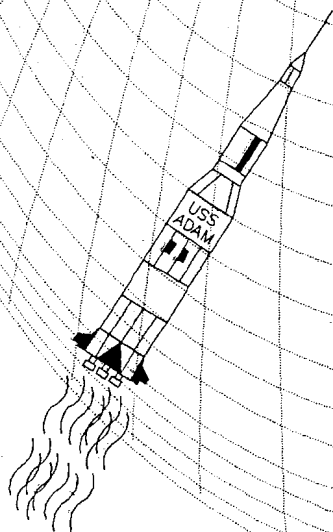


**North
East
Association for
Institutional
Research**

17th Annual Conference

**Institutional Research:
Its Place in the 1990's**



**The Albany Hilton
Albany, New York**

October 21 - 23, 1990

NORTHEAST ASSOCIATION FOR INSTITUTIONAL RESEARCH

NEAIR OFFICERS 1989-90

President: Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware

President-Elect: Jennifer B. Presley, Executive Director, Office of Policy Research and Planning, University of Massachusetts, Boston

Secretary: Jennifer Brown, Director, Institutional Research, Connecticut State University

Treasurer: Linda Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania

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Lenora DeLucia, Director, Institutional Research and Planning, Rhode Island College

Elizabeth S. Johnson, Associate Director, Admissions, Massachusetts Institute of Technology

Ellen A. Kanarek, Program Director, Applied Education Research, Inc.

Michael D. McGuire, Senior Planning Officer, Franklin and Marshall College

Stuart L. Rich, Director, Institutional Research, Georgetown University

Alan J. Sturtz, Director, Institutional Research and Development, South Central Community College

Past President: Ronald E. Doernbach, Director, Institutional Research, Dickinson College

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and Planning, Tufts University

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Michael D. McGuire, Senior Planning Officer, Franklin
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1990 LOCAL ARRANGEMENTS CHAIR

Wendell G. Lorang, Associate Director, Institutional Re-
search, State University of New York at Albany

1991 LOCAL ARRANGEMENTS CHAIR-DESIGNEE

Susan M. Forti, Special Projects Manager, Boston Univer-
sity

1990 PUBLICATIONS CHAIR

Alan J. Sturtz, Director, Institutional Research, Planning
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1991 PUBLICATIONS CHAIR-DESIGNEE

Albert C. Lefebvre, Director, Institutional Studies, Clark
University

1989-90 NOMINATIONS COMMITTEE

Ronald E. Doernbach, *Chair*, Director, Institutional Re-
search, Dickinson College

Harding Faulk, Jr., Director, Institutional Research,
Cheyney University of Pennsylvania

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Sherrill L. Ison, Manager, Research Services, Monroe
Community College

PROGRAM AT A GLANCE

North East Association for Institutional Research

Albany, New York

SUNDAY, October 21

8:00 - 5:00		REGISTRATION	
9:00 - 12:00	Newcomers to Institutional Research	Principles of Financial Management & Analysis for Institutional Researchers	Institutional Planning: Principles & Applications
12:00 - 1:30		President's Lunch	
1:30 - 3:00	Introductory Statistics for Institutional Research	Survey Research: What Works for the Institutional Researcher	Institutional Planning: Principles & Applications
3:00 - 3:30		Coffee Break	
3:30 - 5:00	Introductory Statistics for Institutional Research	Survey Research: What Works for the Institutional Researcher	Institutional Planning: Principles & Applications
6:00		Social Hour/Dinner/Dancing	Underwritten by the IBM Corporation

MONDAY, October 22

8:00 - 12:00		REGISTRATION				
7:45 - 9:00		Continental Breakfast		Underwritten by Sun Microsystems		
8:00 - 9:00	(SIG'S)	Two-year Colleges	The Public Universities Information Exchange	Higher Education Data Sharing Consortium (HEDS)	SUNY AIRPO	
9:00 - 10:15		GENERAL SESSION				
10:15 - 10:30		Coffee Break		Underwritten by Zenith Data Systems		
10:30 - 11:15	Traipsing into Tricky Territory: Assessment of Student Personal Development, Involvement and Satisfaction Outcomes		The Impact of Hispanic Family Involvement on College Persistence	The Use of Structured Interviews in a Qualitative Study of Admissions Publications	The Role of Institutional Research in Developing a Campus Affirmative Action Plan	Darwinism and the Higher Education Organization
11:20 - 12:00	Undergraduate Experiences Associated with the Growth and Satisfaction Reported by Graduating Seniors		Freshmen and Follow-up Surveys	Financing Undergraduate Education: Variations in Sources and Levels of Debt Among Student Segments	Identifying the Career Planning Needs of Community College Students: Undecided vs Indecisive Students	
12:00 - 1:30		Lunch/Business Meeting				
1:30 - 2:15	Why So Few Science Graduates? An Investigation of Enrollments in Undergraduate Science Programs Between Admissions and Degree Completion		Institutional Responsibility to Students: A Faculty Workload Model	Applications of SPSS Software in Institutional Research	Evolution of a Comprehensive University Information System	Students and AIDS
2:20 - 3:00	Public vs Private Education: The Perception of Value and the College Choice Decision		Projecting the Number of New Freshmen Enrollees: A Logistic Regression Application			

3:00 - 3:30		Coffee Break		Underwritten by WANG Laboratories	
3:30 - 4:15	Forecasting Enrollment in a Period of Institutional Transition	Who are the Adult Learners in College Today and What Can We Do to Make Their Stay More Palatable?	Patterns and Predictors of Persistence in Undergraduate Majors	Accommodating Team Member Cognitive Styles	A New Agenda for NEAIR
4:20 - 5:00	Anticipated Academic and Personal Concerns of College Students Prior to Transferring to a Four Year Institution: An Initial Report	A Comparison of Exit and Retrospective Surveys	Undergraduate Experiences Associated with the Career Success and Satisfaction of Alumni	Developing Measures of Academic and Administrative Productivity During a Time of Budget Recision	
6:00		Murder Mystery Buffet Dinner			
TUESDAY, October 23					
7:45 - 9:00		Continental Breakfast			
7:45 - 9:00		Breakfast Roundtables & Focus Group Evaluations (see conference guide)			
9:00 - 9:40	The Top of the Funnel: An Initial Analysis of an Inquiry Population	Student Intention and Retention in a Community College Setting	Using Focus Groups to Strengthen Institutional Research and Planning	Creating a Sense of Need for an Institutional Research Office	Who Owns the Data?
9:45 - 10:25	Cognitive vs Noncognitive Predictors of Academic Success	Merging Academic Departments: The Impact on Organizational Effectiveness and Culture	A Framework for Systematic Budget Analysis	The Nature and Scope of Institutional Research: The Changing Face of the IR Profession	
10:25 - 10:40		Coffee Break			
10:40 - 11:20	Recruitment in the 1990's: An Empirical Investigation on the Impact of 'Message' on the Enrollment Decision Process	A Microcomputer-Based Reference Catalog: Locating Information in the Institutional Research Office	Effect of Athletic Participation on Undergraduate Education	Advantages of Inter- Institutional Cooperation	Using SPSSx for Data Management
11:25 - 12:05	Cultivating Young Alumni's Loyalty to their Alma Mater: The Success of the Cornell Tradition Program	Assessing an Alumni Reunion Weekend Program	Expectation vs Achievement: Are Students Getting What They Want from College?	Evaluating Institutional Efforts to Compensate Faculty	Efficient Use of PC's for Statistical Analysis
12:15 - 4:00		Steering Committee Meeting			
1:30 - 3:30		SUNY Five-year Enrollment Planning Committee Meeting			

NEAIR 1990 CONFERENCE PROGRAM

SUNDAY, October 21

8:00 am - 5:00 pm **REGISTRATION - Pre-function Area**

9:00 am - 12:00 pm

Workshop

Van Rensselaer

Newcomers to Institutional Research

Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware

This workshop is designed to give new practitioners in institutional research a hands-on approach to getting started in the field. Using *The NEAIR Monograph for Newcomers to Institutional Research*, workshop participants will walk through a series of exercises designed to address such issues as: How to ensure data integrity; developing factbooks and reports that are read and used by college presidents; defining critical issues for institutional research at your college or university; identifying sources of data; conducting survey research; using personal computers and commercial software in institutional research and strategic planning; developing forecasting models. The workshop will also address the political pitfalls in institutional research, and will discuss how the new practitioner can effectively link his/her office with the strategic planning/decision making center at their institution.

9:00 am - 12:00 pm

Workshop

Ten Broeck

Principles of Financial Management and Analysis for Institutional Researchers

James P. Honan, Assistant to the President for Research and Planning, Lesley College

This workshop is designed for individuals with little or no knowledge of nonprofit financial management and accounting terms, concepts, and analytic techniques. It will provide institutional research professionals with a broad understanding of the development and use of financial information in colleges and universities. Among the topics which will be discussed are fund accounting, chart of accounts, basis of accounting, preparation and interpretation of financial statements, ratio analysis, and budgeting formats.

Selected readings, a specific case study on financial management and analysis in higher education, and a glossary of terms in nonprofit financial management will be utilized. The workshop will not attempt to produce accountants or budget officers. It is intended to improve management and analytic skills by making participants better consumers of financial data.

NEAIR 1990 CONFERENCE PROGRAM

SUNDAY, October 21

9:00 am - 5:00 pm

Workshop

Beverwyck

Institutional Planning: Principles and Applications

John A. Dunn, Jr., Executive Director, Center for Planning Information, Tufts University

Institutional researchers are often called on to support or manage planning processes. Textbooks don't help; they assume institutional differences do not exist. This workshop focuses on underlying principles and their application to specific situations described by the attendees. The workshop will be highly participatory; though it is designed for people who already have some planning experience, newcomers will also be welcome. Participants will receive a variety of selected papers on planning, including pre-publication copies of the *SCUP Guide for New Planners* and Schmidlein & Milton's *NDIR* volume on planning processes used at several institutions (forthcoming).

12:00 pm - 1:30 pm

Arthur's Court

PRESIDENT'S LUNCH (*Steering Committee, Conference Workers, and Workshop Presenters*)

1:30 pm - 5:00 pm

Workshop

Van Rensselaer

Introductory Statistics for Institutional Research

Marian Pagano, Researcher/Analyst, Institutional Research, Tufts University

This workshop will cover a variety of descriptive statistical techniques and three inferential techniques - chi-square, t-test, and analysis of variance. The workshop will serve as a robust introduction or refresher course for participants, using data from a recent IR project to demonstrate and illustrate the techniques.

It is assumed that participants will be using statistical software packages to do their actual number crunching, therefore computation will be de-emphasized in the workshop, while theory, appropriate application and convention will be emphasized.

3:00 pm - 3:30 pm

1:30 pm - 5:00 pm

Workshop

Ten Broeck

COFFEE BREAK

Survey Research: What Works for the Institutional Researcher

Linda A. Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania

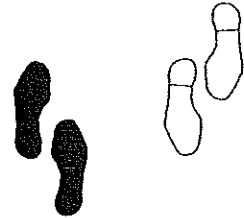
Planning and conducting an effective questionnaire survey. Includes discussions and small group work on clarifying objectives, sample size, the issue of anonymity, item types, general principles for writing items, assessing reliability and validity, and conducting the survey. Participants will receive copies of NEAIR's monograph on survey research.

6:00 pm/7:00 pm/8:30 pm

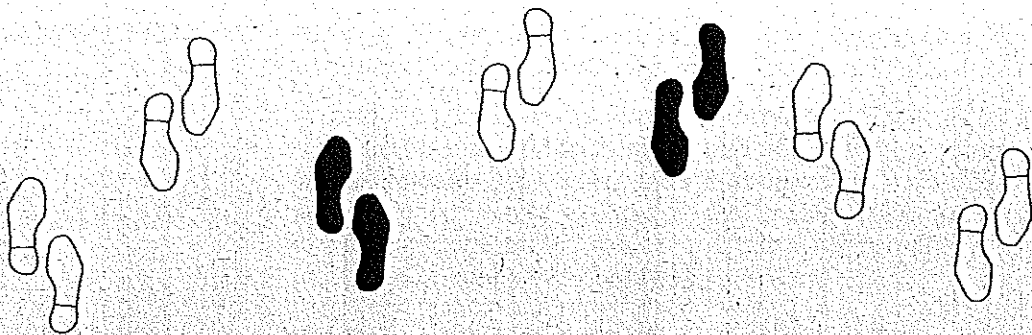
SOCIAL HOUR/DINNER/DANCING - Underwritten by IBM



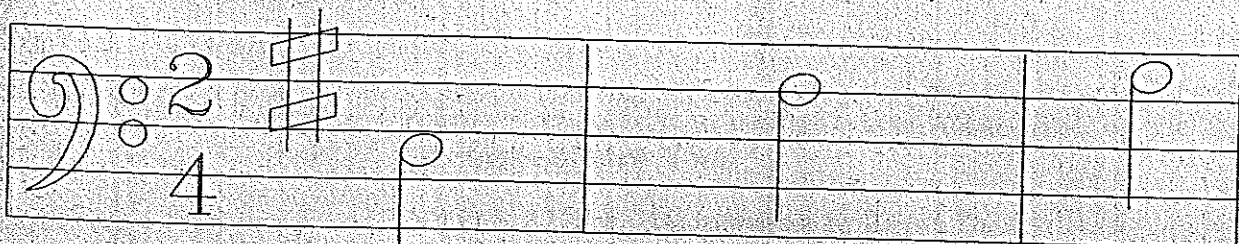
SUNDAY EVENING
 October 21, 1990
 Ballroom A & B
 NEW ENGLAND CONTRA DANCING



Music and dancing will follow the Sunday evening banquet. THE RUDE GIRLS will entertain us with country classics and mountain ballads, humorous and achingly true original songs about being a strong woman and real life in the 90s. THE RUDE GIRLS bring a unique sense of drama and wickedly funny repartee to the stage and will leave you laughing and thinking as well. THE RUDE GIRLS will be joined by award winning fiddler Jane Rothfield, founding member of "Atlantic Bridge" and contra dance caller Mary Desrosier.



Contra dancing is very similar to square dancing. It is a lot of fun! Please dress casually and wear comfortable shoes. You will have a chance to dance with many different folks, so no partner is necessary (or permanent!)



NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

8:00 am - 12:00 pm

REGISTRATION - Pre-function Area

7:45 am - 9:00 am

CONTINENTAL BREAKFAST - Underwritten by Sun Microsystems

8:00 am - 9:00 am

Two-year Colleges

**Special Interest Group
Schuyler**

Alan J. Sturtz, Director, Institutional Research, Planning and Development, South Central Community College

This SIG is intended for individuals dealing with or concerned with the IR function in two-year institutions. Problems, concerns and issues (e.g., federal disclosure reporting forms) will be discussed in an informal setting.

8:00 am - 9:00 am

Higher Education Data Sharing Consortium (HEDS)

**Special Interest Group
Ten Broeck**

Jennifer Mauldin, Director, HEDS Consortium, Tufts University

An opportunity for members of the HEDS Consortium and others interested in data exchange activities to discuss current plans, with a focus on studies of institutional productivity and of institutional effectiveness.

8:00 am - 9:00 am

The Public Universities Information Exchange (*The Exchange*)

**Special Interest Group
Beverwyck**

John A. Dunn, Jr., Executive Director, Center for Planning Information, Tufts University

A new venture, *The Exchange* is being created to help major public institutions collect, analyze and share information that is useful in research, planning and management. The SIG is an opportunity for early members and others who are interested to discuss current plans, which include comparative faculty workload studies and overall staffing patterns.

8:00 am - 9:00 am

SUNY Association of Institutional Research and Planning Officers

**Special Interest Group
Van Rensselaer**

Carl Bacon, President, Association of Institutional Research and Planning Officers and Director, Institutional Research, State University of New York at New Paltz

9:00 am - 10:15 am

GENERAL SESSION

Ballrooms A & B

Keynote Address: "Determining a Positive Future During Difficult Times," D. Bruce Johnstone, Chancellor of the State University of New York

10:15 am - 10:30 am

COFFEE BREAK - Underwritten by Zenith Data Systems

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

10:30 am - 11:15 am
Contributed Paper
Schuyler

Traipsing into Tricky Territory: Assessment of Student Personal Development, Involvement and Satisfaction Outcomes

Angela C. Suchanic, Coordinator, Institutional Studies, Trenton State College

Moderator: Ellen A. Kanarek

Assessment of student personal development, involvement and satisfaction is gaining increased attention as the general assessment movement gains momentum. This paper describes the ways in which this territory can be approached by institutional research. Provided will be specific information on literature sources, organizational issues and assessment methodologies.

10:30 am - 11:15 am
Contributed Paper
Ten Broeck

The Impact of Hispanic Family Involvement on College Persistence

Henry Ross, Director, Institutional Research, Kean College of New Jersey

Jose Sanchez, Senior Research Associate, Institutional Research, Kean College of New Jersey

Moderator: Bayard Baylis

Hispanic students look to family support in both their decision to drop out or to stay in college and succeed. The ethic of familism, a component of most Hispanic cultures, can thus be a tool for increasing retention rates for these students. Use of focus groups or other strategies will be discussed.

10:30 am - 11:15 am
Contributed Paper
Beverwyck

The Use of Structured Interviews in a Qualitative Study of Admissions Publications

Jane Price, Assistant Director, Institutional Research, Franklin & Marshall College

Moderator: Barbara Rudy

As the number of traditional college-aged students declines and the competition among colleges for students increases, an institution's Admissions recruitment literature becomes increasingly important. Institutional Research personnel are more frequently being called upon to evaluate the success of their institution's Admissions publications. The present study offers a framework for such an evaluation, using individual, in-depth interviews with high school and college students. It shares qualitative and quantitative data on students' preferences for different styles and strategies that are currently used in Admissions literature.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

10:30 am - 11:15 am

Contributed Paper

Van Rensselaer

The Role of Institutional Research in Developing a Campus Affirmative Action Plan

Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware

Moderator: James R. Swanson

The Office of Institutional Research and Planning at the University of Delaware plays a central role in the development of the Campus Affirmative Action Plan. The process whereby the University's workforce analysis is developed, personnel utilization patterns are analyzed and compared with hiring availability data, and hiring goals are established will be fully described. As important as the data are the processes through which they are verified and internalized by constituencies across campus are critical. Strategies for involving the entire campus in developing accurate affirmative action information will be described.

10:30 am - 12:00 pm

Panel

Ballroom C

Darwinism and the Higher Education Organization

Larry W. Metzger, Director, Institutional Research, Ithaca College

Jennifer B. Presley, Executive Director, Policy Research and Planning, University of Massachusetts, Boston

Robert F. Grose, Director, Institutional Research (Emeritus), Amherst College

Richard C. Heck, Director, Budget, Institutional Planning and Research, Colgate University

Perspectives on the evolution of Institutional Research, the profession and its organizations (NEAIR), with retrospectives, current diagnosis, and forecasts for the 90's. Where are we going from here? Who will survive? In what form? Recommended reading: *Organizing Effective IR Offices*, *New Directions in Institutional Research*, No. 66, August 1990.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

11:20 am - 12:00 pm
Contributed Paper
Schuyler

Undergraduate Experiences Associated with the Growth and Satisfaction Reported By Graduating Seniors

J. Fredericks Volkwein, Director, Institutional Research, State University of New York at Albany
Debra Woods, Graduate Student, State University of New York at Albany
Moderator: Audrey Adam

This investigation attempts to improve upon the measures of academic and social integration and the measures of student growth which were developed at Albany by Patrick Terenzini during the late 1970's. Analyzing the responses from a quadrennial survey of graduating seniors, the presentation focuses on the relationships among student performance, student growth, and various undergraduate experiences, especially student effort and allocation of time.

11:20 am - 12:00 pm
Workshare
Ten Broeck

Freshman and Follow-up Surveys

Albert C. Lefebvre, Director, Institutional Studies, Clark University
Indira Govindan, Research Analyst, Institutional Studies, Clark University

Preliminary analysis of how views of new freshmen change after two years at a private liberal arts college. Data about degree plans, careers, and social issues from two consecutive C.I.R.P. Freshman and Follow-Up Surveys will be presented. Suggestions for using and reporting other results from these surveys at similar institutions will also be discussed.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

11:20 am - 12:00 pm
Contributed Paper
Beverwyck

Financing Undergraduate Education: Variations in Sources and Levels of Debt Among Student Segments

Anne Marie Delaney, Director, Enrollment Management Research Office, Boston College

Moderator: Lou Fabian

The primary purpose of this paper is to document and discuss the implications of how a recent graduating class at a private New England university financed their undergraduate education. The paper will address the following questions: To what extent did students rely on loans, scholarships and grants, and family resources in acquiring their college degree? How much debt did they incur? What are the perceived effects of the level of indebtedness on graduates' future plans? How do major sources of financing and perceived effects of level of indebtedness vary among different student segments?

11:20 am - 12:00 pm
Contributed Paper
Van Rensselaer

Identifying the Career Planning Needs of Community College Students: Undecided vs Indecisive Students

Kathleen Keenan, Director, Institutional Research, Massasoit Community College

Moderator: Darryl Bullock

This study, of community college students, collected data on present stages of career planning and intentions to use college services from 2,000 entering students. Two groups of students in need of services were identified: undecided, those who seek information to develop specific goals; and indecisive, those who admit to difficulty in decision making, and are less likely to use services.

12:00 pm - 1:30 pm

LUNCH/BUSINESS MEETING

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

1:30 pm - 2:15 pm
Contributed Paper
Schuyler

Why So Few Science Graduates? An Investigation of Enrollments in Undergraduate Science Programs Between Admission and Degree Completion.

Jennifer Wilton, Associate Director, Data Management, Policy Research and Planning, University of Massachusetts at Boston
Moderator: Richard C. Heck

An investigation of science program enrollments at one institution from admission through completion, with an emphasis on uncovering the points at which students leave the sciences, and the causes of this exodus.

1:30 pm - 2:15 pm
Contributed Paper
Ten Broeck

Institutional Responsibility to Students: A Faculty Workload Model

James P. Honan, Assistant to the President for Research and Planning, Lesley College
Carol Moore, Dean of Undergraduate School, Lesley College
Moderator: Thomas M. Freeman

This paper will describe a faculty workload model which has recently been developed at Lesley College and will provide an overview of the process through which the model was developed.

1:30 pm - 3:00 pm
Workshare
Beverwyck

Applications of SPSS Software in Institutional Research

Mary Ann Coughlin, Statistician/Programmer, Smith College

This workshare will present an overview of basic applications of SPSS software to a variety of functions performed in an Institutional Research office by presenting both specific examples of uses of SPSS and providing an overview of the broad range of applications met by SPSS within this setting. Participants are encouraged to discuss and share their specific or potential applications of SPSS software to current projects or needs.

1:30 pm - 3:00 pm
Demonstration
Van Rensselaer

Evolution of a Comprehensive University Information System

Thomas A. Egan, Director, Management Information Systems, West Chester University
Greg Nyce, MIS, West Chester University
R. Criss Mattison, MIS, West Chester University
Geraldine K. Bellam, MIS, West Chester University

At West Chester University an information system was developed to enable users of official University data to become self-sufficient in obtaining information. The system which provides menu-driven access to approximately fifty reports in each of the previous fifty academic sessions, contains information that previously had been accessible only via printed documents.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

1:30 pm - 3:00 pm

Panel

Ballroom C

Students and AIDS

Jennifer Brown, Director, Institutional Research, Connecticut State University

Barbara Sosnowitz, Professor of Sociology/Social Work, Central Connecticut State University

Susan Maskel, Department of Biology and Environmental Science, Western Connecticut State University

Angela Vincenzi, Department of Nursing, Southern Connecticut State University

Concern about students and acquired immunodeficiency syndrome (AIDS) has been growing at campuses all over the country. This panel will include an overview of existing literature and reports of three ongoing campus research projects which use different methodologies to examine some key issues in AIDS education and prevention.

2:20 pm - 3:00 pm

Contributed Paper

Schuyler

Public vs Private Education: The Perception of Value and the College-Choice Decision

David Costello, Vice President, Information Systems and Research, Maguire Associates, Inc.

Suzanne Szylik, Research Analyst, Maguire Associates, Inc.

Linda Phelan, Research Analyst, Maguire Associates, Inc.

Moderator: Thomas E. Gusler

The perception of value as it relates to education is critical to understand in these days of budget cutting and program evaluations. For many students, this perception is best understood as they contemplate the decision to enroll in either a public or private institution. How "value" intertwines with students' perceptions of costs and quality is investigated in this paper. Moreover, the perception of value is understood as it relates to the likelihood of students applying and enrolling within a particular institution.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

2:20 pm - 3:00 pm

Contributed Paper

Ten Broeck

Projecting the Number of New Freshmen Enrollees: A Logistic Regression Application

Bruce Szelest, Associate, Institutional Research, State University of New York at Albany

Moderator: Marian Steinberg

This presentation reviews the development and application of a logit regression model to predict the number of accepted freshmen who will enroll. The logit regression technique provides insights into the influences of high success indicators and demographic characteristics upon enrollment behavior.

3:00 pm - 3:30 pm

COFFEE BREAK - Underwritten by WANG Laboratories

3:30 pm - 4:15 pm

Contributed Paper

Schuyler

Forecasting Enrollment in a Period of Institutional Transition

Stephen W. Thorpe, Director, Institutional Research and Planning, Wesley College

Moderator: Marsha V. Krotseng

This paper describes an enrollment forecast model that was developed for a small, private, liberal arts college undergoing an institutional transition from its historical junior college mission to becoming a comprehensive baccalaureate institution. The model, which has projected enrollment within one percent of actual for the past two years, is guiding the college administration in budgeting and strategic planning for the 1990's.

3:30 pm - 4:15 pm

Contributed Paper

Ten Broeck

Who are the Adult Learners in College Today and What Can We Do To Make Their Stay More Palatable?

Denise Hart, Director, Adult Education, Fairleigh Dickinson University

Moderator: Robert Karp

During the 1989-90 year Fairleigh Dickinson University's University Advisory Committee on Adult Learners surveyed a random population of adult learners, 25 years of age and older, on the three New Jersey campuses. The intention was to provide a profile of the increasing adult learner cohort with information about their needs, the support services requested and utilized and directions for future planning.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

3:30 pm - 4:15 pm

**Contributed Paper
Beverwyck**

Patterns and Predictors of Persistence in Undergraduate Majors

Anne Marie Delaney, Director, Enrollment Management Research, Boston College
Moderator: Stuart L. Rich

The primary objective of this paper is to present the methodology and results of a study designed to identify patterns and predictors of student persistence and net enrollment changes in undergraduate major fields of study. The paper will provide an overview of persistence rates for all entrance majors. Focusing on specific academic majors, the paper will present the results of research addressing the following questions: When do students change their entrance major? What alternative majors do students choose? How do persisters and non-persisters in specific major fields differ in terms of selected admissions criteria and undergraduate academic performance?

3:30 pm - 4:15 pm

**Contributed Paper
Van Rensselaer**

Accommodating Team Member Cognitive Styles

Brenda L. Bailey, Coordinator, Institutional Research, Edinboro University of Pennsylvania
Moderator: Jean Vinsonhaler

A new information-based society is emerging with an emphasis on teams, participation, and decentralization. As a result, institutional researchers need various people skills. This paper explores the use of Kolb's experiential learning theory to develop successful teams. A model of the cognitive styles of higher education administration is included.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

- | | |
|---|--|
| 3:30 pm - 5:00 pm
Panel
Ballroom C | A New Agenda for NEAIR
Marian Pagano, Researcher/Analyst, Institutional Research, Tufts University
Sara Crawley, Affirmative Action Consultant, Harvard University
Kimberley Dolphin, Assistant Director, HEDS/CPI, Tufts University
James Honan, Assistant to the President for Research and Planning, Lesley College
Michael McGuire, Senior Planning Officer, Franklin & Marshall College
Robert Yancello, Assistant Director, Central Connecticut State University

A group of newer members discuss their views on issues that will face NEAIR as it moves into the 90's and defines itself as a profession. The Panel will discuss issues of diversity, sexism, racism, empowerment, and Institutional Research's relationship with other campus offices. |
| 4:20 pm - 5:00 pm
Contributed Paper
Schuyler | Anticipated Academic and Personal Concerns of College Students Prior to Transferring to a Four-year Institution: An Initial Report
Paul F. Bauer, Professor, Philosophy, Cecil Community College
Karen W. Bauer, Research Analyst, Institutional Research and Planning, University of Delaware
Moderator: Jean V. Kipler

A survey was developed and administered to approximately 130 community college students who planned to transfer to a four-year institution. Students indicated their anticipated academic and personal concerns prior to transferring. Students will be re-surveyed next year to determine which concerns were actually experienced. Benefits to academic advising and recruiting will be discussed. |

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

4:20 pm - 5:00 pm

Contributed Paper

Ten Broeck

A Comparison of Exit and Retrospective Surveys

Margaret E. Madden, Assistant to Vice President and Dean of the College, Franklin Pierce College

David Weir, Associate Director, Admissions, Franklin Pierce College

Moderator: Maree Glanville

Responses to two kinds of exit surveys, interviews at the time of withdrawal and telephone surveys about two years later with a cohort of students at a small rural liberal arts college, are compared. Respondents emphasized different reasons for leaving in the two studies. Policy implications of these response tendencies will be discussed.

4:20 pm - 5:00 pm

Contributed Paper

Beverwyck

Undergraduate Experiences Associated with the Career Success and Satisfaction of Alumni

J. Fredericks Volkwein, Director, Institutional Research, State University of New York at Albany

Fuqin Bian, Graduate Student, State University of New York at Albany

Moderator: Richard L. Kline

Using a population of 2,000 Albany Alumni, this study examines the relationship between their career success and their prior undergraduate endeavors. The presentation will show the scales which have been developed to measure various career characteristics and college experiences.

NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

4:20 pm - 5:00 pm

Contributed Paper

Van Rensselaer

**Developing Measures of Academic and Administrative Productivity
During a Time of Budget Recision**

Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware

Herbert M. Turner, Institutional Research Analyst, University of Delaware

Moderator: John P. Jacobsen

This paper discusses concept and strategy for developing appropriate measures of productivity to support resource reallocation decisions during a period of budget recision. Drawing heavily from Massy's (1989) discussion of the need for baseline productivity measures, the paper describes how such measures were developed at a large research university, how they were presented to campus managers, and how they were used in budget decisions.

6:00 pm

Ballroom A

MURDER MYSTERY BUFFET DINNER - Special Event

Murder by Design, an evening buffet punctuated by politics and mayhem. \$35.00 per person, special registration and ticket required. See registration form.

MURDER BY DESIGN

Presented by:
Biane and Steve O'Connor

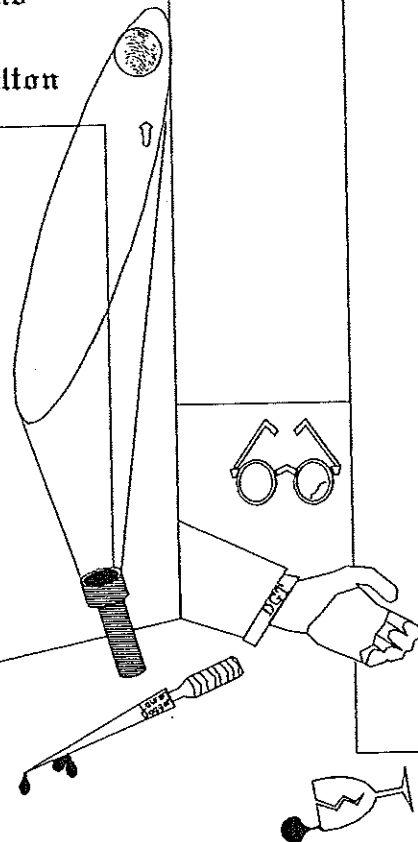
Monday
Evening
6:00 pm
Ballroom A

28



An evening buffet punctuated by politics and mayhem as a state gubernatorial candidate and her entourage makes an impromptu stop at the Hilton

Participants will sift through the clues, question guests and determine motives to find out whodunnit.



NEAIR 1990 CONFERENCE PROGRAM

TUESDAY, October 23

7:45 am - 9:00 am

CONTINENTAL BREAKFAST

Attendance at Breakfast Roundtables is on a first come first served basis, limited to 15 attendees

7:45 am - 9:00 am

Breakfast Roundtable Ballroom E

Executive Information System: A Simple Start

Albert C. Lefebvre, Director, Institutional Studies, Clark University

At certain times during an academic year, higher education executives crave daily doses of certain data. This roundtable will describe a method of providing critical information to decision makers in a timely fashion.

7:45 am - 9:00 am

Breakfast Roundtable Ballroom E

How to Manage the PC in the IR Office

Richard C. Heck, Director, Budget, Institutional Planning and Research, Colgate University

What can we learn from one another about how to manage the PC in the IR office? How does one select software? How does the staff get trained? Who trouble-shoots? How does one get productivity boost we all seek? What are the traps and pit-falls to guard against? What has worked well for you? Come prepared to share your office set-up, your problems, solutions, and strategies for managing.

7:45 am - 9:00 am

Breakfast Roundtable Ballroom E

Perils of Accreditation Preparation

Marian N. Steinberg, Director, Planning and Institutional Research, Eastern Connecticut State University

Colleagues who have gone through accreditation are invited to join with those currently preparing for or anticipating an accreditation visit. The moderator, whose institution will have been visited prior to the conference, will discuss the problems with dealing with the plethora of committees to assure that data is available, properly analyzed, understood and integrated. We welcome the opportunity to talk about the kinds of information that is useful, experiences with the accrediting team, and hints on how to survive accreditation while strengthening the institution's on-going decision support capabilities.

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TUESDAY, October 23

Attendance at Breakfast Roundtables is on a first come first served basis, limited to 15 attendees

**7:45 am - 9:00 am
Breakfast Roundtable
Ballroom E**

The Institutional Research Role in Outcomes Assessment at a Community College

Bonnie L. Strunk, Institutional Research and Grant Administration Officer, Lehigh County Community College

Because externally mandated initiatives are making institutions more accountable for the quality of education provided, Institutional Research offices in the 1990's will be busy giving colleges a clearer image of themselves and their performance. Assessment activities take a variety of forms, and rotatable discussion will focus on outcomes currently being assessed and methods being used on various campuses.

**7:45 am - 9:00 am
Breakfast Roundtable
Ballroom E**

What's New for the ASQ?

Ellen Kanarek, Program Director, Applied Educational Research, Inc.

Participants will hear a brief presentation on developments in the College Board's Admitted Student Questionnaire. They will then be asked to share their own experiences with the ASQ such as timing of its administration, response rates, presentation of data, and actions taken as a result of the study.

**7:45 am - 9:00 am
Breakfast Roundtable
Ballroom E**

Issues in the Assessment of Prior Learning

Denise Hart, Director, Adult Education, Fairleigh Dickinson University

With the increasing number of adult learners returning to the college classroom, the assessment of a variety of options to obtain college credit is at issue. How are institutions of higher education addressing this situation? What standards can be established? What guidelines presently exist at each of the institutions for prior learning assessment? Is there a standard practice nationally? And what obligations do we as educators have for future planning in this area? This is a participatory session.

**7:45 am - 9:00 am
Breakfast Roundtable
Ballroom E**

Conference Evaluation (Invited Interview)

Michael McGuire, Senior Planning Officer, Franklin & Marshall College

**7:45 am - 9:00 am
Breakfast Roundtable
Ballroom E**

Conference Evaluation (Invited Interview)

Susan Forti, Special Projects Manager, Boston University

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TUESDAY, October 23

9:00 am - 9:40 am

**Contributed Paper
Schuyler**

The Top of the Funnel: An Initial Analysis of an Inquiry Population

Marian Pagano, Researcher/Analyst, Institutional Research,
Tufts University

Dawn Geronimo Terkla, Director, Institutional Research, Tufts
University

Moderator: Ronald P. Maggiore

This paper will present the methodology and preliminary results of a study designed to determine what factors influence a student's decision NOT to apply to a school after an initial inquiry has been made.

9:00 am - 9:40 am

**Contributed Paper
Ten Broeck**

Student Intention and Retention in a Community College Setting

Glynis Daniels, Research Analyst, Brookdale Community College

Moderator: Hugh J. McFadden, Jr.

Is there really a problem with community college retention? Or are low retention rates the result of a diverse student body with non-traditional goals? This study follows students with a variety of stated educational goals through two years of college enrollment and examines the assumption that all college students are in search of a degree.

9:00 am - 9:40 am

**Contributed Paper
Beverwyck**

Using Focus Groups to Strengthen Institutional Research and Planning

Robert C. Froh, Associate Director, Evaluation and Research,
Syracuse University

Peter Gray, Director, Evaluation and Research, Syracuse University

Ruth Fedderman, Intern, Evaluation and Research, Syracuse University

Moderator: James L. Ritchie

This session will help institutional researchers reap the benefits of a more extensive use of the focus group method. This session will discuss the strengths of focus groups in explicating higher education issues.

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TUESDAY, October 23

9:00 am - 9:40 am

Contributed Paper
Van Rensselaer

Creating a Sense of Need for an Institutional Research Office

David Weir, Associate Director, Admissions, Franklin Pierce College
Margaret E. Madden, Assistant to Vice President and Dean of the College, Franklin Pierce College
James Swanson, Program Manager, New Hampshire College and University Council
Moderator: Kimberley Dolphin

Timely and innovative research studies can provide the springboard for the establishment of an Institutional Research office. How spontaneous studies can be used to create a sense of need for formal institutional research will be discussed.

9:00 am - 10:25 am

Panel
Ballroom C

Who Owns the Data?

Robert F. Grose, Professor of Psychology, Amherst College
William Lauroesch, Associate Professor, University of Massachusetts, Amherst
Sandra J. Price, Director, Institutional Research, Keene State College
Lois E. Torrence, Director, Institutional Research, University of Connecticut
Moderator: Michael C. Schiltz

Data in colleges are collected, shared, analyzed, ignored, used, made public, hidden, stored, and discarded. Yet the "ownership" and control of data and of information are often not clear. e.g. Who decides which data may be released? Who should? The Panel will explore such questions; audience contributions will be solicited.

9:45 am - 10:25 am

Contributed Paper
Schuyler

Cognitive vs Noncognitive Predictors of Academic Success

Marios H. Agrotis, Research Associate, Institutional Research, State University of New York at Albany
Moderator: Angela C. Suchanic

This paper examines the issue of cognitive vs noncognitive predictors of academic success, with emphasis on Sedlacek's work and his set of noncognitive measures which he claims do a better job of predicting academic success for black students than traditional admissions measures. Using Albany student survey and tracking data we attempted to replicate his research, with interesting results.

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TUESDAY, October 23

9:45 am - 10:25 am

Contributed Paper

Ten Broeck

Merging Academic Departments: The Impact on Organizational Effectiveness and Culture

Min-Chin Chiang, Associate Professor of Public Administration, National Chung Hsing University, Taiwan

Ronald B. Hoskins, Executive Assistant to the President for Planning and Research, Professor of Public Administration, State University of New York at Albany

Moderator: Richard Rugen

This paper presents the results of a national study of the effects of academic department mergers on organizational effectiveness and culture. Based on a survey of faculty representing more than 70 university departments involved in mergers during the 1980's in nine states, the paper describes the environmental conditions and perceived causes that lead to mergers and the result of the two most common acculturation models (i.e., integration and separation) observed in organizational mergers.

9:45 am - 10:25 am

Contributed Paper

Beverwyck

A Framework For Systematic Budget Analysis

Linda A. Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania

Moderator: Brother Paul Scheiter

In order to evaluate institutional budgets and identify inappropriately high or low expenditures, it is posited that managers must have one or more frames of reference as bases for comparison. Four frames of reference are proposed: change, norm-referenced, criterion-referenced, and qualitative. Examples of analyses within each frame of reference are provided.

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TUESDAY, October 23

9:45 am - 10:25 am

Contributed Paper
Van Rensselaer

The Nature and Scope of Institutional Research: The Changing Face of the IR Profession

Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware
Moderator: Larry Metzger

Drawing upon the literature in organization theory, an open system framework is established for looking at and understanding colleges and universities as dynamic enterprises interacting with both internal and external environments. The concept of natural selection is extended to suggest that only those institutions with effective adaptive strategies for coping with internal and external environmental pressures will be successful. Institutional research must also adapt to those pressures, and in so doing, will likely undergo significant changes in what constitutes the institutional research agenda, analytical strategies, and reporting techniques.

10:25 am - 10:40 am

COFFEE BREAK

10:40 am - 11:20 am

Contributed Paper
Schuyler

Recruitment in the 1990's: An Empirical Investigation on the Impact of 'Message' on the Enrollment Decision Process

David J. Costello, Vice President, Information Systems and Research, Maguire Associates, Inc.
Kathleen Dawley, Vice President of Strategic Communications, Maguire Associates, Inc.
Moderator: Michael D. McGuire

The messages that an institution sends to the educational marketplace have a varying impact on the student enrollment decision process. It has been assumed that by understanding the prospective students' transition from the inquiry to applicant stage an institution can better position itself in an increasingly competitive market. Results from a telephone survey of 483 inquiry students suggest that the concept of cognitive dissonance plays a critical role in how students come to view specific aspects of an institution.

NEAIR 1990 CONFERENCE PROGRAM

TUESDAY, October 23

10:40 am - 11:20 am

Workshare

Ten Broeck

A Microcomputer-Based Reference Catalog: Locating Information in the Institutional Research Office

Richard W. Prull, Acting Director, Institutional Research and Planning, Rhode Island College

Over time Institutional Research offices can accumulate a great amount of information, sometimes making it difficult to locate material on a particular topic. To help organize and locate information a microcomputer-based reference catalog using dBase was developed. This workshare will describe this system, give examples of its use, and provide an opportunity for discussion about what others might be doing in this area.

10:40 am - 11:20 am

Contributed Paper

Beverwyck

Effect of Athletic Participation on Undergraduate Education

Anne Marie Delaney, Director, Enrollment Management Research Office, Boston College
Moderator: Geraldine K. Bellam

The primary objective of this paper is to discuss the results of research examining the effect of participation in varsity athletics on student retention and academic performance. The paper presents a comparative retention and academic performance profile of Non-Athletes, Athletes in Revenue Sports, and Athletes in Non-Revenue Sports at a private New England university. The effects of athletic participation on retention and academic performance are examined independently and controlling for selected admissions characteristics. The significance of these effects is discussed within the context of the role of sports in American Higher Education.

10:40 am - 11:20 am

Contributed Paper

Van Rensselaer

Advantages of Inter-Institutional Cooperation

Carol L. Wurster, Associate for Institutional Research, State University of New York at Old Westbury
Marjorie K. Raab, Associate Dean of Instruction, Nassau Community College
Moderator: Karen L. Futoma

Cooperation and data-sharing between 2-year and 4-year institutions have not been the norm. Our on-going project provides invaluable information for both. From the 4-year perspective, previously unavailable data on transfers provide information for recruitment, articulation, program planning and enrollment management. From the 2-year perspective information allows for pre- and post-transfer status of former students.

NEAIR 1990 CONFERENCE PROGRAM

TUESDAY, October 23

10:40 am - 11:20 am

**Demonstration
Ballroom C**

Using SPSSx for Data Management

Dale Trusheim, Associate Director, Institutional Research and Planning, University of Delaware

This demonstration involves utilizing SPSSx for data management and reporting purposes. It assumes basic understanding and familiarity with SPSSx (Version 3.0). The demonstration covers file management (e.g. system files match, and add files), as well as procedures for organizing and reporting data (e.g., autorecode, aggregate, report, and tables).

11:25 am - 12:05 pm

**Contributed Paper
Schuyler**

Cultivating Young Alumni's Loyalty to their Alma Mater: The Success of the Cornell Tradition Program

Yuko Mulugetta, Research Associate, Financial Aid Office, Cornell University

Susan H. Murphy, Dean, Admissions and Financial Aid, Cornell University

Donald Saleh, Director, Financial Aid and Student Employment, Cornell University

Ann Brewster, Research Assistant, Cornell Tradition Program, Cornell University

Moderator: Dale Trusheim

Using multiple regression, the study has found that the Cornell Tradition Fellowship Program is successful in cultivating more active donors through the implementation of the reduction of undergraduate loans.

11:25 am - 12:05 pm

**Contributed Paper
Ten Broeck**

Assessing an Alumni Reunion Weekend Program

Rose Bacmanski, Assistant Director, Alumni and Parent Relations, State University of New York at Binghamton

Mark A. Eckstein, Director, Assessment and Institutional Research, Genesee Community College

Moderator: Thomas Egan

Alumni reunions are the cornerstone of alumni programs. However, not all universities achieve the level of participation desired. The interests and concerns of alumni were assessed via a questionnaire, and the results are being used to alter the Reunion Weekend program in hopes of increasing participation.

NEAIR 1990 CONFERENCE PROGRAM

TUESDAY, October 23

11:25 am - 12:05 pm

Contributed Paper

Beverwyck

Expectation vs Achievement: Are Students Getting What They Want from College?

Alan J. Sturtz, Director, Institutional Research, Planning and Development, South Central Community College

Moderator: R. Criss Mattison

Every year a survey is administered to all new students. This study examines, over a period of five years, what percentage of new students indicate their intention to receive a degree from South Central, how many who say they intend to receive a higher degree actually transfer, what are the most often listed goals new students want to achieve, and have these changed over the course of the study.

11:25 am - 12:05 pm

Contributed Paper

Van Rensselaer

Evaluating Institutional Efforts to Compensate Faculty

Scott Bodfish, Director, Institutional Research and Planning Support, Wilkes University

Moderator: Richard W. Prull

This paper presents a model to account for the correlation between average faculty salaries, and tuition levels, using multiple regression analysis of institutional data on private colleges and universities. Different regression analyses are discussed, and their applications to different research issues will be noted.

11:25 am - 12:05 pm

Demonstration

Ballroom C

Efficient Use of PC's for Statistical Analysis

Hans Ladanyi, Director, Institutional and Small Business Research, University of Maine at Presque Isle

This is a demonstration of the efficient use of several PC software packages for statistical programming and reporting. Statistical packages, spreadsheets, and word processors will be used interactively. Emphasis will be on gaining efficiency through use of appropriate programming sequences and macros and through transferring programs and macros across packages.

12:15 pm - 4:00 pm

Ballroom E

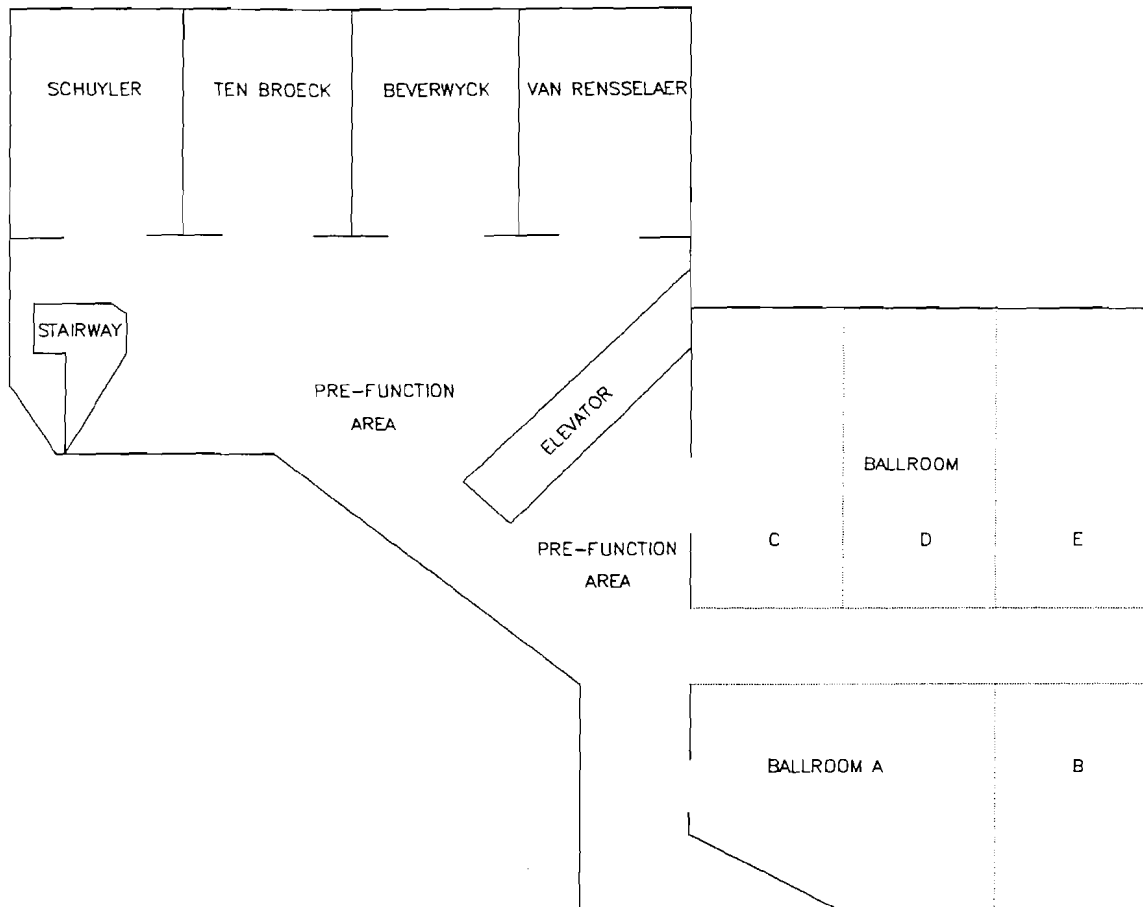
Steering Committee Meeting

1:30 pm - 3:30 pm

Ballroom D

State University of New York Five-year Enrollment Planning Committee Meeting

The ALBANY HILTON



GRAPHIC AND PROGRAM DESIGN
BY AUDREY ADAM
RESEARCHER/ANALYST
TUFTS UNIVERSITY