



Fifth Annual Conference

October 12-14, 1978

University Park, Pennsylvania

Northeast Association for Institutional Research

**Theme: INSTITUTIONAL RESEARCH:
NEW RESPONSES TO NEW DEMAND**

a continuing education service of
The Pennsylvania State University

PURPOSE AND SCOPE

The purpose of the Fifth Annual NEAIR Conference is:

- To disseminate information about the methods and content of Institutional Research and Planning
- To provide a forum in which Institutional researchers can discuss and seek assistance in their common problems.

The conference brings together professionals who will present various perspectives on the role of Institutional researchers as they prepare new responses to new demands. Institutional research is needed to alert the institution to changing circumstances and opportunities, and to help bring about operative institutional adjustment to any necessary change. The conference will address "new responses" to institutional change in such areas as:

- Market Research for Student Admissions
- Student Attrition and Retention
- Institutional and Statewide Planning
- Student Outcomes
- Faculty Redevelopment
- Curriculum

These issues are examined from an institutional, statewide, and regional point of view.

FOR WHOM

Institutional researchers, planners, and other individuals who either use or provide institutional information for decision-making at the college, university, or state levels should attend.

THE CONFERENCE SETTING

The fifth annual NEAIR conference will be held at the J. Orvis Keller Conference Center, The Pennsylvania State University. Located in the town of State College at the intersection of routes 322 and 26 in central Pennsylvania, the university provides a scenic setting in the heart of Pennsylvania's mountains. Lodging and dining are available in the warm colonial atmosphere of the Nittany Lion Inn which is next to the Keller Conference Center. Adjacent to the Inn are jogging paths and two 18-hole golf courses.

THIS YEAR'S CONFERENCE INCLUDES:

- Banquet and keynote speaker
- Various paper presentations and panels on current IR issues
- Workshop on IR fundamentals (Optional)
- Display area for research reports and materials
- Chicken barbecue at Penn State's Stone Valley recreation area

THE IR WORKSHOP

The workshop is separate from the conference. However, it is open to conference attendees, and also to persons who do not wish to register for the conference. It has been planned for individuals who may be new to the area of research in

higher education, or for anyone who wishes to review current research methods and techniques. The program covers approaches to, and examples of research in such areas as students, finance, faculty, facilities, research methodology, and external variables.

The workshop fee of \$8 includes the cost of materials for the program. Scheduled for Thursday, October 12, the program begins at 8:30 a.m. and concludes at 12:00 noon, with one coffee break at mid-morning.

REGISTRATION AND FEES

The registration fee of \$45 includes the luncheon, banquet, and NEAIR annual membership dues of \$15. Members will receive by mail, copies of conference proceedings and NEAIR newsletters. (Those who have already paid their dues will receive a refund from the secretary/treasurer.) A Friday evening barbecue is an optional added feature this year with an extra charge of \$8 per person. The cost includes transportation to and from the mountain lake picnic site.

Extra banquet tickets are available and enrollees should indicate on the registration form the number of tickets required for these functions.

Attendance at the pre-conference workshop requires an additional fee of \$8.

Final registration will take place from 8:00 a.m. to 1:00 p.m. on Thursday, October 12 in the J. Orvis Keller Conference Center. A travel folder will be sent to enrollees upon receipt of advance registration forms.

The fee may be paid by check or money order, or by a billing to an organization. VISA (BankAmericard) and Master Charge credit cards are also accepted for payment of all registration fees for enrollment in courses or programs operated through Continuing Education. Payments by credit card are subject to authorization by the appropriate bank. Please indicate the desired method of payment on the advance registration form.

ACCOMMODATIONS

A block of rooms has been reserved for participants of this conference at the University's Nittany Lion Inn. This block will be held until September 28, after which time remaining rooms will be released for public sale. If this block is oversubscribed by NEAIR members, requests for accommodations will be forwarded by the Inn to the Sheraton Inn nearby. The same release date applies for the Sheraton.

DISPLAY OF RESEARCH REPORTS

Tables will be available at Conference headquarters for individuals to display documented results of studies or research projects which may be of interest to conference attendees. Those choosing to display materials may wish to arrange for sign-up sheets for reviewer's comments and/or requests for more information.

Thursday, October 12

WORKSHOP

8:30 a.m. I.R. FUNDAMENTALS WORKSHOP – FOR FRESHMEN AND SOPHOMORES IN THE FIELD OF INSTITUTIONAL RESEARCH
“Students, Finances, External Variables, Faculty, Facilities, Methodologies”

9:30 Coffee Break

10:00 I.R. FUNDAMENTALS WORKSHOP (cont.)

12:00 noon Conference Registration – Conference Center Lobby

CONFERENCE

2:00 p.m. INSTITUTIONAL RESEARCH: NEW RESPONSES TO NEW DEMANDS
Welcome: Eric Brown, Program Chairman

2:00 “Analysis of a Major Body of Institutional Research Studies Conducted in the Northeast, 1972-1977: What Should Be Some New Responses”
H. R. Kells, Rutgers University
Robert Kirkwood, Middle States Commission on Higher Education

CONCURRENT TOPICAL PRESENTATIONS

MARKET RESEARCH: A NEW DEMAND
ON INSTITUTIONAL RESEARCH

Convener: Carl A. Lindsay
Penn State

THREE PROSPECTIVES ON INSTITUTIONAL RESEARCH IN THE MASSACHUSETTS HIGHER EDUCATION SYSTEM

Convener: Robert F. Grose
Amherst College

2:30 “Confronting the Problems of Market Research”
Linda Michaels
Patricia Morrow
Stockton State College

2:30 “State College Central Offices: A Problem in Communication”
Loren Gould
Worcester State College

3:00 Coffee Break

3:30-4:00 “College Preference Survey: A Research Component in Marketing Higher Education”
Sr. Ann Carmel Luciano
The College of St. Rose

3:30 “Regrooming Horses Already in the Stable: A case study of the use of a basic information system to assist in new policy formulation for current programs”
William Lauroesch
Mary Quilling
Kenneth Songer
University of Massachusetts– Amherst

4:00-4:30 “Why They Didn’t Apply”
Michael E. Baker
Carnegie-Mellon University

4:30 “Forecasting the Adult Higher Education Market: The Beginning”
J. David Smith
Indiana University

4:15 “The Collaboration of Institutional Research and Public Relations: The Massachusetts State College System’s Experience”
Stephen Long, Jr.
North Adams State College
Susan Burkett
Westfield State College
Loren Gould
Worcester State College
J. P. Boucher
Massachusetts State College System

5:00 “Competition in Higher Education: Some Boston College Research Findings”
Robert Lay
Boston College

Thursday, October 12 (cont.)

5:30	Cash Bar, Nittany Lion Inn, Lounge
6:30	Conference Banquet and Keynote Address, Nittany Lion Inn, Penn State Room "Politics and Education: The Odd Couple" Dr. Edward C. McGuire Chancellor, Massachusetts Board of Higher Education

Friday, October 13

NEW FACULTY ISSUES		NEW FOCUS ON RETENTION	
	Convener: William F. Dorrill Ohio University		Convener: Allen H. Kuntz SUNY/Buffalo
8:30 a.m.	"Developing New Policy on Part-Time Faculty: The Penn State Experience" Edward H. Klevans Deborah R. Klevans Ray T. Fortunato G. Gregory Lozier Richard D. Sheeder Penn State	8:30 a.m.	"Contribution of Longitudinal Research on Students to Understanding Factors Related to Retention" Part I
		8:30	"Report of Major Findings of the SUNY-wide Committee on Retention Improvements" Allen H. Kuntz
9:30	"Organization for Labor Relations in Higher Education" Jacqueline B. Lewis Rutgers University	8:40	Introduction to SUNY/Buffalo Research Helen Wyant
		8:45	Panel Presentation of Results of Longitudinal Research on SUNY/Buffalo Students Related to Retention: Academic and Institutional Factors Panel Members H. William Coles, III Larene Hoelcle Allen H. Kuntz, Chairman Hedwig S. Lewandowski David L. Nichols Paul A. Succop Helen S. Wyant

10:00 Coffee Break

STATEWIDE PLANNING		NEW FOCUS ON RETENTION (Cont.)	
	Convener: Michael A. Tierney Penn State		Convener: Allen H. Kuntz SUNY/Buffalo
10:30	"Ambiguities in Statewide Planning for Higher Education" Robert D. Newton Penn State		"Contribution of Longitudinal Research on Students to Understanding Factors Related to Retention" Part II
11:00	"Access to Four-Year Public Colleges and Universities: Present and Future Differences Among Urban, Suburban, or Rural Residents" Thomas M. Edwards Frostburg State College	10:30	Introduction to SUNY/Buffalo Research
		10:35	Panel Presentation of Results of Longitudinal Research of SUNY/Buffalo Students Related to Retention: Personal, Interpersonal, and Career Factors

Friday, October 13 (cont.)

<p>11:30 "Minimum Effective Size and Capacity of Colleges and Universities" Gerald Scheff Paul Wing N.Y. State Education Department</p>	<p>Panel Members H. William Coles, III Larene Hoelcle Allen H. Kuntz, Chairman Hedwig S. Lewandowski David L. Nichols Paul A. Succop Helen A. Wyant</p>
<p>12:00 noon Luncheon</p>	
<p>INSTITUTIONAL PLANNING Convener: Robert D. Newton Penn State</p>	<p>THE THREE R'S: RECRUITMENT, RETENTION AND RESEARCH (INSTITUTIONAL) Convener: James R. Dungan Penn State</p>
<p>1:30 p.m. "A Degree Program Enrollment Projection Model and Its Management Potential" David Watson, Project Consultant Rinaldo H. Toporousky</p>	<p>A Case Study of The Pennsylvania State University's Institutional Research Efforts 1:30 p.m. "Competition: How Students Choose An Institution" Ruth C. Hollinger</p>
<p>2:00 "NJIT Master Planning" Joseph E. Campbell New Jersey Institute of Technology</p>	<p>1:50 "A Geographic Perspective on Student Market Research" Louis M. Spiro</p>
<p>2:30 "Institutional Flexibility: The Glassboro State College Renewal Index" Mario J. Tomei Glassboro State College</p>	<p>2:10 "Retention: The Flip Side of Recruitment" Carol Everett 2:30 "Putting the Pieces Together" James R. Dungan</p>
<p>3:00 Coffee Break</p>	
<p>THE NEW DIMENSION OF ACCOUNTABILITY: MEASURING OUTCOMES Convener: Dale Marchand Indiana University of Pennsylvania</p>	<p>3:30 "Market Research and Financial Aid: The Theory of Relativity" John J. Maguire Boston College</p>
<p>3:30 "Rhode Island Outcome Measures Project" Peter N. Woodberry R.I. Department of Education</p>	
<p>4:00 "The Use of Student Outcome Data: The Experience of One Large Public University" Paul Kenepp Penn State</p>	
<p>4:30 NEAIR BUSINESS MEETING</p>	
<p>6:00 Chicken Barbecue at Stone Valley</p>	

Saturday, October 14

7:30 a.m. New Steering Committee Breakfast	
A FINAL LOOK AT RETENTION Convener: G. Gregory Lozier Penn State	A FINAL LOOK AT MARKETING Convener: James R. Dungan Penn State
8:30	"Toward the Validation of Tinto's Model of College Student Attrition: A Review of Recent Studies" Patric T. Terenzini SUNY/Albany Ernest T. Pascarella University of Illinois
9:00	"Undergraduate Retention: Description of Student Flow Model Including Applications" David L. Rumpf University of Massachusetts
9:30	"Identify the Potential Dropout" Diana M. Green SUNY/Plattsburgh
10:00 Coffee Break	
DOLLARS AND SENSE Convener: Charles Blunt Penn State	CURRICULAR ISSUES Convener: Kathryn M. Moore Penn State
10:30	"The Economic Impact of Independent Higher Education" Diane L. Gay Commission on Independent Colleges and Universities, New York
11:00	"Achieving Comparable Program Costs" Dale P. Marchand Indiana University of Pennsylvania Greig Mitchell Pennsylvania Department of Education
11:30	"SCUBS: A State College and University Budgeting System" Dennis D. Bell West Chester State College
10:30	"University and Community College Interaction: A Joint Degree Program" Brent Shea, SUNY/Binghamton Carl Stannard, SUNY/Binghamton
11:00	"Undergraduate Grading Patterns: Comparative and Trend Data" Althea J. McLaughlin Lois E. Torrence University of Connecticut
11:30	"Understanding Our Clients: Survey Findings and Methods" William H. Faricy Montclair State College
12:00 noon	12:00 noon
Adjournment	Adjournment

The Pennsylvania State University continues its policy of non-discrimination on the basis of sex in compliance with Title IX of the Education Amendment of 1972 in all activities and programs under its sponsorship. In addition, the University administers all actions without regard to race, creed, color, national origin, and age or handicap as defined by law. These policies apply to application and selection for admission as well as application for employment and all other personnel actions with the University.

ADVANCE REGISTRATION – NEAIR, October 12-14, 1978

Social Security Number (For accounting purposes)		
last name	first name & initial	
title	office telephone	
affiliation		
mailing address		
town	state	zip

type of institution

___ two-year ___ four-year ___ public ___ private

() I plan to drive my car; please send me a free parking permit and map.

IR Workshop area(s) of interest:

- | | |
|-------------|------------------------|
| () Student | () Facilities |
| () Finance | () External Variables |
| () Faculty | () Research Methods |

Register me for the following:

- | | |
|--------------------------------------|--------|
| () Conference fee | \$45 |
| () Workshop fee | \$ 8 |
| () ___ Barbecue tickets @ \$8 | \$ ___ |
| () ___ Extra banquet tickets @ \$11 | \$ ___ |
| TOTAL | |
| | \$ ___ |

() Enclosed is my check, payable to
The Pennsylvania State University for \$ _____

() Charge the registration fee to my VISA (Bank-Americard) or Master Charge number as given below:

VISA (BankAmericard) No. Expiration Date:Mo./Yr.

Master Charge No. Expiration Date:Mo./Yr.

If Master Charge, please enter the 4 digits found above your name on your card here: _____

(cardholder's signature)

Mail to: Helen Rudolph, NEAIR, 410 Keller Conference Center, University Park, PA 16802

THE NITTANY LION INN
Reservation Request
NEAIR Fifth Annual Conference / October 12-14, 1978

Name _____ Please Print

Address _____

City _____ State _____ Zip _____

Arrival Date _____ Departure Date _____

Number and type of rooms preferred: Number of Persons--

___ single ___ double ___ twin ___ studio ___ suite

Should the specific type of room requested not be available, you will be assigned to appropriate alternate available rooms.

All reservations are held until 5 p.m. Should you plan to arrive after that time, please send a \$25 deposit per room to ensure they will be held.

Mail to Nittany Lion Inn, North Atherton Street, State College, PA 16801