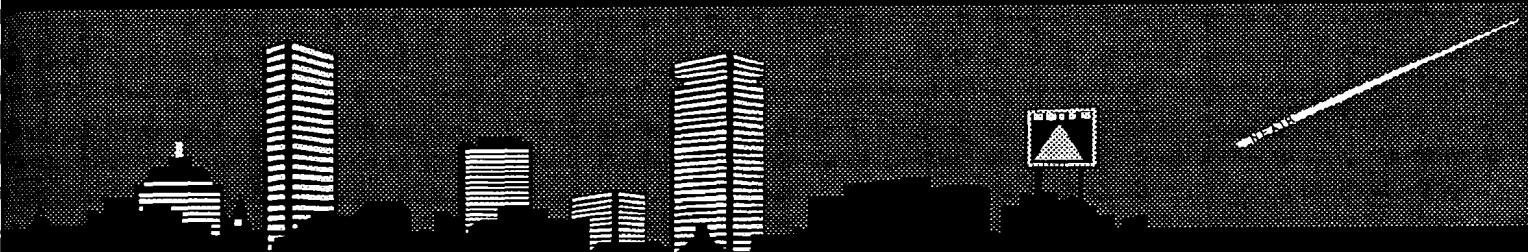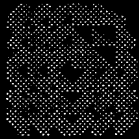# North East Association for Institutional Research

18th Annual Conference

Institutional Research In a Changing Society

Royal Sonesta Hotel
Cambridge, Massachusetts

November 16 - 19, 1991

1991 NEAIR CONFERENCE PROGRAM

1991-92 NEAIR OFFICERS

President: Larry Metzger, Director of Institutional Research, Ithaca College

President-Elect: Dawn Geronimo Terkla, Director of Institutional Research and Planning, Tufts University

Secretary: Mark Eckstein, Director of Assessment and Institutional Research, Genesee Community College

Treasurer: Tom Flaherty, Director of Planning, Central Connecticut State University

STEERING COMMITTEE 1991-92 MEMBERS-AT-LARGE

Michael F. Middaugh (Past President), Director of Institutional Research and Planning, University of Delaware

Brenda Bretz (Membership Secretary), Assistant Registrar, Dickinson College (Ex-officio)

Marian Pagano, Research Analyst, Tufts University

Jennifer Brown, Director of Institutional Research, Connecticut State University

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

Craig Clagett, Director of Institutional Research and Analysis, Prince Georges Community College

Tom Gusler, Assistant Academic Vice President, Clarion University of Pennsylvania

Leah Smith, Assistant to the President and Director of Institutional Research, Swarthmore College

CONFERENCE PROGRAM 1991 CHAIR

Michael McGuire, Director of Planning and Institutional Research, Franklin and Marshall College

1991 NEAIR CONFERENCE PROGRAM

CONFERENCE PROGRAM 1992 CHAIR	Ellen Armstrong Kanarek, Program Director, Applied Educational Research
LOCAL ARRANGEMENTS 1991 CHAIR	Susan Forti, Special Projects Manager, Boston University
LOCAL ARRANGEMENTS 1992 CHAIR	Stuart Rich, Director of Institutional Research, Georgetown University
PUBLICATIONS 1991 CHAIR	Albert C. Lefebvre, Director of Institutional Studies, Clark University
PUBLICATIONS 1992 CHAIR	Karen Bauer, Research Analyst, University of Delaware
1991-92 NOMINATIONS COMMITTEE	Michael F. Middaugh, Chair, Director of Institutional Research and Planning, University of Delaware
	Ann Weeks, Director of Institutional Research, SUNY - Old Westbury
	John Kraus, Director of Institutional Research, University of New Hampshire
	Richard Rugen, Assistant to the President, Kutztown University

Acknowledgements

NOTES:

Badges must be worn to all Conference events.
Be sure to sign up at the Registration Table for the
Monday dinner groups **by 2:00 on Monday.**

Meet at **5:00 on Monday** in hotel lobby for NEAIR Fun Run/Walk

PROGRAM AT A GLANCE

SATURDAY, November 16

6:00 - 8:00	RECEPTION for Early Arrivers - Skyline Rooms (A - E)

SUNDAY, November 17

8:00 - 4:30	REGISTRATION - Ballroom Foyer			
9:00 - 12:00	Newcomers to Institutional Research (9:00 - 4:30) Skyline A	Introductory Statistics for Institutional Research (9:00 - 12:00) Skyline D	Principles of Financial Management and Analysis for Institutional Researchers (9:00 - 12:00) Skyline E	Institutional Planning: Principles and Applications (9:00 - 4:30) Skyline C
10:00 - 1:00		Computer Graphics (10:00 - 1:00) Mark Learning Center, Tufts University		
1:30 - 4:30		Enrollment Management Research (1:30 - 4:30) Skyline E	Computerized Data Analysis for Institutional Researchers (1:30 - 4:30) Mark Learning Center, Tufts University	
6:00 - 10:00	SOCIAL HOUR/DINNER/ENTERTAINMENT - Museum of Science			

MONDAY, November 18

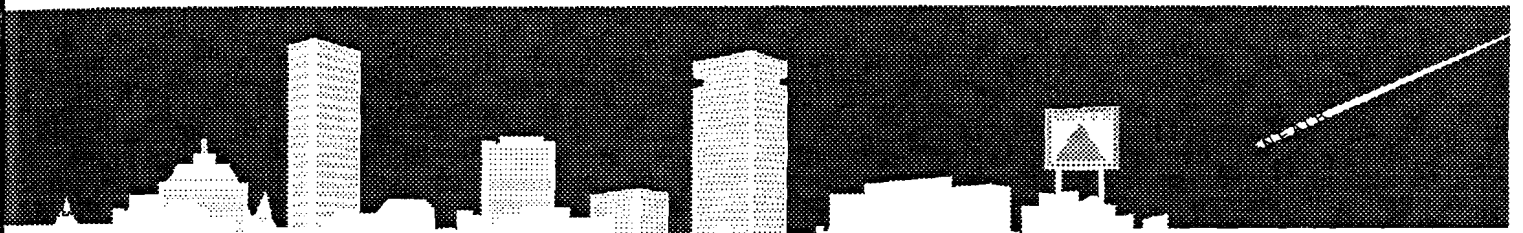| 7:30 - 12:00	REGISTRATION - Ballroom Foyer			
7:30 - 9:00	CONTINENTAL BREAKFAST - Grand Ballroom			
7:45 - 8:45	SIG - Higher Education Data Sharing Consortium (HEDS) Skyline A	SIG - Catholic Colleges and Universities Skyline B	SIG - Public Universities Information Exchange Skyline C	SIG - Pennsylvania State System of Higher Education Skyline D	SIG - Two-Year Colleges Skyline E
9:00 - 10:00	GENERAL SESSION - Grand Ballroom			
10:00 - 10:20	BREAK			
10:20 - 11:00	Demand - Driven Volunteer Institutional Research at a Small Liberal Arts University Skyline A	The "Special Relationship" and Higher Education: How the UK and USA Systems Might Learn More from Each Other Skyline B	Why Do Some Students Choose to Work While Others Do Not? Skyline C	Researching Sexual Harassment and Date Rape on Campus Skyline D	JMP Statistical Visualization Software for the Macintosh Skyline E
11:10 - 11:50		The CFAE "User's Manual": How To See What You're Good At Skyline B	Data Privacy Skyline C	An Information Infrastructure for Enrollment Management: Tracking and Understanding Your Students Skyline D	One Macintosh Environment at Boston University Skyline E
12:00 - 1:30	LUNCH/BUSINESS MEETING - Grand Ballroom			
1:30 - 5:00	Informal Computer Demonstration and Survey Fair - Ballroom Foyer			
1:50 - 2:30	The New Agenda Revisited Skyline A	Using Diverse Reference Points to Inform Decision Making Skyline B	Perceptions of College Experience and Goal Achievement Among Nonpersisters and Graduates Skyline C	Public Accountability and Development (Remedial) Education Skyline D	Status, Role, Experience, and Credentials as Factors Influencing Salaries of Professional Academic Librarians Skyline E

Time	Skyline A	Skyline B	Skyline C	Skyline D	Skyline E
2:40 - 3:20	Revisited (continued) \newline\newline Skyline A	Interdisciplinary Approach to Science Education \newline\newline Skyline B	School Visits: Still an Effective Recruitment Tool? \newline\newline Skyline C	A Multi-Method Approach to Assessing Campus Culture \newline\newline Skyline D	Using SPSS TABLES to Create a Student Profile \newline Get Paper Code \newline Skyline E
3:20 - 3:50	**BREAK**				
3:50 - 4:30	The Chelsea Project at Boston University \newline\newline Skyline A	Paradise with Paradox: An IR Director's Dream Come True \newline\newline Skyline B	Management Tools for Faculty Salary Decisions: Comparisons and Simulations \newline\newline Skyline C	Development of Information Systems for Tracking Transfer Students \newline\newline Skyline D	Re-Examining the Role of an Institutional Research Office in a Changing Technological, Fiscal and Political Climate \newline Skyline E
5:00 - 5:30	**NEAIR FUN RUN/WALK - meet in hotel lobby**				
6:00 - 7:30	**NEWCOMER - OLDCOMER RECEPTION - Skyline Rooms (A - E)**				

T U E S D A Y, November 19

Time					
7:30 - 9:00	**CONTINENTAL BREAKFAST - Grand Ballroom**				
Table Topics \newline\newline 7:45 - 8:45 \newline\newline Grand Ballroom	A. Computer-Generated Reports for Decision Making by Academic Departments	B. Institutional Workload: Overcoming the Obstacles to Presenting a Useable Analysis	C. Surviving Reaccreditation	D. Institutional Research on Student Sexuality	E. The Uses of Telephone Surveys in Institutional Research	F. Current Activities in Student Assesssment
	G. "Oh Say Can You See: Reflections on the Politics of Diversity, Demographics and Accreditation in Higher Education"	H. Minority Pool for State System Universities	I. Retention Studies	J. Late Breaking Topics	K. Conference Evaluation (Invited Interview)	L. Conference Evaluation (Invited Interview)
9:00 - 10:15	**GENERAL SESSION - Grand Ballroom**				
10:15 - 12:00	Informal Computer Demonstration and Survey Fair -Ballroom Foyer				
10:30 - 11:10	Cost Containment \newline\newline Skyline A	Course Demand Characteristics: Analyses Based on Student Registration Activity \newline\newline Skyline B	Making a Significant Difference with Institutional Research: Findings from a National Survey \newline\newline Skyline C	The Use of Structured Interviews in a Qualitative Study of Admissions Publications \newline\newline Skyline D	A Simple Computer Model for Prioritizing and Scheduling School Visits \newline\newline Skyline E
11:10 - 11:20	**BREAK**				
11:20 - 12:00	Cost Containment (continued) \newline\newline Skyline A	Attrition and C.I.R.P. Correlates of a Measure of Self-Confidence Regarding Transition into College \newline\newline Skyline B	Degrees Granted as an Assessment Measurement for Community Colleges: A Misleading Indicator \newline\newline Skyline C	Estimating Numbers of Students with Disabilities, Their Needs and Ratings of Facilities and Services \newline\newline Skyline D	Understanding and Using the Admitted Student Questionnaire (ASQ) \newline\newline Skyline E
12:00 - 3:00	**STEERING COMMITTEE MEETING - University A**				
1:00 - 4:00	Introductory Statistics for Institutional Research \newline\newline Skyline A		Principles of Financial Management and Analysis for Institutional Researchers \newline\newline Skyline C		

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SUNDAY, November 17

8:30am - 4:30pm   REGISTRATION - Ballroom Foyer

Newcomers to Institutional Research

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

9:00am - 4:30pm

WORKSHOP

Skyline A

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; and 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 his/her institution.

Institutional Planning: Principles and Applications

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

9:00am - 4:30pm

WORKSHOP

Skyline C

Institutional researchers are often called on to support or manage planning processes. Textbook approaches often ignore real institutional differences. Attendees will be asked to describe the central planning questions(s) and constraints at their institutions; we will then focus on underlying principles and their application to these situations. Participants will receive copies of the SCUP Guide for New Planners and Schmidtlein and Milton's Adapting Strategic Planning to Campus Realities.

1991 NEAIR CONFERENCE PROGRAM

SUNDAY, November 17

Introductory Statistics for Institutional Research

Marian Pagano
Research Analyst
Office of Institutional Research
Tufts University

9:00am - 12:00 noon

WORKSHOP

Skyline D

The very basic in statistics will be covered in a way useful as an introduction or as a refresher to statistics. Data from an actual IR project will be used for illustration. Descriptive statistics, sampling and probability theory (including the famous M&M exercise), and three inferential methods (chi square, t-test, and Pearson's r) will be covered. Participants will receive a notebook detailing the materials covered.

Principles of Financial Management and Analysis for Institutional Researchers

James P. Honan
Associate Director
Programs and
Professional Evaluation
Harvard University

9:00am - 12:00 noon

WORKSHOP

Skyline E

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.

10:15am - 10:30am — COFFEE BREAK

Computer Graphics Workshop

Audrey Adam
Research Analyst
Institutional Research
Tufts University

10:00am - 1:00pm

WORKSHOP

Tufts University
Mark Learning Center

A hands-on tutorial using the CHART option of LOTUS Freelance for DOS. Discussion will cover how to visualize data; what we need to know to create good graphs; and the characteristics of good design. A workbook and handouts will be distributed to attendees. While the workshop will be particularly useful for users of Freelance, non-users will also benefit from the discussion of conceptual and data/image management issues. Limited to 12 participants. Van to Tufts will pick up participants at 9:30am in the Sonesta Lobby.

1991 NEAIR CONFERENCE PROGRAM

SUNDAY, November 17

Enrollment Management Research

Barbara Rudy
Boston University

1:30pm - 4:30pm

WORKSHOP

Skyline E

This workshop is designed for individuals with some IR experience but little or no experience with enrollment management research. Enrollment management is the attempt to influence the characteristics and the size of enrolled student bodies through recruitment and retention strategies. This workshop will provide an overview of the current methods of conducting market research, review the factors that shape college choice, and review student attrition research as a basis for designing student retention studies. We will discuss research and decision support systems needed for marketing, forecasting, program planning, and evaluation.

2:45pm - 3:00pm   COFFEE BREAK

Computerized Data Analysis for Institutional Researchers

Mary Ann Coughlin
Research Analyst
Office of Institutional Research
Smith College
Marian Pagano
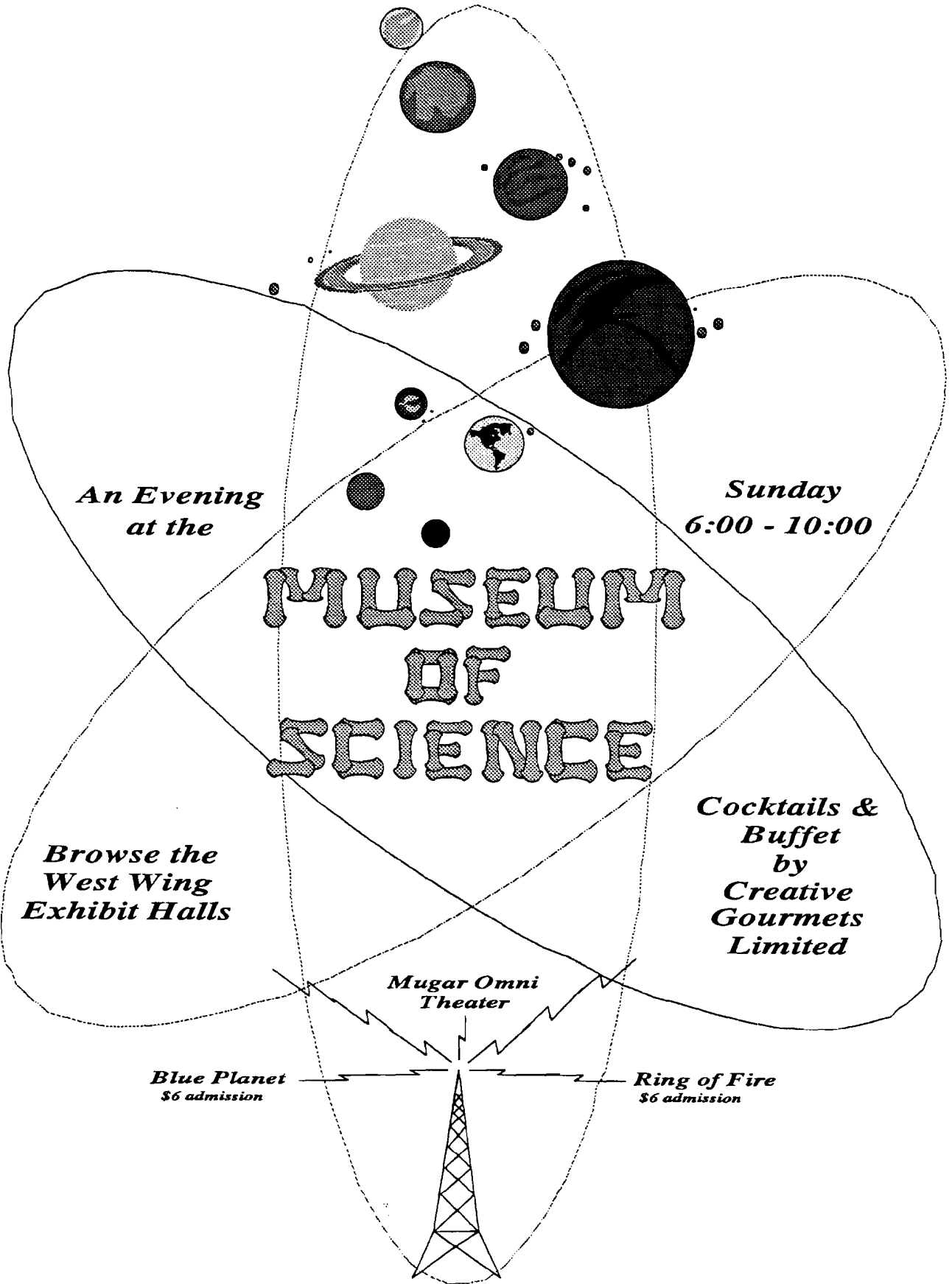Researcher/Analyst
Tufts University

1:30pm - 4:30pm

WORKSHOP

Tufts University
Mark Learning Center

This workshop will provide the participants with an overview of the basic applications of the SPSS statistical software to a variety of functions performed in an institutional research office. Instruction will focus on the successful application of the SPSS software in an IR setting by providing hands-on experience utilizing the software package with specific examples from recent projects. The workshop is targeted for introductory to intermediate level computer users and assumes an underlying knowledge of statistics and institutional research applications. **Limited to 12 participants. Van will pick up participants at 1:00pm in the Sonesta lobby.**

6:00pm - 10:00pm   SOCIAL HOUR/DINNER/ENTERTAINMENT
MUSEUM OF SCIENCE (badges must be worn)

An Evening
at the

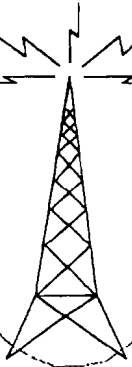Sunday
6:00 - 10:00

MUSEUM
OF
SCIENCE

Browse the
West Wing
Exhibit Halls

Cocktails &
Buffet
by
Creative
Gourmets
Limited

Mugar Omni
Theater

Blue Planet
$6 admission

Ring of Fire
$6 admission

1991 NEAIR CONFERENCE PROGRAM

MONDAY, November 18

7:30am - 12:00 noon	**REGISTRATION - Ballroom Foyer**
7:30am - 9:00am	**CONTINENTAL BREAKFAST - Grand Ballroom**

Higher Education Data Sharing Consortium (HEDS)

7:45am - 8:45am

Special Interest Group

Skyline A

Kimberley Dolphin, Director
HEDS Consortium, Tufts University

This session will provide an informal update for HEDS members and others interested in sharing institutional data. The primary focus will be on cost containment and staffing issues.

Catholic Colleges and Universities

7:45am - 8:45am

Special Interest Group

Skyline B

Stuart L. Rich, Director
Institutional Research, Georgetown University

Representatives of Catholic colleges and universities are invited to share experiences and common concerns and to plan activities of mutual benefit.

Public Universities Information Exchange

7:45am - 8:45am

Special Interest Group

Skyline C

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

An opportunity for members of the Exchange and others interested in data exchange activities in public institutions to discuss current plans, with a focus on studies of institutional productivity, staffing, and cost reduction.

Pennsylvania State System of Higher Education

7:45am - 8:45am

Special Interest Group

Skyline D

Maree R. Glanville, Director
Institutional Research, Shippensburg University

Institutional researchers from the State System in Pennsylvania will meet to discuss current issues and concerns.

Two-Year Colleges

7:45am - 8:45am

Special Interest Group

Skyline E

Patricia Haeuser, Director
Planning and Research, Anne Arundel Community College

This SIG is intended for individuals dealing or concerned with the IR function in two-year institutions. Problems, concerns, and issues will be discussed in an informal setting.

MONDAY, November 18

9:00am - 10:00am

GENERAL SESSION - Grand Ballroom
Elizabeth Graham Cook,
Executive Director, Ad Club of Boston
"Marketing Higher Education in a Changing Society"

10:00am - 10:20am	COFFEE BREAK - Sponsored by Scanning Products, Inc.

Demand-Driven Volunteer Institutional Research at a Small Liberal Arts University

St. Bonaventure University

10:20am - 11:50am

PANEL

Skyline A

John Biter, Chair of Institutional Research
Kathy Murphy, Assistant Professor of Management
Robert Murphy, Asst. to President for Planning and Research
Ann Preston, Assistant Professor of Mass Communication
Michael Russel, Assistant Professor of Marketing
Carol Wittmeyer, Assistant Professor of Education

This panel will review the origins, evolution and structure of IR at St. Bonaventure University, providing a model of a low-cost sustained research program. Initially the product of professors' individual curiosity, IR projects originate in response to requests from administrators and now emphasize marketing concerns. Faculty design and conduct the research on a volunteer basis.

The "Special Relationship" and Higher Education: How the UK and USA Systems Might Learn More from Each Other

Peter Davies, Staff Tutor
The Staff College, Blagdon, UK

10:20am - 11:00am

PAPER

Skyline B

American educators still have much to offer UK higher education particularly in areas such as credit accumulation and transfer. Experience and expertise can be beneficially imported as well as exported. UK developments in fields such as job-related training and assessment could provide useful lessons for US institutions.

Moderator: Michael McGuire

Why Do Some Students Choose to Work While Others Do Not?

Yuko Mulugetta
Research Associate for the Office of Financial Aid and Student Employment
Dennis Chavez
Program Director for Student Employment
Cornell University

10:20am - 11:00am

PAPER

Skyline C

The survey has revealed that a financially aided student's decision to work during the academic year is significantly affected by his/her perception of the educational value of employment and work experience in high school. However, GPA, parental income, and minority status were not found to be important factors.

Moderator: Robert Froh

MONDAY, November 18

Researching Sexual Harassment and Date Rape on Campus

Dawn Geronimo Terkla
Director
Institutional Research
Marian Pagano
Audrey Adam
Research Analysts
Tufts University

10:20am - 11:00am

TOPICAL CASE STUDY

Skyline D

This workshare presentation is a topical case study on a work in progress at Tufts University. The process of putting together a campus research project on sexual harassment and date rape will be discussed, as opposed to actual results. The handling of the data and coordination between offices will be emphasized.

Moderator: Patricia Gildea

JMP Statistical Visualization Software for the Macintosh

Jim Ferguson
Assistant Director
Institutional Research
Hamilton College

10:20am - 11:00am

DEMONSTRATION

Skyline E

JMP is a statistical visualization product for the Macintosh from SAS Institute. It includes a spreadsheet for viewing, editing, and transforming data. Graphics features include histograms, scatterplots, 3-D interactive data rotation. The best feature of the program is its intuitiveness and ease of use, enabling both the statistical sophisticate and the statistical novice to analyze data without the hassles of programming.

Moderator: Darryl Bullock

The CFAE "User's Manual": How To See What You're Good At

John A. Dunn, Jr.
Executive Director
Center for Planning Information
Tufts University
Nina Mayer
Development Planner
Tufts University

11:10am - 11:50am

DEMONSTRATION

Skyline B

The Council for Aid to Education (CFAE) has collected fund-raising data from over 1,000 institutions for over 3 decades, but this rich database is underutilized. The panelists describe a "user's manual" to help development officers and researchers identify fund-raising strengths and opportunities, through trend and peer-group analyses.

Moderator: Jennifer Wilton

1991 NEAIR CONFERENCE PROGRAM

MONDAY, November 18

Data Privacy

Peter T. Farago
Director
Institutional Research &
Planning Studies
Anita Dubey
Research Analyst
Office of the Dean of Faculty
Bentley College

11:10am - 11:50am

TOPICAL CASE STUDY

Skyline C

As centralized computer systems expand, opportunity for accessing data also increases. Just because the capability exists, does that mean access should be granted? What are the implications of providing data in electronic versus printed form? The workshare will deal with these and related issues.

Moderator: Jean Kibler

An Information Infrastructure for Enrollment Management: Tracking and Understanding Your Students

Craig A. Clagett
Director
Institutional Research & Analysis
Prince George's Comm. College
Helen S. Kerr
Research Analyst
Washington College

11:10am - 11:50am

PAPER

Skyline D

Two kinds of information are needed for successful enrollment management: indicators for monitoring the performance of the enrollment management plan, and policy analyses to inform enrollment management strategies. An integrated approach to providing this information will be presented. Its use at both liberal arts and community colleges will be discussed.

Moderator: Dale Trusheim

One Macintosh Environment at Boston University

Office of Analytic Studies
Boston University

11:10am - 11:50am

DEMONSTRATION

Skyline E

A panel of Boston University staff members will explain and demonstrate the utilization of Mac's within the Office of Analytical Services. The presentation will touch upon Mac-to-Mac networking and file storage, and use of various software packages in office and project management, data management, and report production. Discussions will include, but not be limited to, use of software packages such as Excel, FileMaker, PageMaker, Persuasion, and McDraw.

Moderator: David Weir

1991 NEAIR CONFERENCE PROGRAM

MONDAY, November 18

12:00 noon - 1:30pm	LUNCH/BUSINESS MEETING - Grand Ballroom

1:30pm - 5:00pm	Informal Computer Demonstration and Survey Fair

Ballroom Foyer

IBM AT and MAC II computers available for informal demonstrations. And, a sample of survey instruments from other Institutional Research offices for your review.

The New Agenda Revisited

Marian Pagano
Research Analyst
Institutional Research
Tufts University

1:50pm - 3:20pm

PANEL

Skyline A

John Biter, Chair of Institutional Research and Professor of Sociology, St. Bonaventure University
Arthur Kramer, Director of Institutional Research, Passaic County Community College
Ann Preston, Assistant Professor of Mass Communication, St. Bonaventure University

Last year a group of newer NEAIR members presented a "new agenda" for the association. That agenda will be reviewed in terms of our progress to date. Additional newcomers will also present their ideas for a new agenda. General topics will include diversity and equity in the profession.

Using Diverse Reference Points to Inform Decision Making

Robert C. Froh
Peter J. Gray
Office of Evaluation and Research
Center for Instructional
Development
Syracuse University

1:50pm - 2:30pm

PAPER

Skyline B

As part of the Syracuse Freshmen Study three complimentary methods, namely surveying, focus group interviews, and institutional data analysis were used in combination to identify the experiences and perceptions of students on our culturally diverse campus. These strategies also helped incorporate input from staff and administrators with diverse viewpoints and backgrounds. This presentation will use examples of research and reporting processes, and policy and program proposals of the Syracuse Freshmen Study over the past three years to highlight the benefits of using diverse reference points to inform decision making.

Moderator: Maree Glanville

MONDAY, November 18

Perceptions of College Experience and Goal Achievement Among Nonpersisters and Graduates

Deborah Lessne
Research Analyst
Board of Trustees
Community-Technical Colleges of
Connecticut

1:50pm - 2:30pm

PAPER

Skyline C

Seven Connecticut Community-Technical Colleges surveyed non-returning students concerning achievement of their educational goals and aspects of the Colleges with which they were satisfied/dissatisfied. Responses were compared to responses graduates had made on a similar survey. Subgroups of nonpersisters based on initial goals and outcomes were also compared.

Moderator: John Jacobsen

Public Accountability and Developmental (Remedial) Education

Patricia Haeuser
Director
Planning and Research
Anne Arundel Comm. College

1:50pm - 2:30pm

PAPER

Skyline D

When faced with budget deficits, state and local governments often resort to questioning the fiscal resources spent on programs that are not popular or prestigious. This paper will provide the rationale and analyses that could be used to position an institution (in this case, a community college,) to respond to an attack on resources associated with developmental or remedial education.

Moderator: June Zeff

Status, Role, Experience, and Credentials as Factors Influencing Salaries of Professional Academic Librarians

Marie E. Zeglen
Director
Policy Analysis
University System of
New Hampshire

Presenter: Edward Schmidt

1:50pm - 2:30pm

PAPER

Skyline E

Existing studies review librarian salaries by either title, functional role, or experience. Rarely are questions of academic credentials or status considered. This presentation summarizes a 1991 study of salaries at 27 academic libraries by function, gender, faculty status, rank, tenure, professional experience, and degrees. Regional data will also be presented.

Moderator: Henry Shein

MONDAY, November 18

Interdisciplinary Approach to Science Education

Gin K. Gee
Professor of Biology
Biology/Chemistry Division
Marion Walker
Research Analyst
Educational Research
Corning Community College

2:40pm - 3:20pm

PAPER

Skyline B

A successful integrated science course for nursing students unifies biology, chemistry, anatomy, physiology and microbiology into a single two-semester course. This paper describes the course, presents evidence of the course's success, shows the support of the Nursing Division, and the value of it to the students who participated.

Moderator: Linda Suskie

School Visits: Still an Effective Recruitment Tool?

David R. Weir, Jr.
Associate Director
Admissions
Franklin Pierce College

2:40pm - 3:20pm

PAPER

Skyline C

Has mass marketing made the high school visit unimportant as a recruitment tool? Or does the personal quality of the high school visit still have unique advantages? Correlation analyses of ten years of Franklin Pierce empirical data, as well as theoretical considerations will form the basis of the discussion of this issue.

Moderator: Marian Steinberg

A Multi-Method Approach to Assessing Campus Culture

Arthur Kramer
Director
Institutional Research
Passaic County
Community College

2:40pm - 3:20pm

PAPER

Skyline D

The study was a multi-method approach to assess the culture of an urban community college. By combining the qualitative methodologies of one-to-one open-ended interviews and focus groups with a multi-dimensionally scaled open-ended survey, it was found that there was informality and student, faculty and administrative subcultures that were tightly intertwined.

Moderator: Craig Clagett

1991 NEAIR CONFERENCE PROGRAM

MONDAY, November 18

Get paper, Code.

Using SPSS TABLES to Create a Student Profile

Karen Bauer
Research Analyst
Dale Trusheim
Associate Director
Institutional Research & Planning
The University of Delaware

2:40pm - 3:20pm

DEMONSTRATION

Skyline E

Using the TABLES procedure in SPSS, a Student Profile was created which shows student enrollment data by class level, sex, ethnicity, age, and major. This profile is updated biannually and distributed to campus officials who may use the profile to gain an understanding of current enrollments and to obtain annual report information.

Moderator: James Ritchie

3:20pm - 3:50pm	COFFEE BREAK - Sponsored by Lotus Development Corp.

The Chelsea Project at Boston University

Theodore G. Sharp
Asst. Dean for Special Programs
BU School of Education
Chairman of the Management
Team for the BU-Chelsea
Partnership

3:50pm - 4:30pm

TOPICAL CASE STUDY

Skyline A

A panel from Boston University will discuss the unique partnership between Boston University and the City of Chelsea School System. The Chelsea Project offers challenging data issues for internal statistical reporting, public relations, and program assessment. The audience will be invited to participate in a discussion of this evolving project.

Moderator: Dawn Geronimo Terkla

Paradise with Paradox: An IR Director's Dream Come True

Laura Coelen
Director of Institutional
Research
Paul Cohen
Database
Programmer/Consultant
Holyoke Community College

3:50pm - 4:30pm

DEMONSTRATION

Skyline B

Demonstration of a micro-computer based student-unit tracking system developed with Title III funds. This extraordinarily flexible and fast software uses a relational database, Paradox 3.0, and produces standardized and individualized reports and permits tracking of retention and student performance over a 6-year period for any kind of cohort.

Moderator: Tom Gusler

MONDAY, November 18

Management Tools for Faculty Salary Decisions: Comparisons and Simulations

M. Patricia Gildea
Senior Policy and
Planning Analyst
Office of Policy Analysis
University System of
New Hampshire

3:50pm - 4:30pm

PAPER

Skyline C

Two management tools developed for use in faculty salary decision making are presented: 1) a book of salaries by discipline and rank compared to market means; and 2) a simulation model for disbursement of total salary dollars. The tools serve three institutions with differing discipline compositions, rank distributions and mean salaries.

Moderator: Anita Dubey

Development of Information Systems for Tracking Transfer Students

Judith A. McCarroll
Asst. Director Research
Community- Technical Colleges

3:50pm - 4:30pm

PAPER

Skyline D

A system for tracking transfer students from Connecticut Community-Technical Colleges to Connecticut State University and University of Connecticut is described, with some preliminary outcomes from data which have been collected, merged and analyzed.

Moderator: Stuart Rich

Re-Examining the Role of an Institutional Research Office in a Changing Technological, Fiscal and Political Climate

Jean Kibler
Associate for
Institutional Research
SUNY College at Plattsburgh

3:50pm - 4:30pm

PAPER

Skyline E

A task force was established by the President of the college to make recommendations about the future agenda and staffing of the Office of Institutional Research. The investigative process by which the task force arrived at its recommendations and its usefulness for other colleges will be discussed.

Moderator: Richard Rugan

| 5:00pm - 5:30pm | NEAIR Fun Run/Walk (meet in hotel lobby) |
| 6:00pm - 7:30pm | Newcomer-Oldcomer Reception - Skyline Rooms (A - E) |

1991 NEAIR CONFERENCE PROGRAM

TUESDAY, November 19

7:30am - 9:00am	CONTINENTAL BREAKFAST - Grand Ballroom
7:30am - 2:00pm	Conference Evaluation Form Drop - off

7:45am - 8:45am	TABLE TOPICS - Grand Ballroom

A. Computer-Generated Reports for Decision Making by Academic Departments

Dona Fountoukidis
Director
Jane Zeff
Assistant Director
Office of Planning,
Research and Evaluation
William Paterson College

Computer-generated reports provide management information to department chairs, deans and other academic administrators. These reports give data at the department, school and college level on the use of adjuncts and regular faculty by course type and level; faculty credits for teaching, research and administration; and grade distributions by course and type level. The presenters will share copies of the reports and discuss their use. Participants will be encouraged to comment and to share approaches to similar reports in their institutions.

B. Instructional Workload: Overcoming the Obstacles to Presenting a Useable Analysis

Jennifer Wilton
Acting Director
Policy Research and Planning
University of Massachusetts
at Boston

There is more to measuring instructional workload than organizing the data. The task entails a complex interaction of political and technical factors which, if not dealt with appropriately, become major roadblocks. This discussion offers some details as to how this task was accomplished at UMass/Boston and presents tactics, some successful and others less so, for overcoming problems and creating an analysis which is both useable and used.

C. Surviving Reaccreditation

Dawn Geronimo Terkla
Director
Institutional Research
and Planning
Tufts University

Sooner or later (every ten years, in fact) higher education institutions undergo an accreditation visit. The purpose of this table topic is to provide a forum for colleagues who have recently gone through accreditation to share their experiences with those who are currently preparing for a review. It will be an opportunity to discuss both successful and unsuccessful strategies that have been developed in preparing for an accreditation review.

1991 NEAIR CONFERENCE PROGRAM

TUESDAY, November 19

| 7:45am - 8:45am | TABLE TOPICS - Grand Ballroom |

D. Institutional Research on Student Sexuality

Jennifer W. Brown
Instructional Research
Connecticut State
University

Issues, findings, and methodologies pertaining to research on student sexuality, with a special focus on high-risk behavior, will be discussed.

E. The Uses of Telephone Surveys in Institutional Research

Jane Price
Assistant Director
Institutional Research
Franklin & Marshall College

The contributions of telephone surveys to the field of institutional research will be discussed. Sub-topics include when to use telephone surveys, types of questions that lend themselves to telephone surveys, differential respondent characteristics, and linking survey responses to other information. Methodological issues such as how to budget for a telephone survey, what type of response rates to anticipate, and how quickly a telephone survey can be completed, will also be addressed.

F. Current Activities in Student Assessment

Larry Metzger
Director
Institutional Research
Ithaca College

How are institutions measuring and monitoring student development outside the classroom? What research initiatives are underway to improve student development in the areas of personal growth, interpersonal relations, leadership skills development, coping behaviors, etc.?

G. "Oh Say Can You See: Reflections on the Politics of Diversity, Demographics and Accreditation in Higher Education"

Darryl E. Bullock
Director
Planning & Institutional Research
Mercy College

Institutional researchers and planners can help inform campus discussion and decision-makers. The purpose of this roundtable is to explore initiatives already begun; review varieties of measures examining student growth (outcomes); and identify different methods of reporting findings.

H. Minority Pool for State System Universities

John P. Jacobsen
Data & Information Manager
PA State System of
Higher Education

With the downward turn in high school graduates, are there enough minority students to meet enrollment goals for the State System of Higher Education in Pennsylvania?

TUESDAY, November 19

7:45am - 8:45am	TABLE TOPICS - Grand Ballroom

I. Retention Studies

Ingrid Telefors
Assistant to the Director of
Planning and
Institutional Research
Eastern Connecticut State

This session is an opportunity for informal discussion and exchange of ideas on creating useful and accurate retention studies.

J. Late-Breaking Topics

Kimberley Dolphin
Director
HEDS Consortium
Tufts University

Participants at this table will discuss any topics of interest or controversy that may have surfaced in higher education since the Conference Program was finalized.

K. Conference Evaluation (Invited Interview)

Stuart Rich
Director
Institutional Research
Georgetown University

Invited interview.

L. Conference Evaluation (Invited Interview)

Ellen Armstrong Kanarek
Program Director
Applied Educational Research, Inc.

Invited interview.

9:00am - 10:15am

GENERAL SESSION - Grand Ballroom
"Fantasies and Forecasts for the Year 2010"

Executive Panel:
Peter Davies, Staff College, Bristol, England
Richard Kraus, President, Cape Cod Community College
Margaret McKenna, President, Lesley College
Sherry Penney, Chancellor, Univ. of Massachusetts, Boston

1991 NEAIR CONFERENCE PROGRAM

TUESDAY, November 19

| 10:15am - 12:00 noon | Informal Computer Demonstration and Survey Fair |

Ballroom Foyer

IBM AT and MAC II computers available for informal demonstrations. And, a sample of survey instruments from other Institutional Research offices for your review.

Cost Containment

Michael Middaugh
Director, Institutional
Research and Planning
University of Delaware

Ed Delaney
Asst. Vice President, Planning
George Mason University

Other Panelist TBA

10:30am - 12:00 noon

PANEL

Skyline A

Members of this panel, representing three different sectors of higher education, will discuss the cost containment issues and challenges that their institutions are facing with a special focus on the use of institutional research services in gathering data to underpin cost containment strategies in budget planning.

Course Demand Characteristics: Analyses Based on Student Registration Activity

Bruce P. Szelest
Associate for Institutional
Research
State University of New York
at Albany

10:30am - 11:10am

PAPER

Skyline B

Course demand characteristics (e.g., how quickly do they fill up, high or low drop/add activity, the percent of student demand satisfied) have been utilized to aid decision makers in improving the use of their instructional resources. Registration data is analyzed and presented in a way that departmental chairs and deans can use.

Moderator: Patricia Haeuser

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TUESDAY, November 19

Craig A. Clagett
Director of Institutional
Research and Analysis
Prince George's Community
College

Robin B. Huntington
Senior Research Analyst
Institutional Research
University of Maryland
Baltimore County

10:30am - 11:10am

PAPER

Skyline C

To respond to increasing responsibilities, institutional researchers must enhance their effectiveness and productivity. A national survey of institutional research directors identified both obstacles and solutions to meeting this challenge. The authors of The Institutional Research Practitioner will share "techniques that work" gleaned from the survey and their popular guidebook.

Moderator: Ellen Armstrong Kanarek

Jane Price
Assistant Director
Institutional Research
Franklin & Marshall College

10:30am - 11:10am

PAPER

Skyline D

As the number of traditional college-aged students declines and the competition among colleges for students intensifies, an institution's recruitment literature becomes increasingly important. Institutional researchers 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 includes both quantitative and qualitative data on students' preferences for different styles and strategies that are currently used in Admissions literature. **This paper won the Best Paper Award for the 1990 NEAIR Conference in Albany.**

Moderator: Marian Pagano

TUESDAY, November 19

A Simple Computer Model for Prioritizing and Scheduling School Visits

David R. Weir, Jr.
Associate Director of Admissions
Franklin Pierce College

10:30am - 11:10am

DEMONSTRATION

Skyline E

This workshop will demonstrate a computer model and associated files that are used by Franklin Pierce College to prioritize and schedule school visits. The target audience will be admissions and data processing staff.

Moderator: Jennifer Brown

Attrition and C.I.R.P. Correlates of a Measure of Self-Confidence Regarding Transition into College

Robert W. Baker
Professor of Psychology
Clark University

11:20am - 12:00 noon

PAPER

Skyline B L

This paper reviews everyday behavioral (e.g., attrition, level of academic performance, appeals for psychological services) and test/inventory (e.g., C. I. R. P.) correlates of a modification of the Student Adaptation to College Questionnaire for prematriculation use in measuring self-confidence regarding the impending transition into college.

Moderator: Albert Lefebvre

Degrees Granted as an Assessment Measurement for Community Colleges: A Misleading Indicator

Marcia M. Lee
Director of Institutional Research
Westchester Community College

11:20am - 12:00 noon

PAPER

Skyline C

This paper will show that for community colleges in particular, the number of degrees granted is a very misleading indicator. Moreover, the validity of degrees granted as an assessment indicator is further eroding since the percentage of students whose goal is to transfer, not graduate, is increasing. This trend has important implications for the newly enacted Students' Right To Know and Campus Security Act (P.L. 101-542), which modifies previous regulations and goes into effect July 1, 1993.

Moderator: Marian Walker

TUESDAY, November 19

Estimating Numbers of Students with Disabilities, Their Needs and Ratings of Facilities and Services

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

11:20am - 12:00 noon

PAPER

Skyline D

A survey was developed and administered to a sample of our total student body to estimate the number of students with disabilities, and the types and magnitudes of disabilities. In addition, all respondents were asked to evaluate facilities and services.

Moderator: Jane Price

Understanding and Using the Admitted Student Questionnaire (ASQ)

Ellen Armstrong Kanarek
Program Director
Applied Educational Research, Inc.

11:20am - 12:00 noon

DEMONSTRATION

Skyline E

This workshare is designed for users of the Admitted Student Questionnaire, new or experienced, who wish to explore ways of supplementing the standard ASQ reports. Topics will include preparing an executive summary; using college overlap information; using the Norms report; and relating ASQ to other institutional data.

Moderator: Michael McGuire

12:00 noon - 3:00pm   STEERING COMMITTEE/LUNCHEON - University A

1991 NEAIR CONFERENCE PROGRAM

TUESDAY, November 19

Introductory Statistics for Institutional Research

Marian Pagano
Researcher/Analyst
Office of
Institutional Research
Tufts University

1:00pm - 4:00pm

WORKSHOP

Skyline A

The very basic in statistics will be covered in a way useful as an introduction or as a refresher to statistics. Data from an actual IR project will be used for illustration. Descriptive statistics, sampling and probability theory (including the famous M&M exercise), and three inferential methods (chi square, t-test, and Pearson's r) will be covered. Participants will receive a notebook detailing the materials covered. **This is an encore presentation of a Sunday morning workshop.**

Principles of Financial Management and Analysis for Institutional Researchers
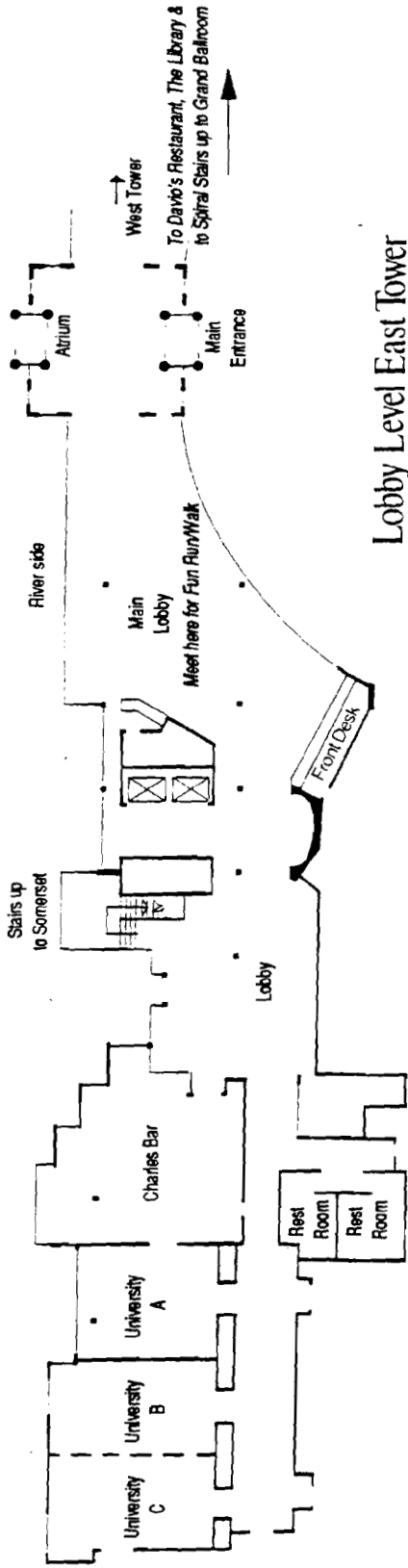
James P. Honan
Associate Director of
Programs and Professional
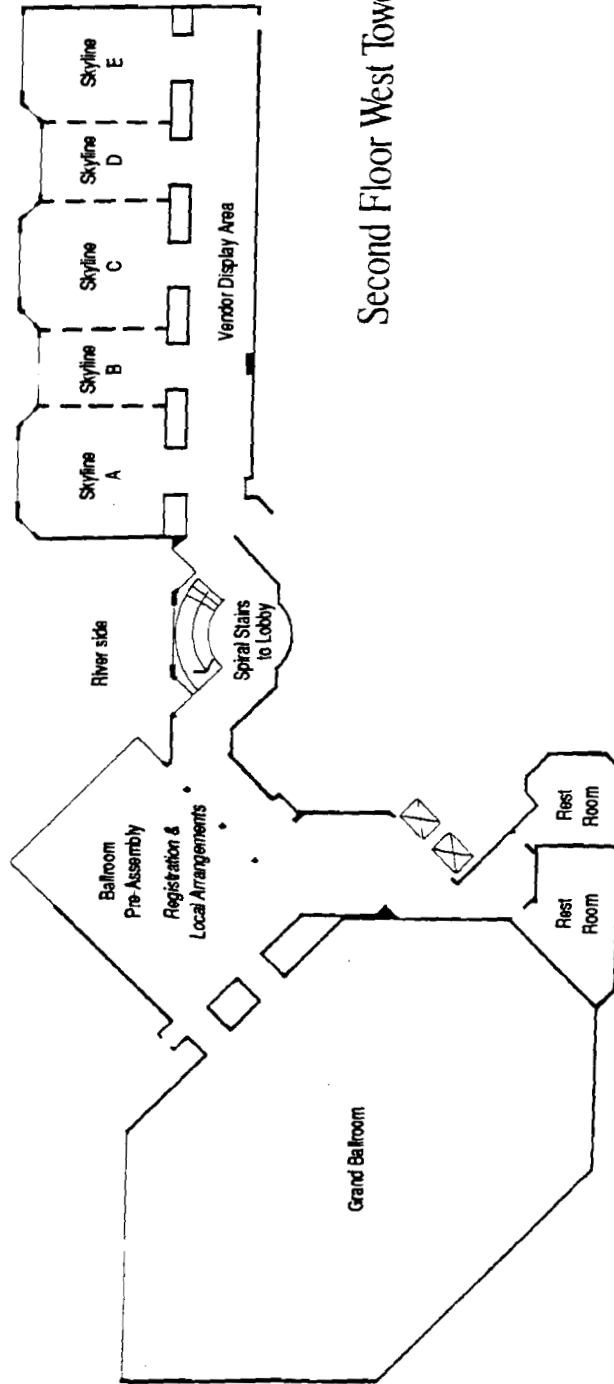Evaluation
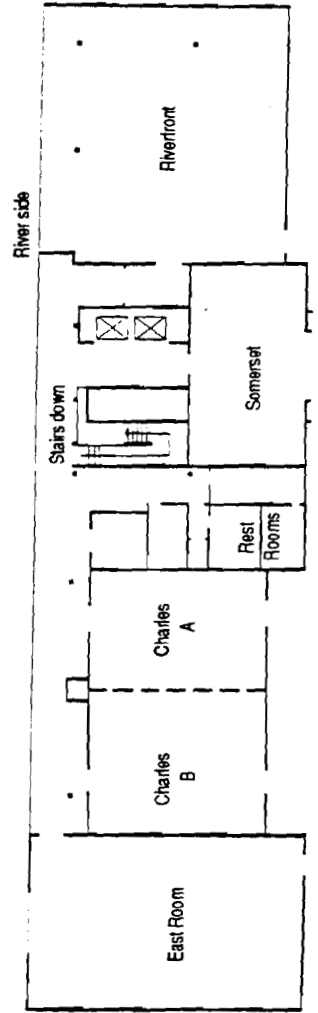Harvard University

1:00pm - 4:00pm

WORKSHOP

Skyline C

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. **This is an encore presentation of a Sunday morning workshop.**

Lobby Level East Tower

River side

West Tower

Atrium

Main Entrance

To Davio's Restaurant, The Library & to Spiral Stairs up to Grand Ballroom

Main Lobby

Meet here for Fun Run/Walk

Front Desk

Stairs up to Somerset

Charles Bar

Lobby

Rest Room

Rest Room

University A

University B

University C

Second Floor West Tower

Skyline A

Skyline B

Skyline C

Skyline D

Skyline E

Vendor Display Area

River side

Spiral Stairs to Lobby

Ballroom Pre-Assembly

Registration & Local Arrangements

Rest Room

Rest Room

Grand Ballroom

Second Floor East Tower

River side

Riverfront

Stairs down

Somerset

Rest Rooms

Charles A

Charles B

East Room