



North
East
Association for
Institutional
Research

**Seventh Annual Conference
October 30-November 1, 1980**

**University of Massachusetts
Amherst, Massachusetts**

**Institutional Research in the
Decade Ahead:
Enhancing Performance**

Program Thursday, Oct. 30, 1980

Noon - 6:30 p.m.

Registration

(Registration Desk, Third Floor, Conference Center)

1:00 p.m. - 4:00 p.m.

Conference Seminars

(Special, Advance Registration Required, \$10; each three-hour seminar limited to 40 persons)

Institutional Self-Study and the Institutional

Researcher: **What You Need to Know**/Rm. 165-169

H.R. Kells

Professor of Higher Education

Rutgers University

Institutional self-study processes required for reaccreditation have become increasingly sophisticated. H.R. Kells has helped develop some of these approaches and currently is the official self-study trainer for both the Middle States and New England regional accrediting associations. Professor Kells will describe necessary information on process design, procedures, recently emphasized elements and intended outcomes of reaccreditation self-study. The focus will be on the institutional researcher's role. Opportunities for limited consultation will be available. Kells is author of the recently released book, *Self-Study Processes: A Guide for Postsecondary Institutions*, published by the American Council on Education.

College Student Attrition and Retention/Rm. 174-176

Robert F. Grose

Director of Institutional Research

Amherst College

This session will examine the conduct and value of cohort analyses, student flow studies and the conceptual views of such writers as Astin, Tinto, Cope and Hannah, and Pantages and Creedon. In addition, the seminar will address such questions as: What are useful definitions of retention and attrition? What is an optimal attrition level? Why is integration of effort critical in retention management and how can it be achieved? Dr. Grose was one of the instructors in a recent series of national workshops on this topic, sponsored by the National Center for Higher Education Management Systems (NCHEMS).

Market Research in Higher Education/Rm. 162-175

Larry H. Litten

Associate Director

Consortium on Financing Higher Education

(In collaboration with personnel from the Boston College Office of Admissions)

This session will focus on market research for existing programs: determining the structure of competition in an institution's market position, student decision-making processes in college selection, information/influence systems, and other market phenomena. Attention also will be given to organizing the research function and to implementing action that effectively utilizes market research. Litten, formerly Coordinator of Institutional Research at Carleton College, has published extensively on this topic, most recently in *Research in Higher Education* and the *Journal of Higher Education*.

4:00 p.m. - 5:00 p.m.

Conference Demonstrations

(Open to all)

The EDUCOM Financial Planning Model (EFPM)

Rm. 163-164

Daniel A. Updegrove

Manager, EFPM Consulting Project, EDUCOM

Princeton, New Jersey

Richard C. Heck

Institutional Planner

Colgate University

Wade Schuette

Cornell Computing

Cornell University

John Goldin

Project Analyst

Office of Institutional Research

Yale University

Many computerized planning models are either too simple, too cumbersome, too expensive, or too specialized to be useful generally. Moreover, most require computer expertise to operate, thus becoming virtual "black boxes" to policy makers. The EFPM is designed to overcome these difficulties by providing a simple modeling language and by offering an institution of any size the flexibility to build its own planning model from the ground up, with its own structure, planning assumptions, and idiosyncracies. Institutions also can define the relevant variables, the relationships among them, and report contents and formats. The potential problem of local computer incompatibility has been solved by making EFPM available over a national dial-in network to a central computer at Cornell University. Mr. Updegrove first directed the design and development of EFPM and now acts as the principal EFPM consultant. He has given presentations on EFPM at numerous national conferences and meetings and has consulted on the model's use at over three-dozen institutions, varying in size and complexity from Marymount Manhattan College to Harvard University.

5:30 p.m. - 6:30 p.m.

Social Hour—Cash Bar

Amherst Room/Rm. 1009

Canapes compliments of the University of

Massachusetts, Amherst

6:30 p.m. - 7:45 p.m.

Conference Dinner

Amherst Room

8:00 p.m. - 9:00 p.m.

Opening Address

Rm. 163 Complex

The American University and Its Publics: A Historian's View

Hugh Hawkins

Professor of History and American Studies

Amherst College

Professor Hawkins is currently writing a general history of American higher education in the twentieth century. His earlier books include a history of Johns Hopkins University, a study of the educational leadership of Charles W. Eliot, and several edited volumes, including one on the emergence of the university and industrial America.

Friday, Oct. 31, 1980

8:00 a.m.-10:00 a.m.

Registration: 8:00a.m.-10:00a.m.

8:30 a.m.-10:00 a.m.

Student Choice

Rm. 162-175

Moderator:

Pamela J. Roelfs
University of Connecticut

An Analytical Framework for the Investigation of the Student's College Choice Decision

(8:30 a.m.-8:50 a.m.)

Frederick L. Dembowski
Assistant Professor of Educational Administration
State University of New York at Albany

Messages and Media: Toward Enhanced Performance in Marketing Communications Efforts

(8:55 a.m.-9:15 a.m.)

Larry H. Litten
Associate Director
Consortium on Financing Higher Education

The Decision to Go to College: Its Relationship to Student Value Orientation and Perceived Goal Importance

(9:20 a.m.-9:35 a.m.)

Christos Theophilides
Assistant for Institutional Research
State University of New York at Albany

A Systematic Approach to Admissions Yield Analysis—The New Paltz Experience

(9:40 a.m.-10:00 a.m.)

John P. Mandryk
Director of Institutional Research
State University of New York College at New Paltz

Michael F. Middaugh
Assistant Director of Institutional Research
State University of New York College at New Paltz

8:30 a.m.-9:35 a.m.

Program Evaluation

Rm. 165-169

Moderator:

Michael Sutherland
Hampshire College

Evaluation of Academic Programs: A Practical Model

(8:30 a.m.-8:50 a.m.)

Sigrid Hutcheson
Title XX Training Unit
New York State Office of Mental Health

A Model for Academic Program Evaluation in a Community College (8:55 a.m.-9:15 a.m.)

Debra G. Klinman
Research Associate
Mercer County Community College

Thomas R. Collins
Director of Institutional Research
Mercer County Community College

9:40 a.m.-10:00 a.m.

Uses of the NCHEMS-CEEB Student Outcomes Questionnaires/Rm. 174-176

Sidney S. Micek
Chairperson, Area of Administrative and Adult Studies, Syracuse University

10:00 a.m.-10:30 a.m.

Break

(coffee, tea) Rm. 163 Complex

10:30 a.m.-Noon

Panel Discussion

Rm. 162-175

Assessing Quality and Excellence in Higher Education

Paul Wing
Coordinator, Postsecondary Research
Information Systems and Institutional Aid
New York State Education Department

Patrick T. Terenzini
Director of Institutional Research
State University of New York at Albany

Edward R. Hines
Assistant Professor of Educational Administration
State University of New York at Albany

Donald Hester
Assistant in Higher Education
New York State Education Department

10:30 a.m.-Noon

Attrition/Retention

Rm. 165-169

Moderator:

Harold O. Bettencourt
U.S. Coast Guard Academy

Student Profiles for Attrition Studies

{10:30 a.m.-10:55 a.m.}

Jean M. Stern
Director of Institutional Planning and Research
Siena College

The Relationship of Academic and Social Integration to College Student Attrition: A Multi-Institutional Study (11:00 a.m.-11:25 a.m.)

David W. Chapman
Assistant Professor of Education
State University of New York at Albany

Russell H. Johnson
University of Michigan

Admissions and Retention: Student Perceptions Before and After Matriculation (11:30 a.m.-Noon)

Robert S. Lay
Program Director, Enrollment Management Research
Boston College

John Maguire
Dean of Admissions, Records and Financial Aid
Boston College

Louise Lonabocker
Admissions, Records and Financial Aid
Boston College

Noon-1:45 p.m.

Conference Luncheon

Amherst Room/Rm. 1009

Long-Range Planning

Dr. Henry Koffler, Chancellor
University of Massachusetts at Amherst

1:45 p.m.-3:20 p.m.

Special Interest Paper Sessions

(Three Tracks)

Track I

Rm. 162-175

Moderator:

Gail Hogan
Ithaca College

Enrollment Planning for the Decade Ahead: An Institutional Methodology (1:45 p.m.-2:05 p.m.)

Edward L. Delaney, Jr.
Director of Institutional Research
Kean College of New Jersey

Design and Application of a Student Environmental Assessment Model for Use in Student Affairs

Decision-Making (2:10 p.m.-2:30 p.m.)

James L. Mahon
Assistant Dean of Student Affairs
Bentley College

Thomas H. Zarle
Vice President and Dean of Student Affairs
Bentley College

Beverly A. Joyce
Research Associate
Boston College

Adult Population Pools, Adult Participation Rates, and Projected Adult Credit Enrollment in New York State Colleges (2:35 p.m.-2:55 p.m.)

Eric Braun
Educational Aide, Bureau of Postsecondary Planning
New York State Education Department

Getting Back to Basics: What the Alumni Say

(3:00 p.m.-3:20 p.m.)

Diana M. Green

Director of Institutional Research
and Analytical Studies

State University of New York College at Plattsburgh

Jean V. Morlock

Associate for Institutional Research

State University of New York College at Plattsburgh

Track II

Rm. 165-169

Moderator:

Peter T. Farrago

Boston University

Program Budgeting for Institutional Research

(1:45 p.m.-2:05 p.m.)

Kathleen E. Kopf

Associate for Institutional Research
& Analytical Studies

State University of New York Central Office

**The Interrelationship Between Institutional Research
and the Budget Development Process**

(2:10 p.m.-2:30 p.m.)

Jill F. Campbell

Analytic Studies Assistant

State University of New York College at Brockport

Edward Kumar

Controller

State University of New York College at Brockport

A Financial Feasibility Model for Higher Education

(2:35 p.m.-2:55 p.m.)

Paul Wing

New York State Education Department

Glenwood L. Rowse

New York State Education Department

Cost Study: Review Through Implementation

(3:00 p.m.-3:20 p.m.)

David L. Rumpf

Manager of Planning

University of Massachusetts at Amherst

Track III

Rm. 174-176

Moderator:

C. Matthew Kelly

Frederick Community College

**Automating the Fact Book to Create an On-Line
Planning Database (1:45 p.m.-2:05 p.m.)**

Michael E. Baker

Director of Planning

Carnegie-Mellon University

**The Use of Standards and Comparative Space Data for
Space Allocation (2:10 p.m.-2:30 p.m.)**

Michael E. Baker

Director of Planning

Carnegie-Mellon University

Byron R. Falchetti

Carnegie-Mellon University

**Self-Help Financial Aid: A Study of Its Role in
Financing Higher Education (2:35 p.m.-2:55 p.m.)**

Beverly A. Joyce

Research Associate

Boston College

Elizabeth M. Haran

Senior Research Associate

Public Affairs Research Institute

John P. Joyce

Director of Financial Aid

Lesley College

Position Control: Rationale and Practicability

(3:00 p.m.-3:20 p.m.)

Ami Meganathan

Planning Associate

Carnegie-Mellon University

3:20 p.m.-3:45 p.m.

Break (coffee, tea, soft drinks)

Rm. 163 Complex

3:45 p.m.- 4:40 p.m.

Adult/Continuing Education

Rm. 162-175

Moderator:

Jo Whitney

University of New Hampshire System

A Statewide Approach to the Analysis of the Continuing Education Market (3:45 p.m.-4:10 p.m.)

Eric Brown

Network Administrator

New Hampshire College and University Council

The Nontraditional Student and the State University Colleges: Market or Myth

(4:15 p.m.-4:40 p.m.)

Louis M. Spiro

Director of Analytic Studies

State University of New York College at Brockport

Roberta Allis

Analytic Studies Intern

State University of New York at Brockport

3:45 p.m.- 4:40 p.m.

Campus Planning

Rm. 165-169

Moderator:

Jan Napora

University of Massachusetts System

Developing and Effecting an Academic Master Plan (3:45 p.m.-4:10 p.m.)

Thomas M. Edwards

Director of Institutional Research and Planning

Frostburg State College

Master Plan: New Jersey Institute of Technology (4:25 p.m.-4:40 p.m.)

Joseph E. Campbell

Department of Planning and Institutional Research

New Jersey Institute of Technology

3:45 p.m.- 4:40 p.m.

Panel

Rm. 174-176

Protecting Ourselves and Our Clients: Institutional Research and the Protection of

Human Subjects Legislation

Nancy Neville

Director of Career Education Research

Rochester Institute of Technology

Jeffrey Cohen

Human Subjects Research Officer

Office for Research

State University of New York at Albany

Barbara McKee

Research Associate

National Technical Institute for the Deaf

Rochester Institute of Technology

4:45 p.m. - 5:30 p.m.

Annual Business Meeting

Rm. 163 Complex

Robert F. Grose, President

5:30 p.m.-

Open Evening

Special Interest Group Meetings

Scheduled as Requested

Dinner and Meeting of EDUCOM Financial Planning Model (EFPM) User Group/Rm. 163 Complex

Saturday, Nov. 1, 1980

7:30 a.m. - 9:00 a.m.

**Breakfast
Meeting of Old And New Steering
Committee**

Amherst Room/Rm. 1009

9:00 a.m. - 10:00 a.m.

Community College Presentation

Rm. 162-175

**Organizational Development in a Community College:
Theory and Practice**

Thomas R. Collins

Director of Institutional Research

Mercer County Community College

Debra G. Klinman

Research Associate

Mercer County Community College

*Coffee and tea available throughout the
morning in Rm. 163 Complex.*

9:00 a.m. - 10:30 a.m.

Personnel

Rm. 165-169

Moderator:

Ellen M. Conklin

University of New Hampshire

**Effects of Union Exclusion on Intergroup Work
Behavior in the Massachusetts State College System
(9:00 a.m.-9:25 a.m.)**

Anthony F. Ceddia

Executive Vice President

North Adams State College

**Methodological Issues in Faculty Salary Comparisons
Across Institutions (9:30 a.m.-9:55 a.m.)**

Simeon P. Slovacek

Director of Institutional Research

Cornell University

Paige V. Ireland

Cornell University

**Triage in Faculty Development: Advice on How to
Spend Your Money (10:05 a.m.-10:30 a.m.)**

Michael C. T. Brookes

Dean of Faculty

Mount Wachusett

Community College

William Lauroesch

Associate Professor of Adult and Higher Education

University of Massachusetts at Amherst

9:00 a.m. - 11:00 a.m.

Faculty Workload

Rm. 174-176

Moderator:

Tommy Annas

State University of New York Central Office

**Summary Indicators of Undergraduate Instructional
Resource Utilization: Intra- and Inter-Institutional
Comparisons (9:00 a.m.-9:25 a.m.)**

Lawrence Kojaku

Director of Institutional Studies

State University of New York at Buffalo

Louis Zrebiec

Institutional Studies

State University

of New York at Buffalo

**Two Multilevel Faculty Resource Allocation Models
for State University Colleges (9:30 a.m.-9:55 a.m.)**

Michael J. Oshier

University Systems Analyst

State University of New York College at Brockport

Louis M. Spiro

Director of Analytic Studies

State University of New York College at Brockport

*This program was designed by the Community Relations
Office and typeset by the Computing Center of State
University of New York at Albany.
Type is 9 point Mallard II with 12 point bold heads.*