



North East
Association for
Institutional
Research

Eleventh Annual Conference

Americana Inn, Albany, New York

October 11-13, 1984

THURSDAY, OCTOBER 11, 1984

5:00 - 6:00 PM SOCIAL HOUR King St. Court

6:00 - 8:00 PM DINNER AND KEYNOTE SPEECH 2 + 4 King St.
Robert M. Zemsky, University of Pennsylvania

8:30 - 11:00 PM SOCIAL HOUR
Cash bar; complimentary soft drinks.

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FRIDAY, OCTOBER 12, 1984

8:00 - 11:30 AM REGISTRATION, continued

8:30 - 10:00 AM STUDENT FINANCE 2 King St.

Moderator: Judith Dozier Hackman, Yale University

Educational loans: a growing concern for students and for universities

Judith Dozier Hackman, Yale University
Donald McM. Routh, Yale University
Rena Cheskis, Yale University
Mark Jacox, Yale University

As tuitions rise, growing numbers of students are required to borrow increasing amounts of money to finance their education. The panel will draw on their studies of student and alumni borrowers at Yale, on loan projection models, and on non-Yale loan program information to discuss how institutions can develop manageable and fair loan programs.

8:30 - 10:00 AM PLANNING STUDIES 4 King St.

Moderator: Nancy Neville, Rochester Inst. of Technology

Structuring an articulation between the campus planning and budgeting processes: a case study.

Michael F. Middaugh, SUNY College of Technology

The planning process at the SUNY College of Technology has been fine-tuned and enhanced in light of a careful review of the literature on strategic planning in higher education. This paper presents a concise review of that literature and describes how it applies to policymaking at the college. A full organizational/structural analysis of the college's planning process is given.

FRIDAY, OCTOBER 12, 1984

8:30 - 10:00 AM

PLANNING STUDIES, continued

4 King St.

Institutional planning as a participative process: a community college case study.

Alan J. Sturtz, South Central Community College

Planning in a small institution can be accomplished with a representative group discussing and defining the parameters (goals), individual units defining their own objectives, and management setting priorities for new personnel and the operating budget, the process updated annually with the Director of Institutional Research, Planning and Development as facilitator.

Merger/closure of public institutions: criteria for review.

Jennifer B. Presley, Connecticut Dept. of Higher Education

Criteria for evaluating public institutions for merger or closure were developed and then applied to the review of a branch campus of the University of Connecticut. The paper will describe the criteria and their application in the evaluation process.

8:30 - 10:00 AM

STUDENT OUTCOMES

6 King St.

Moderator:

Marjorie Rabb, Nassau Community College

Differences in academic skill development among freshmen, transfers and "native" juniors.

Patrick T. Terenzini, SUNY Albany

Thomas M. Wright, SUNY Albany

J. Fredericks Volkwein, SUNY Albany

Margaret C. King, Schenectady County Community College

This study sought to determine whether the academic impact traditionally associated with the freshman year is a function of academic programs and experiences or of the contrasts between the institutional setting of a college or university and the environment from which new students come.

2 + 2 = 4 -- Transfer articulation -- one year later

Thomas Fernandez, Nassau Community College, Moderator

Pauline Lichtenstein, Hofstra University

Barbran Smith, Nassau Community College

Carol Wurster, SUNY Old Westbury

Outcomes resulting from a cooperative venture between a community college, a four-year private and a four-year public institution, described in a panel at the 1983 conference, will be discussed. Each institution has expanded its data collection to include additional colleges. NCC has compared community college graduate and non-graduate data for various baccalaureate programs, while Hofstra and Old Westbury have included demographic data and comparison of transfer and native students.

10:00 - 10:30 AM

COFFEE BREAK

King Street Courtyard

10:30 AM - 12:00 M

STUDENT FINANCE

2 King St.

Co-chairs: Judith Dozier Hackman, Yale University
Donald McM. Routh, Yale University

Innovations in student financing: planning, programming, and evaluation.

Barbara Tornow, Brandeis University
James J. Scannell, Cornell University
Caroline Nisbet, Cornell University
Susan Blanchard, SUNY Central Administration

This panel will examine a variety of student financing innovations at institutions in the North East, including merit scholarships, alumni-initiated work fellowship programs, and parent loan programs. The participants will describe what these programs are, who participates, and why they were created. How analysis has or could be used to plan, monitor, and evaluate these and other similar programs will be a major focus of the discussion.

10:30 AM - 12:00 M

ATTRITION AND RETENTION

4 King St.

Moderator: Diana Green, SUNY College, Plattsburgh

Applying theory to problem-solving in college student attrition and retention.

Victor M. H. Borden, UMass Amherst

Recent theories of attrition and retention have contributed new ways to look at this phenomenon. However, these theories have fallen short of providing strategies for meeting the retention challenge. Two research oriented retention strategies are reviewed using a "student engagement" model to focus on students' motivations for persisting in college.

Attrition report at a four-year independent institution.

Marilyn Poris, Marist College

External and internal attrition information, beyond demographics, was sought. The process employed included the best possible means to enable generalization regarding issues of concern. Issues were defined as areas of concentration, rationale for leaving, trend consistency, subsequent activity, and predictors. Uniqueness and commonality with other findings are discussed.

Exploring a model of attrition for the Regents External Degree Program.

Elizabeth Taylor, Regents External Degree Program

A model of attrition based on Tinto's (1975) model has been developed to explain attrition at the Regents External Degree Program. The program is unique in that it does not provide direct instruction or have a campus. The model reflects the academic experiences of an externally-based population.

10:30 AM - 12:00 M

STUDENT OUTCOMES

6 King St.

Moderator: Kathleen Kopf, SUNY Central Administration

Then and now: a report on the ongoing study of the Amherst College class of 1959.

Robert F. Grose, Amherst College

An on-going longitudinal study of a complete class through college and 25 years will be presented. The relationships among pre-college measures, those obtained during college, and those from post-college years will be explored. Audience suggestions for the future course of the study will be solicited.

A comprehensive approach to outcomes studies: a second look.

Bayard Baylis, The King's College

Ronald Burwell, The King's College

A review of the second year of expanded data collection in a comprehensive student outcomes project. Report on senior testing and implications for curriculum review. Introduction of large scale data base on students, tracking retention and graduation, flagging key variables using SPSS analysis. Integration of student satisfaction survey into outcomes project.

10:30 AM - 12:00 M

RESEARCH AND ACCREDITATION AT COMMUNITY COLLEGES

8 King St.

Moderator: Richard Parrish, Ocean County Community College

Faculty educational research can be done at the community college!

G. Jeremiah Ryan, Monroe Community College

Frank Paoni, Brookdale Community College

A Center for Educational Research was established at Brookdale to serve as a focus for special research projects. The Center encourages faculty and staff involved in graduate study to focus their research activities on topics related to and, if possible, located at Brookdale.

The program-by-program evaluation alternative for Middle States accreditation: a case study.

Larene Hoelcle, Genesee Community College

Thomas Talbot, Genesee Community College

This paper will describe and assess an on-going experiment cooperatively conducted at Genesee Community College with Middle States. All the College's registered programs and administrative services will complete self-study reports and will be evaluated by external review teams, and this process will form the basis for the reaccreditation decision.

12:00 M - 1:15 PM

LUNCHEON

Orange St. Ct.

Discussion topics at each table, including, but not limited to:

- a. NEAIR and AIR: the relationship of regional organizations to AIR, and the future of AIR.

Lois E. Torrence, UCONN

Robert Gross, Amherst College

Both discussants were members of the Commission to Reassess the Purposes and Objectives of AIR, and will lead a discussion of that group's recommendations, the changes in the nature of institutional research over the decade, and the relationships of regional and international groups to AIR.

- b. Student finance
- c. Market research
- d. Microcomputer applications
- e. Student outcomes
- f. Community and junior colleges
- g. Others to be announced

1:30 - 2:30 PM

MICROCOMPUTERS FOR DECISION SUPPORT.

24+26 High St.

William L. Tetlow, NCHEMS

Live demonstration of academic administration decision support programs developed using Lotus 1-2-3 as part of the NCHEMS Decision Support Systems Project. Applications involve enrollment modelling, faculty data-base development, and financial management.

2:45 - 3:45 PM

FOLLOWUP SESSION, BEGINNER'S WORKSHOP

20+30 High St.

2:45 - 3:45 PM

FINANCIAL AID AND ADMISSIONS

4 King St.

Moderator:

Robert Lay, Boston College

Influential factors and sources of influence affecting college choice at Northern Essex Community College.

Richard Pastor, Northern Essex Community College,

A review of the influential factors and sources of information that students used in making their enrollment decision. The applicants are grouped by enrolled, not-enrolled, traditional, and not-traditional.

2:45 - 3:45 PM

FINANCIAL AID AND ADMISSIONS, continued

The importance of financial aid in college choice.

Bonnie Newton, Boston College

Among financial aid applicants, the relative importance of financial aid is evaluated. Similarly factors important to non-financial aid applicants are identified and compared to factors identified for aid applicants. Possible generalizations about differences in college choice behavior are described; implications and suggested applications discussed.

An assessment of financial aid practices.

Nancy A. Willie, SUNY Albany

Alan P. Wagner, SUNY Albany

Postsecondary institutions exercise discretion over the allocation of a significant portion of funds available for student aid. As a first step in examining aid policies and strategies, this paper provides information about the volume and distribution of aid to students by selected groups of institutions.

2:45 - 3:45 PM

FACULTY ISSUES

6 King St.

Moderator:

John Kraus, University of New Hampshire

Evaluating artistic performance in Dance faculty promotion and tenure decisions.

Barbara Kays, SUNY Brockport

Jill F. Campbell, SUNY Brockport

Louis M. Spiro, SUNY Brockport

This preliminary study examines the use of artistic performance evaluations in dance faculty promotion and tenure decisions. Where evaluations exist, there are some similarities in faculty and outside artist roles. This analysis could be expanded to all fine and performing arts to examine these similarities and their impacts on the decision-making process.

Part-time faculty employment and compensation models: a regional comparative study of the practices and plans at 40 institutions.

Larry W. Metzger, Ithaca College

Deborah Olsen, Ithaca College

Comparative analysis of institutional practices for employment and compensation of part-time faculty, identifying principal market characteristics which differentiate employment models; provides comparative information on use, procedures for search and hire, salary levels, fringe benefits, titles, evaluation and promotion; summarizes executive plans and perspectives of future changes to current practices.

2:45 - 3:45 PM

FACULTY ISSUES, continued

Policy making through faculty collective bargaining: an information-based approach to negotiating.

William E. Campbell, Montgomery College

Frank J. Tusa, Montgomery College

This paper discussed the information-based approach used at one college to develop policy directions and to support management positions on major issues during the course of negotiating a first faculty collective bargaining agreement. The process used to develop negotiating positions is explained and examples of information collected are provided.

2:45 - 3:45 PM

MICROCOMPUTERS AND DECISION SUPPORT: FOLLOWUP

24 High St.

Microcomputers and decision support

William L. Tetlow, NCHEMS

Edward Delaney, Southern Connecticut State University

Yvonne Freccaro and Tom Abdella, Smith College

Sr. Marie Genevieve Love, Mt. St. Mary's College

A followup discussion of the value and application of the NCHEMS models for decision support, with comments by institutions serving as pilots for the system.

3:45 - 4:00 PM

COFFEE BREAK

4:00 - 5:00 PM

ADMISSIONS AND ENROLLMENT PLANNING

2 King St.

Moderator:

Anthony Lolli, Cornell University

Modifying admissions office strategies using student choice predictions.

Ronald Perry, Northeastern University

David Rumpf, Northeastern University

A method which successfully predicts over seventy percent of the matriculation decisions for accepted students will be presented. Discussion will concentrate on model stability over time, relative importance of factors versus types of competitive schools, and strategic implications for the Admissions Office.

Forecasting enrollment; simulation via the microcomputer

Richard Wiesen, SUNY Buffalo

Stan Medinac, SUNY Buffalo

Enrollment planning models provide data that enable administrators to make informed decisions on staffing, institutional mission, space requirements and other matters pertaining to strategic planning. The advent of microcomputers and user-friendly software packages has given institutional research officers the opportunity to develop their own enrollment models. This paper describes the evolution of one such model.

4:00 - 5:00 PM

INSTITUTIONAL RESEARCH

4 King St.

Moderator: Richard Heck, Colgate University

The role of institutional research: a cornerstone of management or a loose pebble?

Jill F. Campbell, SUNY Brockport

Edward F. Delaney, Jr., Southern Connecticut State University

Michael F. Middaugh, SUNY College of Technology

Louis M. Spiro, SUNY Brockport

Higher education has changed dramatically in the 1980's and institutional researchers must adopt new roles to aid management in decision-making. Three new areas are examined in this panel: an overview of traditional roles and emerging functions; increasing the impact of research on executive management; and developing informal networks.

4:00 - 5:00 PM

DATA-SHARING AND NETWORKING

24 High St.

Moderator: Larry Litten, COFHE

Institutional data-sharing: an on-line demonstration

Daniel A. Updegrove, EDUCOM

Leah R. Hutten, Tufts University

John A. Dunn, Jr. Tufts University

Previous presentations at NEAIR, AIR and elsewhere have described the Tufts/EDUCOM data-sharing system. This presentation will feature an on-line demonstration of the micro-computer version, with file transfer to and from a remote mainframe computer data-bank.

Electronic Mail and networks: new developments

Daniel A. Updegrove, EDUCOM

Both intra-campus and inter-campus electronic mail networks represent powerful new tools for institutional researchers and planners. Gateways between academic networks now provide access to hundreds of colleges and universities in the U. S. and abroad. Case studies, current status, and likely future developments will be discussed.

4:00 - 5:00 PM

DECISION SUPPORT FOR ENROLLMENT MANAGEMENT

6 King St.

Designing a decision-support system for enrollment management.

Robert H. Glover, University of Hartford

Over the next two decades, effective enrollment management is going to be critical to the future of tuition/enrollment dependent colleges and universities, especially in states where the number of high school graduates is expected to decline by 30-40%. This paper outlines the conceptual framework, design, and implementation plan for building a decision support system (DSS) for enrollment management at the college level in a private comprehensive university.

5:15 - 6:15 PM

BUSINESS MEETING

2+4+6 King St.

6:15 - on

DINNER (open)

8:00 - 9:30 PM

TECHNOLOGY APPLICATIONS:
MICROCOMPUTERS AND BEYOND

24+26 High St.

An opportunity for users to demonstrate interesting uses and applications they have developed, and to exchange techniques and equipment information. To include, but not be limited to:

- a. An introduction to Lotus 1-2-3 and dBase II.
Laurie Webster-Saft, SUNY Albany
This presentation is intended for microcomputing novices and those thinking about using either Lotus 1-2-3 or dBase II. A software overview, microcomputer requirements, general advice, necessary documentation, and related products and aids will be presented.
- b. A demonstration of the use of SCSS and SPSS-PC
Julie Wakstein, Boston College
The demonstration will include how to use SCSS, an interactive statistical package which runs on a mainframe, through the use of slides and a computer terminal. Emphasis will be on its application as a decision support system.
- c. Computer graphics
Leah R. Hutten, Tufts University
Discussion and demonstration of microcomputer graphics capabilities.
- d. Microcomputers and decision support
Edward Delaney, Southern Connecticut State University
Tom Abdella, Smith College
Demonstrations of the NCHEMS decision support models, and of adaptations and further developments by pilot users.

SATURDAY, OCTOBER 13, 1984

7:15 - 8:30 AM

OFFICERS' BREAKFAST

Incoming and outgoing officers and steering committee members are invited.

8:30 AM - 12:00 M

WORKSHOP

20 High St.

Academic market research for the advanced practitioner

Robert Lay, Boston College

David Bradley, Marketing Corporation of America

Larry Litten, CCFHE

Maximum 15 persons

(1) to discuss the organizational conditions necessary for doing effective marketing research and (2) review and give examples of data gathering and analytic techniques that have proven useful in the support of marketing efforts in a variety of institutional settings.

8:30 - 10:00 AM

NATIONAL DATA DEFINITION EFFORTS

7 Orange St.

Moderator: Sidney S. Micek, Syracuse University

Data bases for accreditation

Presenter: Dennis Jones, NCHEMS

Reactors: Patrick T. Terenzini, SUNY Albany

Robert W. Gailey, Western New England College

A report and critique on the work of the Council on Postsecondary Accreditation and NCHEMS to establish data definitions proposed for use by all postsecondary accrediting associations.

8:30 - 10:00 AM

STUDENT OUTCOMES

5 Orange St.

Moderator: Jean Morlock, SUNY Plattsburgh

The quality of college student experience: an evaluation of the Pace questionnaire.

Robert F. Grose, Amherst College

A promising inventory developed by C. Robert Pace allows college students to describe the quality of their efforts in college, their ratings of the college environment and the gains they made in college (outcomes). Five years experience with the scale are reported along with an appraisal for institutional research.

8:30 - 10:00 AM

STUDENT OUTCOMES, continued

Evaluating special academic programs: the case of a residential college.

Norman D. Aitken, UMass Amherst

Special academic programs include a variety of academic support services which are administered outside of the academic departments. Academic counseling centers, academic skill centers, internship and honors programs and residential colleges are examples. The paper will examine the methodological issues involved in the evaluation of special academic programs and will present the empirical results of an extensive evaluation of a residential college program at a large state university.

Methodological issues in studying academic performance of student athletes.

Pamela J. Roelfs, University of Connecticut

How can colleges examine the academic retention and success of students participating in intercollegiate athletics and of freshmen athletes subject to the new NCAA standards on minimum grade point average and SAT/ACT scores? Some of the problems and methodological alternatives are discussed.

Quality of teacher education graduates from a public four-year college.

Linda A. Suskie, Millersville University of Pennsylvania

Mark A. Eckstein, SUNY Oswego

To determine if graduates of teacher education programs differ significantly from their liberal arts colleagues in terms of various measures of high school background and college performance, samples of each were compared. Elementary and secondary education graduates did not differ significantly from liberal arts graduates in similar programs.

8:30 - 10:00 AM

PLANNING AND MARKET RESEARCH

1+3 Orange St.

Moderator:

Michael Middaugh, SUNY College of Technology at Utica/Rome

From ad hoc to hard rock: a case study of planning and research at Mercy College.

Darryl Bullock, Mercy College

This presentation will explore the strategies and consequences of developing a comprehensive planning effort at an institution which grew from 1500 to 9500 students between 1972 and 1983 in a competitive urban area. Included among the topics to be discussed are faculty allocation and the budget process; market research; program development and evaluation; institutional elasticity; and the emergence of IR as a legitimate campus function.

8:30 - 10:00 AM

PLANNING AND MARKET RESEARCH, continued

Part-time student market research

Edward L. Delaney, Southern Connecticut State University

This paper presents a market research methodology which profiles the part-time student market segments of a university among competing higher education providers in the region. Discussion will focus on the use of research findings for tuition pricing policies and the generalization of the approach to other institutions.

10:00 - 10:30 AM

Coffee break

10:30 AM - 12:00 M

NATIONAL DATA COLLECTION EFFORTS 1+3 Orange St.

Presentation of the new NCES HEGIS pilot study forms.

David Bowering, Science Management Corp.

Michael Colella, Science Management Corp.

Marilynn Draxl, Univ. of Maryland

Description and samples of the new NCES HEGIS forms being tried out by pilot institutions this year. The focus will be on what is different about these forms from present HEGIS requirements. Copies of pilot forms will be available to all attendees.

10:30 AM - 12:00 M

FUND-RAISING

2 King St.

Moderator: Louis M. Spiro, SUNY Brockport

Measuring attitudes toward "in-house" giving by university faculty, staff, and administrators.

Michael J. Dooris, Penn State University

Carol L. Everett, Penn State University

G. Gregory Lozier, Penn State University

Penn State University is striving to re-define its in-house fund-raising objectives and strategies. A series of focus groups was conducted to interview employees about their attitudes toward contributing to the university. Results will be used in designing future appeals and to determine the relationship of in-house fund-raising to an upcoming capital campaign.

Comparative fund-raising performance over time

John A. Dunn, Jr., Tufts University

Fund-raising performances of 35 private colleges and universities over a ten-year period are studied to assess comparative performance and the ability of the group as a whole to increase private support in pace with inflation and operating budgets.

A new alumni/development information system at SUNY

Robert Perrin, SUNY Central Administration

This paper will describe the creation of an alumni/development system for a 64-campus state university.

10:30 AM - 12:00 M

INFORMATION FOR PROBLEM SOLVING

4 King St.

Moderator:

The role of student opinion surveys in campus problem-solving.

Larry Benedict, UMass
William Weitzer, UMass
Karl Beeler, UMass

If properly understood and carefully conducted, student opinion polls can be of great value to campus problem-solving. A decade of experience at UMass with a telephone survey of students forms the basis for a paper on the advantages, limitations and appropriate uses of research of this kind.

Making information useful for problem-solving.

Charles McClintock, Cornell University
Charles Nocera, Cornell University

In this study, the usefulness of information was found to be influenced by (1) whether it was gathered formally or informally, (2) type and strength of information needs, and (3) program uncertainties. Institutional researchers can be more sensitive to these influences when providing information for problem solving.

Assessing institutional performance: dealing with the liabilities.

Sidney S. Micek, Syracuse University

For many, assessing institutional performance evokes positive sensations regarding rational management and effective responses to accountability demands. Yet, the process of institutional performance assessment carries with it potential liabilities, and warrants careful consideration. This paper describes the political, methodological, economic, and philosophical cautions that should be considered, and suggests strategies for effectively dealing with these issues.