 4:00 pm *Lalique* **Maren Hess** Saint Vincent College
Newcomers to Institutional Research - Part I This workshop is designed for new practitioners and addresses key components of IR including: defining critical issues; identifying data sources; developing standard institutional information/reports; and conducting effective assessment/evaluation activities. The workshop will be taught by persons with experience in public and private higher education institutions and in national education policy. Pre-Conference Workshop	1:00 pm - 4:00 pm *Waterford* **Jessica Shedd** NCES **Terra Schehr** Loyola University Maryland

Welcome Reception - - 5:30 pm - 6:30 pm
Concours Terrace

Saturday Evening Dinner Groups - - 6:30 pm
(Sign up at Conference Registration Table; Meet in Concours Terrace)

SUNDAY, November 4th, 2012	
Your Third Place - Conference Registration and Internet Cafe	8:00 am - 6:15 pm *Crystal Ballroom Level*
Taking the Next Step: Career Management in IR. This workshop is designed to assist those mid-career professionals in IR consider career management issues in a highly interactive format. Various types of critical skills, career opportunities and necessary experiences will be discussed. Pre-Conference Workshop	9:00 am - 12:00 pm *Susquehanna* **Mitchell Nesler** Empire State College
An Introduction to R and LaTeX for Institutional Research - Part II This workshop will provide an overview as well as hands-on exercises for using R and LaTeX to perform data analysis and report generation. Participants will learn to perform basic statistical analyses in R and to generate reports with LaTeX in spreadsheet, presentation, and document formats. Pre-Conference Workshop	9:00 am - 12:00 pm *Potomac/Patuxet* **Jason Bryer** Excelsior College
NCES's Other (non-IPEDS) Postsecondary Studies and Data Tools – Part I This session will introduce institutional researchers to NCES's postsecondary sample and longitudinal studies (National Postsecondary Student Aid Study, Beginning Postsecondary Students Longitudinal Study, Baccalaureate and Beyond Longitudinal Study), to inform them of how these data can be used for national benchmarking, and to demonstrate PowerStats, the tool that will make it possible. This session will contain hands-on exercises that address questions pertaining to financial aid, persistence, attainment, and labor market outcomes. A reference handout and supplemental exercises will be provided for additional training. Pre-Conference Workshop	9:00 am - 12:00 pm *Diplomat* **Tracy Hunt-White** NCES - National Postsecondary Student Aid Study **Sarah Crissey** NCES - Beginning Postsecondary Students Longitudinal Study
Facilitating the Strategic Planning Process: An Important Role for IR Increasingly colleges and universites are engaging in strategic planning processes. Institutional research can play an important role in supporting and facilitating these efforts. This workshop serves as an introduction to strategic planning in higher education and introduces IR professionals to a number of planning tools and techniques. Pre-Conference Workshop	9:00 am - 12:00 pm *Ambassador* **James Trainer** Villanova University
Newcomers to Institutional Research - Part II This workshop is designed for new practitioners and addresses key components of IR including: defining critical issues; identifying data sources; developing standard institutional information/reports; and conducting effective assessment/evaluation activities. The workshop will be taught by persons with experience in public and private higher education institutions and in national education policy. Pre-Conference Workshop	9:00 am - 12:00 pm *Cabinet* **Jessica Shedd** NCES **Terra Schehr** Loyola University Maryland

SUNDAY, November 4th, 2012	
Tips and Tricks for Supporting Enrollment Management from the Trenches:A Survival Guide The workshop covers a variety of practical techniques, tools, and data that institutional researchers use to support our admissions, aid, and budget offices. We will focus on many advanced features available in Excel, and apply them to practical examples of enrollment reporting, modeling and forecasting. Pre-Conference Workshop	9:00 am - 12:00 pm *Judiciary* **James Fergerson** Carleton College
Using Excel Pivot Tables for Strategic Data Management Participants will use typical institutional data with PivotTables and PivotCharts in Excel 2010 (must have laptop with Excel 2010) to subtotal, aggregate, and summarize data by category and sub-category. Suggestions for presenting data and sharing interactive PivotTables and PivotCharts with the campus community will be discussed. Pre-Conference Workshop	9:00 am - 12:00 pm *Congressional* **Charis Ng** The New School **Paula Maas** The New School **Mya Starling** The New School
Public Speaking for IRers: Improving Your Delivery Many people believe that those who are effective at public speaking are born with those skills - not true. There is a theory and practice of public speaking that can actually be learned. Whether you have a fear of public speaking or not, if you want some insight into how to improve your delivery, learn a bit of the theory, and have a "safe" opportunity to practice a few concepts, then this session is for you. This session will highlight some key principles from communication theory; provide participants with templates for organizing content for speaking with three purposes: inform, influence, or entertain; identify several "tips and tricks" related to delivery -- e.g., reducing anxiety, floor command, knowing your audience. The session will be interactive and provide ample opportunities to practice some of these concepts and principles. Appropriate for Newcomers. Pre-Conference Workshop	9:00 am - 12:00 pm *Old Georgetown* **Kelli Parmley** Virginia Commonwealth University
Quick and (Not) Dirty Benchmarking with IPEDS Workshop will teach how to create high quality benchmarking graphs in Excel using IPEDS data. Pre-Conference Workshop	9:00 am - 12:00 pm *Embassy* **Craig Abbey** University at Buffalo
Lunch Break (lunch on your own)	Noon - 1:00 pm
Exhibitors and Posters on Display for Informal Viewing	Noon – 5:00 pm *Crystal Ballroom Level*

SUNDAY, November 4th, 2012	
Course Embedded Assessments: Why, When, Where, and How This session provides concepts and tools for IR staff to understand what it means to embed assessment in courses. Participants will clarify the relationship between course-level and program-level assessment. They will explore ways to implement that relationship and help faculty to discover how existing course work might accomplish that. Pre-Conference Workshop	1:00 pm - 4:00 pm *Susquehanna* **Cherry Danielson** Carleton College
How Institutional Research Can Maximize its Impact on Improving Student Success This workshop will focus on ways to maximize institutional resarch data/information and studies to improve student success. Topics to be discussed include: maximizing the use of institutional information/data and survey information; the role of institutional research in administrative, student support and academic program review; and examples of simple studies that have been used to improve student success. Attendees will receive examples of this work and receive reporting templates that will be useful at their institutions. This workshop will offer simple, practical approaches to improving student success using assessment and institutional research strategies. This preconference workshop will be beneficial to new and experienced practitioners working in both small and large offices. Appropriate for Newcomers. Pre-Conference Workshop	1:00 pm - 4:00 pm *Potomac/Patuxet* **David Hemenway** University of the Pacific
NCES's Other (non-IPEDS) Postsecondary Studies and Data Tools – Part II This session will introduce institutional researchers to NCES's postsecondary sample and longitudinal studies (National Postsecondary Student Aid Study, Beginning Postsecondary Students Longitudinal Study, Baccalaureate and Beyond Longitudinal Study), to inform them of how these data can be used for national benchmarking, and to demonstrate PowerStats, the tool that will make it possible. This session will contain hands-on exercises that address questions pertaining to financial aid, persistence, attainment, and labor market outcomes. A reference handout and supplemental exercises will be provided for additional training. Pre-Conference Workshop	1:00 pm - 4:00 pm *Diplomat* **Tracy Hunt-White** NCES - National Postsecondary Student Aid Study **Sarah Crissey** NCES - Beginning Postsecondary Students Longitudinal Study
Beyond Newcomers: Insights for Continued Professional Growth This workshop is designed to help practitioners with 2-5 years of IR experience map professional development paths. Topics include reaching beyond routine tasks, being noticed, building relationships, how institution type and office size affects role, and what to look for in your next role as you develop as a professional. Pre-Conference Workshop	1:00 pm - 4:00 pm *Cabinet* **Melanie Larson** Lasell College **Rebecca Brodigan** Bowdoin College **Elizabeth Clune-Kneuer** St. Mary's College of Maryland **Gayle Fink** Bowie State University

SUNDAY, November 4th, 2012	
Experienced Practitioners' Colloquium: Practically True Confessions in IR If your time in IR places you somewhere between "seasoned" and "antediluvian," please join us for this year's offering of a venerable NEAIR tradition. IR veterans are invited to share experiences from the past year, offer support and advice, and enjoy the camaraderie which gives NEAIR its "NEARiness." Pre-Conference Workshop	1:00 pm - 4:00 pm *Judiciary* **Michael Dooris** Pennsylvania State University **Maren Hess** Saint Vincent College **Mitchell Nesler** Empire State College
Taking a Look at the Playbook for Student Learning Outcomes Assessment Is your institution's student learning outcomes assessment plans effective and relevant? We will discuss approaches to student learning outcomes assessment that are effective and will meet accreditation standards. The goal of this interactive workshop is to provide tools you can use to promote effective student learning outcomes assessment on your campus. Pre-Conference Workshop	1:00 pm - 4:00 pm *Congressional* **Heather Kelly** University of Delaware
Using the National Student Clearinghouse - How, When and Why? (Laptop Required) Learn how to use National Student Clearinghouse data to answer policy-makers' questions. This interactive workshop will provide a Clearinghouse overview, as well as tips and tricks for running analyses, unduplicating records, and preparing sample reports. Participants should understand data management concepts, such as concatenation, aggregation/unduplication, and file combination/merge. Pre-Conference Workshop	1:00 pm - 4:00 pm *Old Georgetown* **Michelle Appel** University of Maryland **John Burczek Dreier** University of Maryland **Joe Williams** University of Maryland
Mentor Program & Newcomers Reception	4:10 pm - 4:50 pm *Concours Terrace*
OPENING PLENARY **The Power of Predictive Analytics in Higher Education: Think BIG** **Erick Brethenoux** Director Business Analytics & Decision Management Strategy, IBM	5:00 pm - 6:15 pm *Crystal Ballroom*
Exhibitor Lightning Talks	6:15 pm - 6:30 pm *Crystal Ballroom*
Reception	6:30 pm - 7:00 pm *Concours Terrace,*
Visualizing the Future Banquet	7:00 pm - 9:00 pm *Crystal Ballroom*

MONDAY, November 5th, 2012	
Continental Breakfast	7:30 pm - 8:45 am *Crystal Ballroom*
Your Third Place - Conference Registration, Exhibitors, Internet Café, and Posters on Display for Informal Viewing	8:00 am - 7:00 pm *Crystal Ballroom Level*
Penn State's Graduate Certificate in Institutional Research Special Interest Group	8:00 am - 8:45 am *Susquehanna/Severn* **Fred Loomis** Pennsylvania State University
The Delaware Study and Out-of-Classroom Faculty Activity Study ☺ This SIG will provide the opportunity to ask questions and discuss all aspects of the Delaware Study. Special Interest Group	8:00 am - 8:45 am *Potomac/Patuxet* **Allison Walters** University of Delaware **Heather Kelly** University of Delaware
Greater Philadelphia Assoc. for Institutional Research (GPHLAIR) Join IR colleagues from the Greater Philadelphia area as we discuss topics of interest to those in the Philadelphia area. Meet new faces and catch up with old ones. Special Interest Group	8:00 am - 8:45 am *Diplomat* **Chad May** Holy Family University
SUNY AIRPO Special Interest Group	8:00 am - 8:45 am *Ambassador* **Robert Karp** SUNY Plattsburgh **Bruce Szelest** University of Albany - SUNY
Ask a Fed/Disclosures Special Interest Group	8:00 am - 8:45 am *Cabinet* **Cynthia Hammond** U.S. Department Of Education **Jessica Finkel** U.S. Department Of Education
Higher Education Data Sharing (HEDS) Consortium Special Interest Group	8:00 am - 8:45 am *Congressional* **Charlie Blaich** HEDS
U.S. News Rankings & Update Special Interest Group	8:00 am - 8:45 am *Old Georgetown* **Bob Morse** U.S. News & World Report
Using Tk20's Assessment System to Optimize Outcomes Assessment: Case Studies Universities are under pressure from accreditation agencies and stakeholders to provide evidence based measures of performance. This case study examines the experience of two private Institutions in selecting an assessment system and using it to implement a comprehensive outcomes assessment plan. NEAIR Member & Exhibitor Presentation	8:00 am - 8:45 am *Embassy* **John Rogers** American International College **Betsy Carroll** York College of Pennsylvania **Amy Levy** Tk20

☺ Session of value to newcomers ☑ Session focuses on assessment

MONDAY, November 5th, 2012

KEYNOTE ADDRESS

9:00 am - 10:15 am
Crystal Ballroom

Lessons that the Data Teach Us

David Bergeron
Acting Assistant Secretary for Postsecondary Education
U.S. Department of Education

Coffee Break

10:15 am - 10:45 am
Crystal Ballroom Level

Expanding the Role of IR – Practices in Financial Aid Reporting ☺

10:45 am - 11:30 am
Susquehanna/Severn

Institutional researchers at two private universities will discuss the design and implementation of projects that facilitated financial aid data analysis and external reporting to the IR office. The challenges of data access, interpretation, and verification as well as reporting successes will be presented.

Workshare

Robin Beads
American University
Donald Gillespie
Fordham University

Creating a Longitudinal Data File to Study Faculty Careers

10:45 am - 11:30 am
Potomac/Patuxet

I am creating a longitudinal data file based on the responses to the National Science Foundation's (NSF) Survey of Doctoral Recipients (SDR). The longitudinal data file will contain data collected during eight collection cycles between 1993 and 2008.

Contributed Paper

Stephen Deutsch
Seton Hall University
Kevin Iglesias
Seton Hall University
Martin Finkelstein
Seton Hall University

Case Study: Transfer Success from 2-Year to Regional Center

10:45 am - 11:30 am
Diplomat

A collaborative study between a community college, a state system office and a regional higher education center studied the transfer student profile of and academic pathway that lead to student success. Results will be used to improve the effectiveness of the transfer process and academic supports between the two institutions.

Workshare

Chad Muntz
University System of Maryland
Mary Lang
Universities at Shady Grove
Catherine Mund
Montgomery College
Denise Nadasen
University of MD Univ College
Becky Bell
University System of Maryland
Michelle Appel
University of Maryland - IRPA

Creating a Campus Climate Survey that Fits Your Institution's Values

10:45 am - 11:30 am
Diplomat

IR professionals can use survey data to shape the campus conversation around diversity. This session demonstrates how to create a survey that fits the institution's values. Participants will receive a sample instrument and a set of typically used items from which they can draw for their own surveys.

Workshare

Cathryn Turrentine
Keene State College

☺ Session of value to newcomers ☑ Session focuses on assessment

MONDAY, November 5th, 2012

An Examination of Tuition Discounting Before/During the Great Recession ☺

10:45 am - 11:30 am
Cabinet

This presentation explores whether and to what extent private, non-profit, 4 year higher education institutions responded to the Great Recession by altering their freshman tuition discounting strategies. Data will be presented on freshman discount rates by Carnegie classification and other factors before and during the current economic downturn.

Workshare

Michael Duggan
Emerson College
Rebecca Mathews
Boston College

Into the Void: What Happens to Our Reports? ☺

10:45 am - 11:30 am
Judiciary

Each year the IR office at Tufts distributes reports and receives no feedback in return. In order to find out whether clients like, understand and use what we send them, we interviewed a series of clients across the institution. This session presents the findings from these interviews.

Contributed Paper

Jessica Sharkness
Tufts University
Christina Butler
Tufts University
Dawn Terkla
Tufts University

Inventing a New Wheel: Assembling a Campus-Wide Doctoral Program Review ☺☑

10:45 am - 11:30 am
Congressional

The university began a comprehensive doctoral program review in 2011. IR was tasked with compiling the appropriate data from NRC, Academic Analytics and campus sources and concurrently producing a report for every doctoral program. The whole process, from obtaining the data to the final product will be presented.

Workshare

Krisztina Filep
University of Massachusetts Amherst
Marilyn Blaustein
University of Massachusetts Amherst
Alan McArdle
University of Massachusetts Amherst
Heather Young
University of Massachusetts Amherst

Are Students Dropping Out or Dragging Out the College Experience?
Recipient of the 2011 NEAIR Best Paper Award

10:45 am - 11:30 am
Old Georgetown

We present the results of two papers written with an AIR Research Grant. The first paper expands on the standard analysis of six-year college outcomes by distinguishing between nongraduates who are and are not still enrolled. The second paper presents a discrete-time hazard model of the path taken towards graduation.

Contributed Paper

Leslie Stratton
Virginia Commonwealth University
James Wetzel
Virginia Commonwealth University

Demonstration of Blue Software for the Automation of Surveys and Course Evaluations by eXplorance

10:45 am - 11:30 am
Embassy

Blue is native ENTERPRISE FEEDBACK MANAGEMENT (EFM) software that provides a complete set of automated tools for authoring, testing, and distributing feedback forms, as well as collating and analyzing responses, and reporting the results in an organized way. Blue software supports 3.7 million users in locations around the world, including the Univ. of Pennsylvania, Boston College, RMIT Univ., the Univ. of Toronto, the Univ. of Louisville, and Ursinus College. In this session, eXplorance demonstrates Blue software for advanced automation of surveys and course evaluations. Key highlights include: 1. Creation of surveys and course evaluation projects and reports 2. Management of ongoing surveys and course evaluation projects and reports 3. Illustration of Blue's instructor and student experience 4. Description of value-add functionality with focus on LMS and portal integration

Exhibitor Presentation

Zelbrey Bedard
eXplorance

☺ Session of value to newcomers ☑ Session focuses on assessment

MONDAY, November 5th, 2012	
Luncheon and Business Meeting	11:45 pm - 1:15 pm *Crystal Ballroom*
Persistence Puzzles' Missing Pieces: Non-Cognitive Data from ePortfolios ☑ Can non-cognitive data plucked from e-portfolios, serve as missing pieces* of Persistence puzzles? Yes! (*The very pieces assumed/understood to matter; but, typically omitted from models, solely because their collection is problematic. Our work suggests this need not be the case.) Workshare	1:30 pm - 2:15 pm *Susquehanna/Severn* **Janet Easterling** Seton Hall University
Using Internal Market Ratios to Detect Gender Differences in Faculty Salaries ☺ Salary differences between disciplines have a large impact on differentiation of faculty salaries. In this study, internal and external market ratios were created and used in regression analysis. The results indicated that the internal market ratio may serve as a better indicator to detect gender differences in faculty salaries at the given institution. Contributed Paper	1:30 pm - 2:15 pm *Potomac/Patuxet* **Chunmei Yao** SUNY College at Oneonta
Developing Community College Peer Institutions: Methods, Measures, & Issues ☺ Dimensions of finance, size, complexity, quality and service area characteristics are captured in the peer group development process used by a public two-year community college. A cluster analysis approach, data integrity/limitations and campus political considerations shape the development of institutional peers. Contributed Paper	1:30 pm - 2:15 pm *Diplomat* **Joanna Musial-Demurat** Columbia-Greene Community College **Bruce Szelest** SUNY-Albany
Using Sipina (Free Software) to Reduce the Number of Variables Considered Using free program called Sipina to do CHAID analysis to reduce number of factors in study of potential factors that predict graduation or transfer to 4 year school. Techshare	1:30 pm - 2:15 pm *Ambassador* **Andrew Welsh** Institutional Research
IPEDS Update ☺ The National Center for Education Statistics will present an update on the Integrated Postsecondary Education Data System (IPEDS). Topics will include changes for the 2012-13 data collection, HEOA and the college affordability and transparency lists, training opportunities, and a short update on new and improved IPEDS data use tools. Workshare	1:30 pm - 2:15 pm *Cabinet* **Jessica Shedd** NCES
The Future of Student Learning Outcomes in the VSA ☑ The session summarizes findings from an evaluation of the Voluntary System of Accountability learning outcomes pilot project and how the results informed the expansion of options for reporting learning outcomes within the VSA. Discussion will include how the new options will be implemented by institutions and communicated to external stakeholders. Workshare	1:30 pm - 2:15 pm *Judiciary* **Christine Keller** Association of Public and Land-grant Universities **Teri Hinds** Association of Public and Land-grant Universities

☺ Session of value to newcomers ☑ Session focuses on assessment

MONDAY, November 5th, 2012

Developing an Internal Survey Protocol ☺ Without open channels of communication and a view that "all data is institutional," it is difficult to manage the IR-related work of other offices and departments. This report describes a practical framework for interdepartmental communication and education and offers a respectful protocol for managing surveys administered by colleagues. Workshare	1:30 pm - 2:15 pm *Congressional* **Dennis Flanders** Emmanuel College
How Less Selective, Four-year Institutions Responded to the Great Recession ☺ Past research suggests changes in tuition discounting rates as a result of the economic downturn that began in 2008. Using available data the researchers will generate tuition discount rates and net tuition revenue for new freshmen to determine how less selective colleges and universities (75% or higher acceptance rate) responded to the Great Recession. Workshare	1:30 pm - 2:15 pm *Old Georgetown* **Michael Duggan** Emerson College **Maria Piteros** Emerson College
BINGO, Business Intelligence In Great Organizations, BI Speed Learning in 10 Minute Increments Incisive Analytics discusses 6 hot topics in business intelligence in one hour. 1. Create A Need and Vision Statement 2. Understand Star Schema Design 3. Calculate Data Quality 4. Rationalize Your Measures 5. Know the Skills Required 6. Questions You Should Ask Your Business Users Exhibitor Presentation	1:30 pm - 2:15 pm *Embassy* **Christina Rouse** Incisive Analytics
Visualizing the News: Bringing Environmental Scanning into the 21st Century ☺ NYU OIR's environmental scanning program does news analysis with a twist. We use data visualization technologies along with more traditional techniques to analyze results and dig deeper. This presentation outlines our program's architecture, the results that we've achieved, and our projections for the future. Workshare	2:30 pm - 3:15 pm *Susquehanna/Severn* **Hilarie Ashton** New York University
Maximizing the Utility of Alumni Feedback ☺☑ An alumni survey designed to assess institutional effectiveness, identify internship & career opportunities for current students, and obtain information to support fundraising was implemented at Regis College. The ways in which the results were used are detailed, followed by a discussion of lessons learned & methodological recommendations for future research. Contributed Paper	2:30 pm - 3:15 pm *Potomac/Patuxet* **Susan Tammaro** Regis College

☺ Session of value to newcomers ☑ Session focuses on assessment

MONDAY, November 5th, 2012

Finding Ways to Help Students Succeed in Calculus at a STEM Institution ☑ Calculus is a critically important discipline at engineering and science, STEM-dominant institutions. Poor performance in Calculus is linked to higher attrition as well as lower graduation rates. We have used several different approaches to address this issue and help students succeed and will discuss these approaches. Workshare	2:30 pm - 3:15 pm *Diplomat* **Jack Mahoney** Rensselaer Polytechnic Institute **Jasmine Yang** Rensselaer Polytechnic Institute **Bruce Piper** Rensselaer Polytechnic Institute
Putting Data First: Expanding IR data accessibility using online tools As part of reaccreditation, Tufts University's Office of Institutional Research and Evaluation has created several online tools that make its data easily accessible. This session will describe the creation and use of these online data repositories. Institutional researchers looking to better manage data accessibility may benefit from OIRE's online solutions. Techshare	2:30 pm - 3:15 pm *Ambassador* **Christina Butler** Tufts University
The "Trial" of Triangulation: Measuring Curricular Change Effectiveness ☺☑ We are using three sources of evidence (pre/post syllabi analysis, pre/post course evaluations, and an instructor survey) to evaluate our campus' conversion from three to four credit general education courses. This presentation shows the points of commonality and conflict among the evidence and makes recommendations for how to use results. Workshare	2:30 pm - 3:15 pm *Cabinet* **Martha Stassen** UMASS-Amherst
Got Transfer Students? What About Them? This work share will describe how one highly nontraditional institution is taking steps to shed a brighter light on community college transfers, by generating information that contextualizes the limitations of existing measures. Workshare	2:30 pm - 3:15 pm *Judiciary* **Eileen McDonnell** Empire State College **Melissa Kamal** Empire State College **Joseph King** Empire State College
An Examination of the Students Who Left after First Year The new adopted Strategic Plan at this University has set the increase of six-year graduation rate as the number one of its five goals. This study was intended to help identify factors affecting student retention and predict the at-risk-of-drop-out students. Workshare	2:30 pm - 3:15 pm *Congressional* **Hong Gao** Montclair State University **Fenghua Peng** Montclair State University
NCES Projection Methodology: Institutional Research Applications The NCES report of projections for 2020, include forecasts for several indicators and strata within the post-secondary educational system. A Holt-Winter filter model is presented as a generalization of the NCES techniques, with comparable results. Applications to enrollment and completions time series are discussed in the context of institutional research. Contributed Paper	2:30 pm - 3:15 pm *Old Georgetown* **J. R. Robles** SUNY Empire State College

☺ Session of value to newcomers ☑ Session focuses on assessment

MONDAY, November 5th, 2012

Four Years of Predictive Modeling and Lessons Learned Dr. Johnson will present an overview of his predictive modeling journey over the past 4 years. Sharing the many lessons learned, he will outline the various ways predictive modeling has become integrated into the college's data driven decision making as well as reviewing how the Rapid Insight products and analytic expertise have played an integral role in that process. NEAIR Member & Exhibitor Presentation	2:30 pm - 3:15 pm *Embassy* **Michael Johnson** Dickinson College **Julia Crawford** Rapid Insight
Dessert/Coffee Break	3:15 pm - 3:45 pm *Crystal Ballroom*
Mapping the Pipeline: Changing Demographics and Enrollment Impacts ☺ This presentation shows how a large public institution has used geographic analysis to better visualize their enrollment pipeline from high school graduates and college inquiries thru application/admission/enrollment and retention. Techshare	3:45 pm - 4:30 pm *Susquehanna/Severn* **Michael Randall** University at Buffalo **Craig Abbey** SUNY-Buffalo
Examining the Threat of Nonresponse Bias as a Follow-up to the NSSE ☺☑ Although surveys are highly valuable to IR, nonresponse bias may threaten their usefulness. This paper describes an investigation of nonresponse bias in one institution's NSSE results. Discussed are the use of telephone interviews and analysis of demographic data for comparing nonresponders with responders. Contributed Paper	3:45 pm - 4:30 pm *Potomac/Patuxet* **Debra Allen** University of Maine **Theodore Coladarci** University of Maine
Application of Student Success Data to Decison Making and Resource Allocation ☺☑ This workshare offers examples of collecting, analyzing, and using results from three academic support services. Institutional researchers and assessment practitioners will benefit from demonstrated use of assessment data collected through tutoring, academic enrichment, and online services to understand and improve student learning and to inform resource allocation and decision making. Workshare	3:45 pm - 4:30 pm *Diplomat* **Kathryn Doherty** Morgan State University
A Novice Approach to Report Creation using VBA and Excel Macros ☺ This is a simple approach to understanding the power of Visual Basic for Applications (VBA) and macros using Microsoft Excel and to demonstrate a step by step process on how to use the "Record Macro" feature in Excel in creating automated processes and develop Visual Basic for Applications script. Techshare	3:45 pm - 4:30 pm *Ambassador* **Michael Clements** University of Maine at Augusta
Measuring Student Engagement Through a Longitudinal Study ☺☑ Bowdoin College is one of 7 colleges engaged in a five year longitudinal study as part of the New England Consortium on Assessment and Student Learning. Using factor analysis, different scales of engagement are created and used over five different surveys. Workshare	3:45 pm - 4:30 pm *Cabinet* **Rebecca Brodigan** Bowdoin College

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MONDAY, November 5th, 2012

Strategies for Improving Retention and Student Success ☺☑ Three institutional case studies will describe various strategies for improving retention and student success. Presenters from small, private colleges and a comprehensive public four-year college will share their institutional approaches and illustrate the supportive and collaborative role that institutional research plays in enhancing student achievement. Workshare	3:45 pm - 4:30 pm *Judiciary* **Jerold Laguilles** Springfield College **Mary Ann Coughlin** Springfield College **Laura Uerling** Stonehill College **Jean Hamler** Stonehill College **Gayle Fink** Bowie State University
Sharing Data on Campus: Creation of a University Factsheet ☺ George Washington University created a series of Factsheets to be distributed throughout the university community. The goal of creating the Factsheets was to disseminate basic university data throughout the community in an easy to use and visual format, and raise awareness of the IR office's functions and practices. Workshare	3:45 pm - 4:30 pm *Congressional* **Daniel Sisco** George Washington University
Engaging the Campus in Outcomes Assessment: Techniques and Best Practices ☺ ☑ Engaging program managers and faculty is a challenge in developing outcomes assessment. The presentation will focus on best practices and use of campus wide systems, including online softwar, for institutional effectiveness. Workshare	3:45 pm - 4:30 pm *Old Georgetown* **John Rogers** American International College
Discover a Comprehensive Approach to Institutional Effectiveness with Campus Labs Every campus runs on data. Efficiently collecting data and sharing that data in meaningful ways can be challenging tasks. The Campus LabsÂ® platform, in use at over 650 colleges and universities, provides a centralized location for assessment data and planning documentation. Our solution allows campuses to increase transparency, to produce reports and self-studies, and to interpret data for decision making and resource allocation. Attend this session for an overview of the Campus Labs Institutional Effectiveness Suite of products and to hear first-hand how the State University of New York at Buffalo is utilizing these tools to prepare for their Middle States Self-Study and centralize planning and assessment efforts. Target audience: The content of this session is designed for senior administrators interested in tools that can support strategic planning, assessment and accreditation. NEAIR Member & Exhibitor Presentation	3:45 pm - 4:30 pm *Embassy* **Carol VanZile-Tamsen** The University at Buffalo - SUNY **Michael J. Weisman** Campus Labs

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MONDAY, November 5th, 2012

DATA WITH A TWIST KEYNOTE

4:45 pm - 5:30 pm
Crystal Ballroom

Information Visualization: From Data to Insight

Dr. Catherine Plaisant
Associate Director of Research
Human-Computer Interaction Lab
University of Maryland

DATA WITH A TWIST RECEPTION

5:30 pm - 6:30 pm
Crystal Ballroom

Formal Poster Session

Presenters will be available from 5:30-6:30pm

Presentation of Best Visual Display Award (6:00 pm)

Moving Beyond Rankings: New Methods for Measuring Funded Faculty Research ☑

5:30 pm - 6:30 pm
Crystal Ballroom
Danielle Taylor
American Association of Colleges of Pharmacy

The American Association of Colleges of Pharmacy has historically collected faculty research funding data and produced annual rankings. After examination of the purpose, methodology, validity, and use of these data we implemented a modified system for reporting research grant data and developed a searchable online tool to encourage networking and collaboration.

Poster

Tracking Graduate Student Progress (or lack thereof) to the Degree ☺

5:30 pm - 6:30 pm
Crystal Ballroom
Krisztina Filep
University of Massachusetts Amherst
Banu Solak
University of Massachusetts Amherst
Marilyn Blaustein
University of Massachusetts Amherst

This poster presents a history of master's and doctoral tracking and demonstrates the various reports that can be produced at the campus and program level and for selected groups of students.

Poster

Undergraduate Academic Progress: Hitting the Milesones on Time ☺

5:30 pm - 6:30 pm
Crystal Ballroom
Gary Boden
University of Rhode Island

Concerns about rising college costs are incentive for institutions to reduce barriers to steady academic progress. Analysis of earned credits shows where students are falling behind schedule to graduate on time and raising their costs. Data from URI shows effects of recent curricular changes.

Poster

Enrollment Projections: Student Flow Models to Focus Retention Efforts ☺

5:30 pm - 6:30 pm
Crystal Ballroom
Doug Nutter
Bowie State University

The development and refinement of enrollment models at Bowie State University are described. These models are especially well suited to small institutional research offices with limited budgets and manpower. The use of these models beyond simple head count projections, such as identifying key retention transitions, is also discussed.

Poster

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MONDAY, November 5th, 2012

Developing an Institutional Effectiveness Plan ☺☑ Institutional effectiveness is all the rage in higher education and accountability is in great demand. This poster displays how Excelsior College put the planning and assessment pieces of the institutional effectiveness puzzle together to create a road map to guide the college in using its resources effectively to deliver quality instruction and support services. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **Cheryl McPhillips** Excelsior College
Communicating Assessment Success ☺☑ IR offices often spend a lot of timing helping faculty with their assessment plans. Are they making progress? This poster illustrates three tips for demonstrating progress: 1) Using an Assessment Website to highlight best practices. 2) Using a rubric to score assessment plans and track improvement; and 3) Giving feedback sheets to faculty. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **Woubet Kassa** American University
A 360 Degree Review of Course and Faculty Evaluations Format and Process ☺☑ A review of the faculty and course evaluation process was conducted to improve response rates and feedback quality. Process and questions were modified by a faculty committee, with input from department chairs and students. Improvement in response rates has been noted, as well as, satisfaction with the revised process. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **Audrey Schwartz** Albany College of Pharmacy and Health Sciences **Angela Dominelli** Albany College of Pharmacy and Health Sciences
Engagement and Persistence of First Year Students at a Technology College ☺☑ This study used the NSSE survey data accumulated from 2006, 2008, and 2010 from the Pennsylvania College of Technology, combined with students' records obtained from the registrar's office to analyze the impact of student engagement on their academic performance, persistence, and graduation rate using multiple regression and logistic regression. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **Nasrin Fatima** Binghamton University **Juan Zhou** Pennsylvania College of Technology
What Do I Do With It Now? Beginning and Advanced Analyses Techniques for Open-Ended Survey Data - 2011 Best Visual Display Award Recipient Open-ended survey items are often never analyzed. This poster outlines a simple process of thematic analysis for such items and demonstrates how to drive the "big picture" to effectively inform campus decision-making. Areas of emphasis will include them refinement, identification of relationships among themes, group comparisons, and presentation of results. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **Carol VanZile-Tamsen** The University at Buffalo - SUNY
Little League World Cup Series 2011: Analysis of Impacts on Local Economy ☺ This poster session offers an estimation of the economic impact of the 65th Little League Baseball World Series events on a small city (Williamsport, PA and the surrounding area). In addition, it seeks to investigate the demographic as well as behavioral characteristics of the visitors to the events. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **Nasrin Fatima** Binghamton University

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MONDAY, November 5th, 2012	
IRT Modeling of Faculty Survey Responses A faculty survey measurement model was implemented, using the Graded Response Model, in order to derive dimension faculty scores for two separate applications of the same survey. The dimensions allow for the longitudinal analysis of faculty responses with more efficiency and validity than comparing single question answers. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **J. R. Robles** SUNY Empire State College
Using Institutional Research to Improve Student Success A primary goal of an academic institution is to improve our students' success. This poster session will showcase a number examples where institutional research has been used to improve student success. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **David Hemenway** University of the Pacific
Examining Factors Related to the Retention of Transfer Students Transfer students differ from traditional freshmen in many aspects, including characteristics such as age, enrollment status, socioeconomic status, and psychological factors. This study utilizes demographic, college performance, and survey data to explore the retention of transfer students. Several logistic regression models were used to examine factors that influence retention. The findings are discussed in the context of enrollment management and academic planning. Poster	5:30 pm - 6:30 pm *Crystal Ballroom* **Jeff Lashbrook** The College at Brockport, SUNY **Jimmy Jung** The University of Maine
Monday Evening Dinner Groups **(Sign up at Conference Registration Table located in the Crystal Ballroom Foyer; Meet in Hotel Lobby/Councours Terrace)**	6:30 pm *Hotel Lobby/ Concours Terrace*

☺ Session of value to newcomers ☑ Session focuses on assessment

TUESDAY, November 6th, 2012	
Breakfast **NOTE: SIGS will be held in the breakout rooms below, Table Topics will meet at designated tables in the Crystal Ballroom during breakfast.** **Please eat breakfast prior to joining a SIG.**	7:30 pm - 8:45 am *Crystal Ballroom*
Your Third Place - Conference Registration, Exhibitors, and Internet Café	8:00 am - 11:00 am *Crystal Ballroom Level*
Measuring the Effectiveness of Certificate Programs A diverse array of models exist for measuring ROI of degrees, but little attention has been paid to developing value metrics for certificates. This table topic focuses on components to include in an evaluative framework for leadership to consider when making decisions for the development or discontinuance of certificate programs. Table Topic	8:00 am - 8:45 am *Crystal Ballroom* **Allison Ostrowski** Excelsior College **Cheryl McPhillips** Excelsior College
IR Role in the Globalization of Higher Education Institutions ☺ This table topic focuses on the issues for IR offices in monitoring, reporting, and promoting their institution's international programs and in evaluating the institutional productivity in globalization efforts. Sharing of experiences will be encouraged. Table Topic	8:00 am - 8:45 am *Crystal Ballroom* **Pamela Roelfs** University of Connecticut **Nancy Griffin** University of Connecticut
IR Websites: Information Dissemination ☺ Many IR offices encounter challenges and difficulties with maintaining and creating websites. The job of disseminating data online is approached many different ways by different offices and schools. I would like to lead a discussion regarding IR websites and the challenges IR offices face getting information to the users. Table Topic	8:00 am - 8:45 am *Crystal Ballroom* **Daniel Sisco** George Washington University
Second-Year IR Professionals For the Second-Year IR professionals group to discuss the issues faced during the first reporting cycle, solutions to those issues, and what changes are they planning. Table Topic	8:00 am - 8:45 am *Crystal Ballroom* **Rajiv Malhotra** Massachusetts College of Pharmacy and Health Sciences
Banner Users Group Special Interest Group	8:00 am - 8:45 am *Susquehanna/Severn* **Peggye Cohen** George Washington University
Jenzabar Users Group Special Interest Group	8:00 am - 8:45 am *Potomac/Patuxet* **Linda Junker** Mount St. Mary's

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TUESDAY, November 6th, 2012	
Graduate Education Special Interest Group	8:00 am - 8:45 am *Diplomat* **Lydia Snover** MIT
Online Learning /Institutions Special Interest Group	8:00 am - 8:45 am *Ambassador* **Lisa Daniels** Excelsior College
Catholic Higher Ed Research Cooperative (CHERC) Special Interest Group	8:00 am - 8:45 am *Cabinet* **Laura Uerling** Stonehill College
U.S. News Rankings & Update Special Interest Group	8:00 am - 8:45 am *Old Georgetown* **Bob Morse** U.S. News & World Report
Qualtrics: Sophisticated Research made Simple An overview of Qualtrics history and how we make online data collection efficient. Qualtrics has been implemented in over 1,000+ Institutional Research offices throughout the world. Come and see the highlights of the tool and how we can improve your research. Exhibitor Presentation	8:00 am - 8:45 am *Embassy* **Ryan Durrant** Qualtrics
NEAIR Focus Group -By Invitation Only Focus Group	8:00 am - 8:45 am *Tiffany-Cartier* **Cathy Alvord** Cornell University **Alan Sturtz** Goodwin College
OPIR Data Service: Ad Hoc Reporting Made Easy IR offices are frequently inundated with ad hoc data requests. Further examination may reveal that these requests often ask for the same data with different slices. This session presents one office's solution for managing certain ad hoc requests using technology available on most office computers. Workshare	9:00 am - 9:45 am *Susquehanna/Severn* **Karen Egypt** Georgetown University
Creating a Culture of Assessment: Marketing Online Course Evaluations ☺☑ ***Recipient of a 2011 NEAIR Research Grant*** This study examined whether a social marketing campaign could increase participation rates for online course evaluations. The marketing campaign consisted of posters, online messaging, and notification cards handed out in class. Results indicated that the the marketing campaign had no impact on response rates; access to computers and using paper and pencil versions worked. Contributed Paper	9:00 am - 9:45 am *Potomac/Patuxet* **Kim Puhala** Quincy College

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TUESDAY, November 6th, 2012

Non-Returner Survey to the Retention Survey Part I. Why Students Leave ☺☑ Prince George's Community College conducted a survey of "non-returners" using a new methodology. This new methodology raised the survey response rate, saved resources, and generated a large data set. Data were quantitatively and qualitatively analyzed as a first step in a data collection effort to reduce the non-returning rate. Workshare	9:00 am - 9:45 am *Diplomat* **W. Allen Richman** Prince George's Community College **Laura Ariovich** Prince George's Community College **Nicole Long** Prince George's Community College
Working Smarter - Lessons Learned from Software Development Sometimes the techies get it right. This session will provide reflections from 5 years of time split between IR and an open source software development project. Collaboration tools, project management, and requirements gathering are among the items IR professionals can learn from the software development world. Workshare	9:00 am - 9:45 am *Ambassador* **Michelle Appel** University of Maryland
Understanding the Meaning of Community on Campus ☺ What do college students mean when they assess the sense of community on campus? Results from focus groups will be used to understand how students interpret key survey questions about community on campus, how they view community, and the role of community in their college experience. Workshare	9:00 am - 9:45 am *Cabinet* **David Kaib** American University **Yu-Chuan (Yvonne) Chuang** American University
Is Student Life Assessment Different from Student Learning? ☺☑ ***Recipient of a 2011 NEAIR Abassador Grant*** I attended NASPRA on an NEAIR Ambassador Grant,and the theme was "Assessment in Student Affairs". This panel will discuss student affairs assessment and the differences between student affairs and academic affairs assessment Workshare	9:00 am - 9:45 am *Judiciary* **Rebecca Brodigan** Bowdoin College **Michael Whitcomb** Wesleyan University **Annemarie Bartlett** Saint Joseph's University
Integrating IR, Registrar, and IT Requests ☺ This session will show how St. Mary's College of Maryland has integrated a request form and tracking process for the IR, Registrar, and IT offices. Workshare	9:00 am - 9:45 am *Congressional* **Elizabeth Clune-Kneuer** St. Mary's College of Maryland **Mark Heidrich** St. Mary's College of Maryland
IPEDS R&D: An Update on NPEC and TRPs ☺ This session will provide an overview of recent activities of the National Postsecondary Education Cooperative (NPEC) and outcomes of recent Technical Review Panel (TRP) meetings. Topics will include potential changes for IPEDS in 2014-15 and beyond, including potential changes to the graduation rates survey.	9:00 am - 9:45 am *Old Georgetown* **Jessica Shedd** NCES

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TUESDAY, November 6th, 2012

Provide the President's Cabinet and Board of Trustees with Interactive Dashboards that They Can't Help But Pay Attention To! Colleges and universities are increasingly adopting business intelligence capabilities to monitor performance and strive toward continuous improvement. With Higher Education institutions' diverse stakeholders and complex organizational structures, dashboards offer an effective method in delivering information to executives, board members and staff, in addition to monitoring initiatives set by school Presidents. iDashboards helps institutions leverage information in real-time by bringing disparate data sources into a single BI platform through visually rich, responsive and personalized dashboards. This session will demonstrate how iDashboards can seamlessly integrate into your data environment by walking through the dashboard creation process using its user-friendly, right-click menu. Exhibitor Presentation	9:00 am - 9:45 am *Embassy* **Brian Stevens** iDashboards
Streamlining External Reporting: A Supplement to the Common Data Set ☺ This workshare will discuss one Office's attempt to streamline the process of responding to external requests such as Peterson's and ACT. The resulting Excel file will be a supplement to the Common Data Set. Institutions who devised their own system for simplifying this process are welcomed to share their work. Workshare	10:00 am - 10:45 am *Susquehanna/Severn* **Heather Roscoe** Simmons College
Testing Differences: Contrasts in Group Perceptions of Mission and Identity ☑ This research probes for significant differences in faculty and staff perceptions of mission and identity at unique institutions. Data collected recently using the DePaul Mission and Values Inventory (DMV)is subjected to additional statistical testing to find hot spots of contrast on elemental constructs of mission and identity. Contributed Paper	10:00 am - 10:45 am *Potomac/Patuxet* **Kim Pavlick** The University of Scranton **Ellen Boylan** Marywood University
Non-Returner Survey to the Retention Survey Part II: Retaining students ☺☑ Prince George's Community College conducted a "retention" survey to reduce the rate of students who leave PGCC without graduating. This survey, of currently enrolled students, focused on students' intent to return to PGCC next semester. Respondents were connected with services on campus to provide assistance with staying enrolled. Workshare	10:00 am - 10:45 am *Diplomat* **W. Allen Richman** Prince George's Community College **Laura Ariovich** Prince George's Community College **Nicole Long** Prince George's Community College
Supporting Assessment with an Electronic Assessment System ☑ While the content of assessment continues to depend on the judgment of individuals in any institution, an electronic system can support and enable individuals in their assessment process and decision making. An assessment system makes it possible to do assessment and planning in ways that are not feasible manually. Workshare	10:00 am - 10:45 am *Ambassador* **Betsy Carroll** York College of PA

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TUESDAY, November 6th, 2012

Where Did They Go and Why Did They Leave Before They Graduate? ☺ Though university administrators are initially interested in factors affecting undergraduate students' retention and graduation, they are increasingly interested in students who left the university before they graduate. This study examine what happen to the non-returning students and identifies potential factors that cause them to leave the university. Contributed Paper	10:00 am - 10:45 am *Cabinet* **May Hser** George Washington University
Understanding Why Students Fail: A Mixed-Methods Collaboration ☺☑ Institutional researchers partnered with the leadership of undergraduate studies and advising to better understand events that lead to students being dropped for poor scholarship. This mixed-methods collaboration drew on the usual objective quantitative data, along with qualitative analysis of extensive advisor notes stored in the University's student information system. Workshare	10:00 am - 10:45 am *Judiciary* **Michael Dooris** Pennsylvania State University **Eric R. White** Pennsylvania State University
Developing a Data Dictionary for a Heterogeneous Institution This workshare details the process and emerging challenges, as well as the intended and unintended outcomes, of establishing a data dictionary in a heterogeneous institution. A demonstration of IData's Data Cookbook and how we have used it to meet our institution's needs is included. Workshare	10:00 am - 10:45 am *Congressional* **Mya Starling** The New School **Charis Ng** The New School **Martha Taimuty** The New School
Integrating Learning Objectives Into Your Curriculum Management Process ☑ The session demonstrates the integration of learning objectives into the course approval and modification process utilizing Kuali Curriculum Management, a community source product. Topics include: a description of the system, benefits of the approach, complications and decisions involved in implementation, and ownership/governance issues. Workshare	10:00 am - 10:45 am *Old Georgetown* **Michelle Appel** University of Maryland **Mike Colson** University of Maryland **Sharon La Voy** University of Maryland **Cindy Clement** University of Maryland
Assessing your Research Analytics Needs As you look to increase the effectiveness of your academic programs, it is critical that you have a clear understanding of your organization's scholarly activities. You need to be able to properly organize, analyze, benchmark, and report your organization's outputs and accomplishments against others. In this session you will hear about Drexel University's objectives, strategies and challenges for accessing comprehensive data about its scholarly activities, ultimately driving the decision to partner with Thomson Reuters to implement a customized system to identify, manage and promote faculty research and other academic work. Exhibitor Presentation	10:00 am - 10:45 am *Embassy* **Danuta Nitecki** Drexel University **Tony Skoczylas** Thomson Reuters
Coffee Break	11:00 am - 11:15 am *Crystal Ballroom*

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TUESDAY, November 6th, 2012	
CLOSING PLENARY **Visualizing the Future of Institutional Research** **Christina Leimer, Ph.D.** Founder, Reshaping IR Listserv Vice President of Planning and Effectiveness Ashford University	11:15 am - 12:15 pm *Crystal Ballroom*
Conference Closing & Annual Raffle	12:15 pm - 1:00 pm *Crystal Ballroom*

Thank you for coming. See you next fall in Newport, Rhode Island!!

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