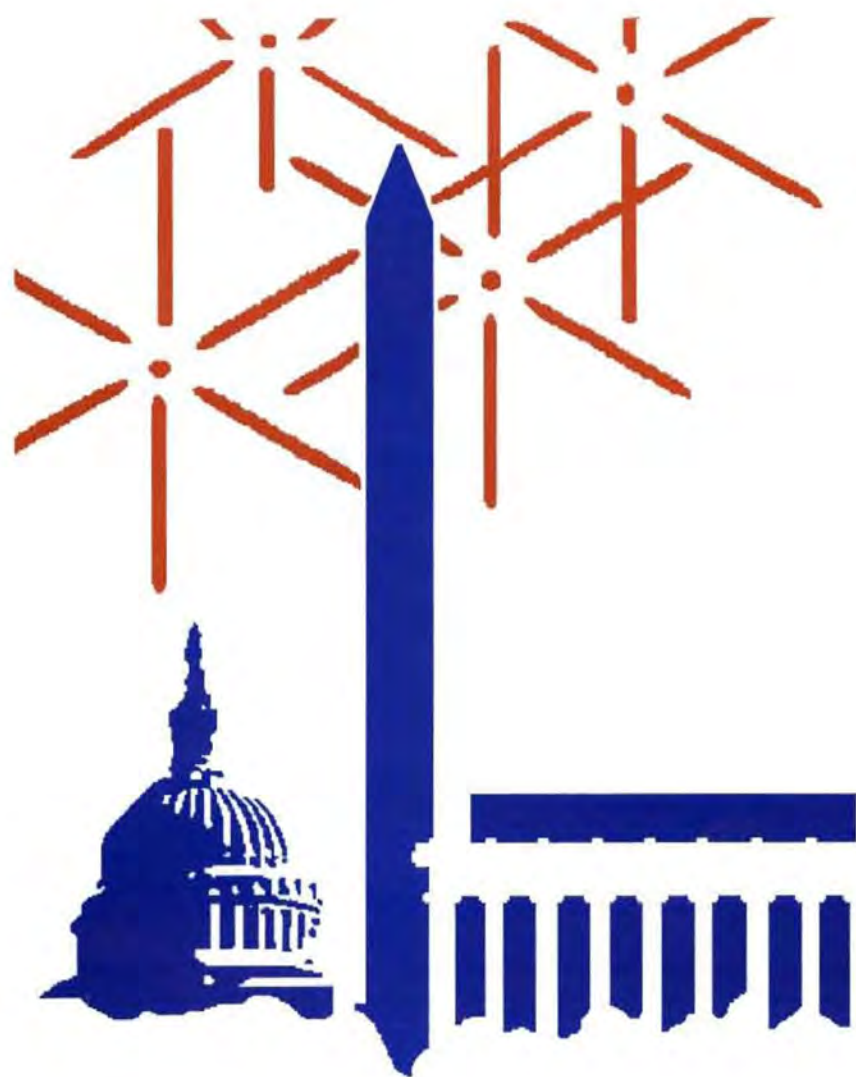


North East Association for Institutional Research  
19th Annual Conference

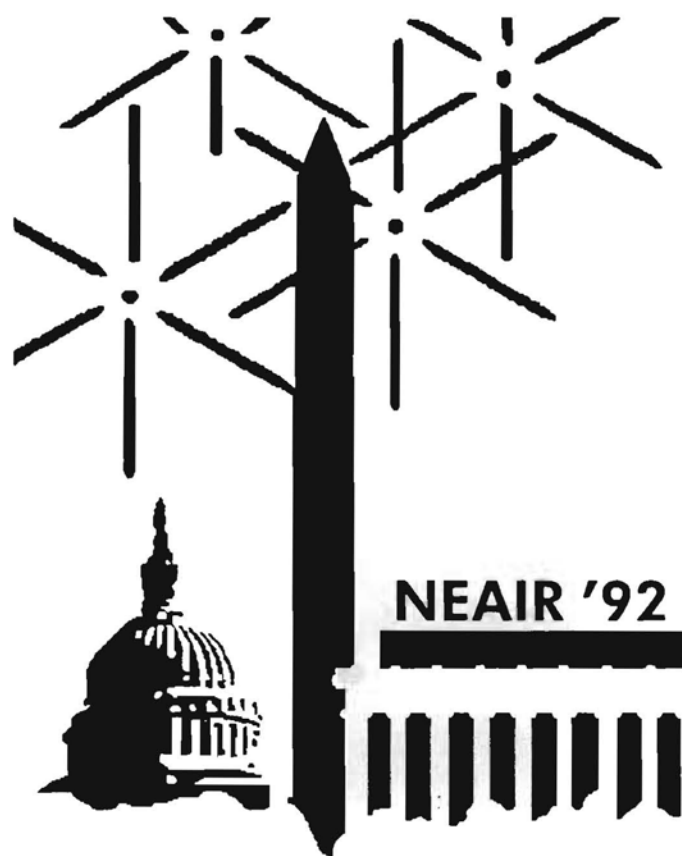


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**Defining a Quality Education**

The Hotel Washington • Washington, D.C. • November 14-17, 1992





Defining A Quality Education



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#### Conference Program

**Ellen Armstrong Kanarek**  
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Applied Educational Research

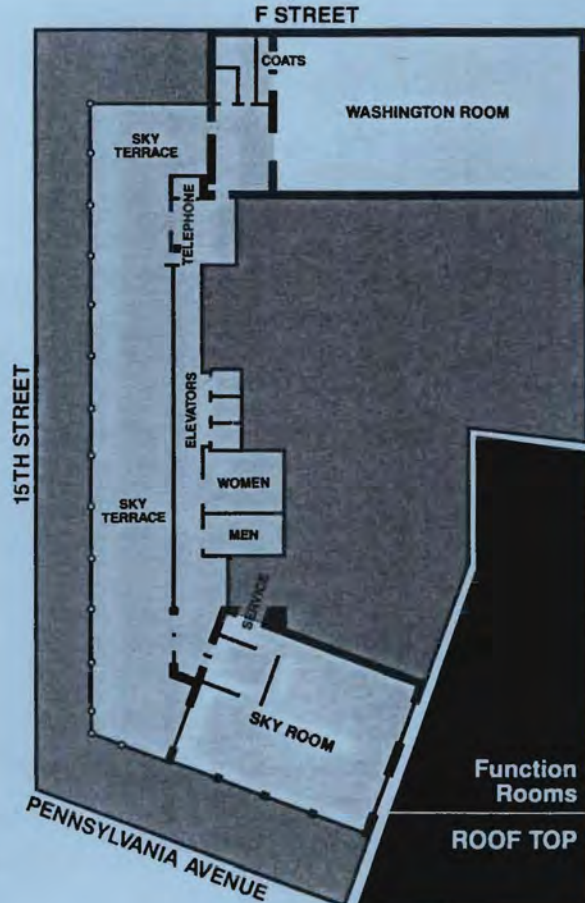
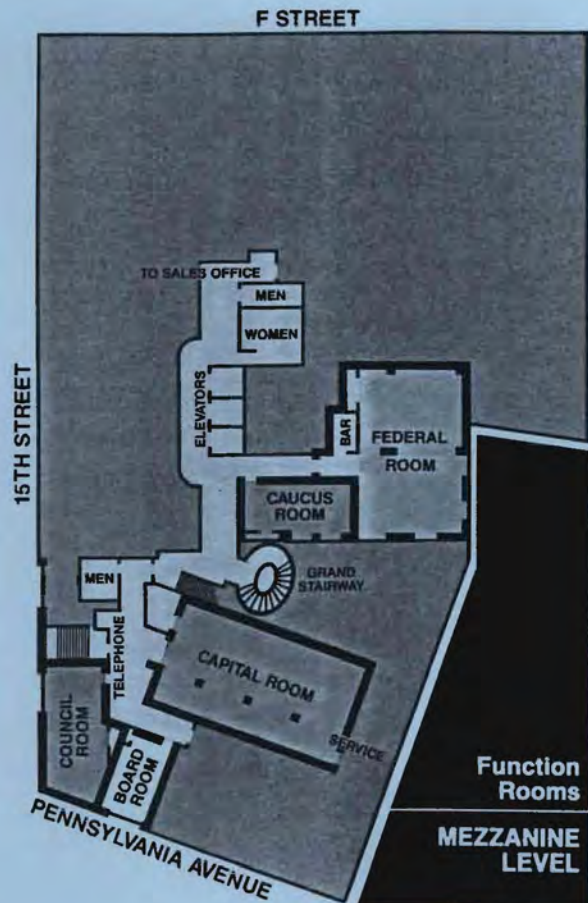
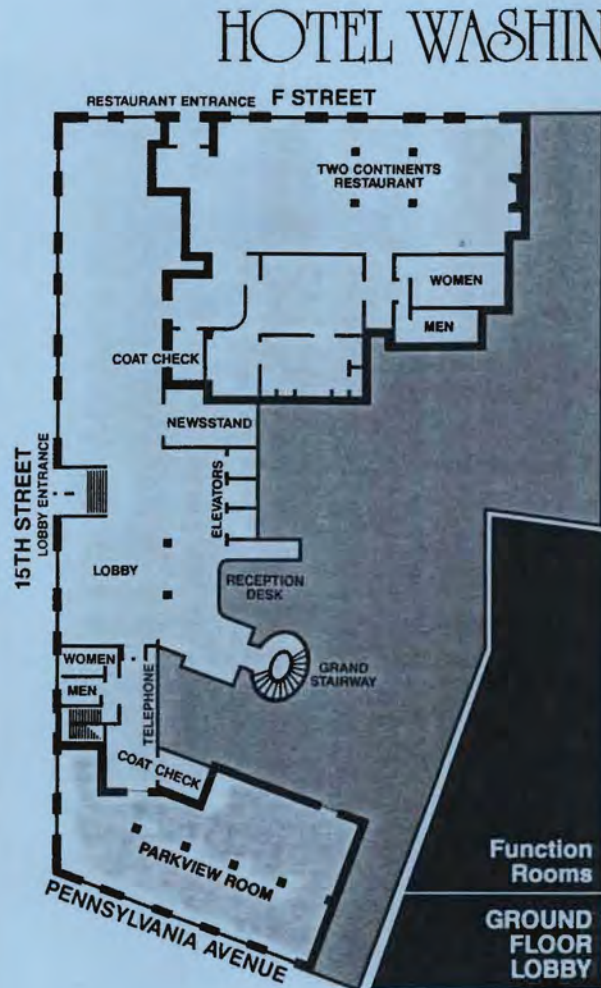
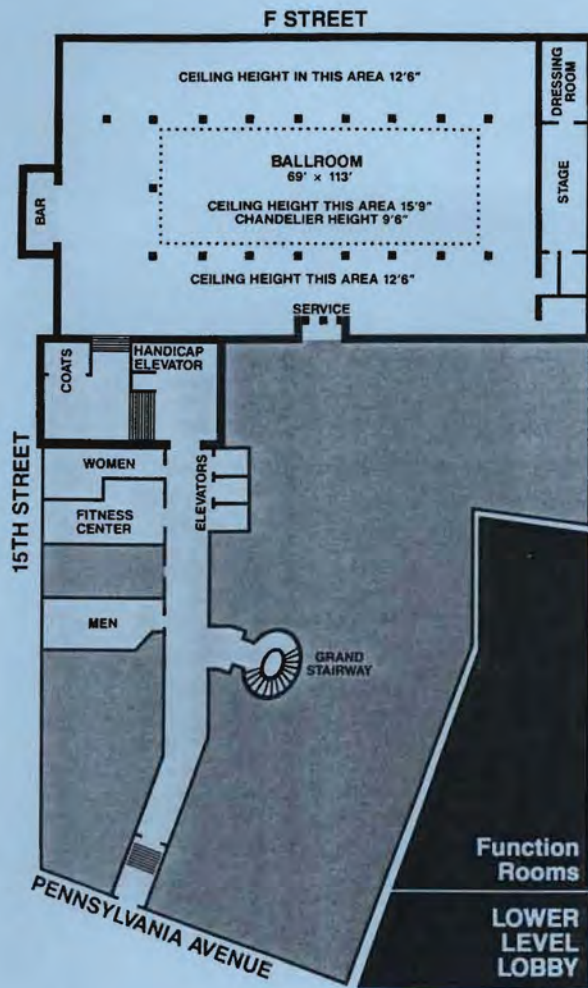
#### Local Arrangements

**Stuart Rich**  
Director of Institutional Research  
Georgetown University

#### Conference Proceedings

**Karen Bauer**  
Research Analyst  
University of Delaware





# Program at a Glance

Northeast Association for Institutional Research

19th Annual Conference

Washington, D.C.

## SATURDAY - NOVEMBER 14

12:30 - 5:30	Adv.SPSS/PC+ Workshop - GU		TQM Workshop - Capital	Newcomers Wkshp - Council	
5:30 - 7:00			Reception - President's Suite		

## SUNDAY - NOVEMBER 15

9:00 - 5:30			Registration - Lobby		
9:00 - 12:00		An Assessment Primer Federal	Statistics I Workshop Capital	Finance I Workshop Council	Planning Workshop Caucus
1:30 - 4:30	SPSS/PC+ Workshop Georgetown University 1:15 - 4:45	Public Universities Information Exchange Seminar 1:00pm - 4:00pm Federal	Assessing and Improving General Education Workshop Capital	Finance II Workshop Council	
3:00 - 3:15			Break - Mezzanine		
4:45 - 5:45		Table Topics - Parkview			
	Table Topics	How Institutional Researchers Can Enhance the Admission Process at Various Stages	Requirements and Implementation of the Student Right-to-Know Act	Assessment: Where are We Headed?	Special Interest Group Catholic Colleges and Universities Caucus
	Parkview	Impact of Campus-wide Access to Centralized Information Systems	Using SPSS in the IR Office		
6:00 - 9:00			Social Hour and Dinner - The Old Ebbitt Grill		

## MONDAY - NOVEMBER 16

7:30 - 8:45			Continental Breakfast - Ballroom		
7:45 - 8:45 SIG	Higher Education Data-Sharing Consortium (HEDS) Parkview	Public Universities Information Exchange Federal	Pennsylvania State System of Higher Education Capital	Two-Year Colleges Council	
9:00 - 10:00	✓	General Session - Ballroom - "Judgments In The Window: Standards of Content and Standards of Performance"			
10:15 - 10:55	Transforming Higher Education Through Continual Quality Improvement: Implications for the IR Profession and Associations	Using CIRP Data to Classify Students and Institutions Federal - Paper	High School Graduates: What Do You Do With the Data? Capital - Paper	Beyond IPEDS: The Use of National Data Bases in IR Council - Panel	Evolution of a Special Needs Student Reporting System Caucus - Case Study
11:10 - 11:50	Parkview - Panel	Validity of Admission Characteristics in Predicting Performance in Academic Coursework Federal - Paper	The College Student Experiences Questionnaire: A Follow-Up Study Capital - Paper	Risky Practices, Gender and Power: A Study of Heterosexual College Students Council - Paper	Quilting of Fragmented Data: A Multi-Dimensional Approach to Conducting Ad-Hoc Research Caucus - Case Study

12:00 - 1:30		Annual Business Meeting and Lunch - Ballroom			
1:45 - 2:25	Institutional and Association Research	A Financial-Risk Indicator Model: The Ability to Predict Attrition and the Ability to Pay Federal - Paper	Assessing County Support for Community Colleges: An IR Success Story Capital - Paper		Integrating Strategic and Facilities Planning in a Comprehensive Public University Caucus - Case Study
2:40 - 3:20	Parkview - Panel	<del>CIRP Freshman Survey: Twenty-Year Trends at a Liberal Arts College Federal - Paper</del>	Tracking Transfer Students: the Perils and Pitfalls of Complying with the Student Right-to-Know Act Capital - Paper	Exploration of Some Rules for Comparative Analysis of Student Subgroups Council - Paper	The Ten-Year Self-Study: Where Do I Begin? <del>Caucus</del> - Workshare
3:20 - 3:45		Break - Mezzanine			
3:45 - 4:25	How Valid is Self-Reported Financial Aid Information? Parkview - Paper	Predictors of Retention for Community College Students: Student and Program Characteristics Federal - Paper	Marketing and Development: Implementing Bachelor Degree Programs at a Two-Year Institution Capital - Paper	Completers' Perspectives of Their Higher Education Experiences Council - Paper	New Standards for Accreditation: Implications for Institutional Research Caucus - Paper
4:40 - 5:20		Assessing College Outcomes Using the Astin I-E-O Model Federal - Panel	Differences and Similarities Between Native and Transfer Students: CSU Survey of the Class of 1990 Capital - Paper	Getting at the Heart of the Matter: The Power of Persuasion in Institutional Research Council - Demonstration	Quality Education: A Comparison of Definitions Caucus - Paper
6:00 - 7:30		Reception - Cash bar, hors d'oeuvres - Parkview			
TUESDAY - NOVEMBER 17					
6:30 - 7:30		Fun Run - Meet in the Hotel Lobby			
7:30 - 8:45		Continental Breakfast - Ballroom			
8:00 - 9:00 Table Topics	Barron's/ Peterson's/ College Guides/ UGHI The University of Connecticut's Process for Answering "All of the Above"	ASQ/ASQ+ Interest Group	The Ups and Downs of Implementing Deming's Total Quality Management at a Private Institution	State Agency Need for Data vs. Institutional Autonomy	The Role of Institutional Research in Program Review
Ballroom		Conference Evaluation - Invited Interviews			
9:15 - 9:55	Institutional Research and Graduate Education: Developing Recruitment and Marketing Data Parkview - Paper	Integrated Postsecondary Education Data System (IPEDS): Changes for 1993 Federal - Panel	The Role and Impact of the Institutional Researcher in the Presidential Search Process Capital - Paper	Getting a Handle on Faculty Workload Council - Case Study	A College-Wide Information System (CWIS) at SUNY Potsdam Caucus - Case Study
10:10 - 10:50	U.S. News and World Report's Annual Best Colleges Study: Dimensions, Variables, Measures, and Weights		Description, Application and Demonstration of the Higher Education Media Scan (HEMS) Reference System Capital - Demonstration	The National Study of Postsecondary Faculty: The How's, Why's and Wherefore's Council - Panel	A Comparison of Influences on Grading Practices of Faculty at Two-Year and Four-Year Institutions Caucus - Paper
11:05 - 11:45	Parkview - Panel	Developing a Comprehensive Data Base for Assessing Academic Productivity Federal - Paper	College Women's Performance in a Math-Science Curriculum: A Case Study Capital - Paper	Getting to Know Your Freshman Class: A Pre-Orientation Survey Council - Paper	An Information Infrastructure for Enrollment Management: Tracking and Understanding Your Students Caucus - Paper
12:00 - 4:00		Steering Committee - Suite 331			

**The following changes have been made to the program:**

**Cancelled: "The Potential Impact of IR on the Quality of Student Life"**

**4:40pm - 5:20pm Monday**

**Room Change: "Assessing College Outcomes Using the Astin I-E-O Model"**

**4:40pm - 5:20pm Monday**

**has been moved to the Federal Room**

## **Of Special Note!**

- **Saturday - Reception in the President's Suite from 5:30pm - 7:00pm**

*Welcome newcomers and early arrivals. To be held in Room 306.*

- **Sunday - Dinner at the Old Ebbitt Grill beginning at 6:00pm**

*Take your place in history at the oldest saloon in town.*

- **Monday - Business meeting and luncheon in the Ballroom**

*Be sure to leave your business card in the fishbowl at the Hospitality Desk in order to be eligible to win a weekend at the Sagamore on Lake George.*

- **Monday - Reception in the Parkview Room from 6:00pm - 7:30pm**

*Meet your group for dinner.*

- **Tuesday - Fun Run/Walk at 6:30am**

*Join Mike McGuire and others on a tour of the Mall.*

- **Special giveaways during the conference include:**

*Word for Windows 2.0; Excel for Windows 4.0; SPSS for Windows; Harvard Graphics 3.0. Visit all the vendor exhibits.*



# Conference Program

## Saturday

### **Newcomers to Institutional Research**

**Michael F. Middaugh**  
Director of Institutional Research & Planning  
University of Delaware

**12:30pm - 5:30pm**

Workshop  
Council

### **Advanced Statistical Analysis in Institutional Research Using SPSS/PC+**

**Marian Pagano**  
Director of Institutional Research & Planning  
Columbia University

**MaryAnn Coughlin**  
Research Analyst  
Smith College

**12:45pm - 5:15pm**

Workshop  
Georgetown University

### **Total Quality Management in Higher Education**

**G. Gregory Lozier**  
Exec. Director, Planning & Analysis  
Pennsylvania State University

**Deborah J. Teeter**  
Director, Institutional Research & Planning  
University of Kansas

**1:00pm - 5:00pm**

Workshop  
Capital

**5:30pm - 7:00pm**

## November 14

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 used by college presidents; defining critical issues for institutional research at your college; identifying sources of data; conducting survey research; using personal computers and software in institutional research; 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 their institution.

This is a joint theory, application, and execution workshop. It will cover many of the advanced statistics in the SPSS/PC+ package. Participants should be comfortable with basic statistics and SPSS commands. This case study workshop will walk participants through the application and interpretation of SPSS advanced statistics to common institutional research tasks, such as cluster analysis, factor analysis, analysis of variance, and multiple regression. Participants are encouraged to submit requests for coverage of other topics. Such requests should be made well in advance of the workshop.

**Meet at Registration Desk for van transportation.**

This workshop is designed as an introduction to individuals interested in examining such questions as "What is TQM?" "Who is practicing it?" and "What are some of the issues in getting started?" The presenters will describe the basic principles, underlying concepts, and origins of Total Quality Management, and introduce concrete examples of experiences with TQM.

**Early Arrivals Reception - President's Suite**

## Sunday

9:00am - 5:30pm

### **Institutional Planning: Principles and Applications**

**John A. Dunn, Jr.**  
President  
Dean Junior College

9:00am - 12:00noon  
Workshop  
Caucus

### **Principles of Financial Management and Analysis for Institutional Researchers — I**

**James P. Honan**  
Associate Director  
Programs and Professional  
Education  
Harvard University

9:00am - 12:00noon  
Workshop  
Council

### **Introductory Statistics for Institutional Research**

**Marian Pagano**  
Director of Institutional Research  
Columbia University

9:00am - 12:00noon  
Workshop  
Capital

### **An Assessment Primer**

**Barbara Wright**  
University of Connecticut  
Former Director  
AAHE Assessment Forum

9:00am - 12:00noon  
Workshop  
Federal

## November 15

Registration - Hotel Lobby

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 question(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 other materials.

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.

The very basic ideas 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.

An introduction to the postsecondary assessment movement, including history, concepts, methods, controversies, and trends, along with basic steps for getting started.

### **Public Universities Information Exchange**

**Edward L. Delaney**

Executive Director  
National Center for Strategic  
Information Exchange  
George Mason University

**Michael F. Middaugh**

Director of Institutional Research  
University of Delaware

**Donald J. Reichard**

Associate Vice Chancellor  
UNC-Greensboro

**1:00pm - 4:00pm**

Seminar  
Federal

The Exchange is a consortium of public universities committed to sharing strategic information and knowledge designed to support planning and management effectiveness among member institutions. This session for current members and potential new members interested in joining the consortium will focus on an update of the relocation of the Exchange to George Mason University and the studies to be undertaken during the year ahead.

### **Introduction to SPSS/PC+ for Institutional Research**

**Marian Pagano**

Director of Institutional Research &  
Planning  
Columbia University

**MaryAnn Coughlin**

Research Analyst  
Smith College

**1:15pm - 4:45pm**

Workshop  
Georgetown University

This workshop is intended for those who are familiar with basic statistical concepts and applications but who want to learn how to efficiently use SPSS/PC+ to get appropriate output. The workshop will cover: 1) SPSS file types (.sys, .lis, .log, .pad); 2) basic statistical procedures and interpretation: frequency distributions, means, crosstabs, correlation, t-test and simple regression; 3) manipulating data and files: join, sort, recode, compute, if; and 4) basic reporting using report and tables. This is an immersion-type workshop using real IR data.

***Meet at Registration Desk for van transportation.***

**1:30pm - 4:30pm**

### **Principles of Financial Management & Analysis for Institutional Researchers - Advanced Session**

**James P. Honan**

Associate Director  
Programs & Professional Education  
Harvard University

**1:30pm - 4:30pm**

Workshop  
Council

This workshop will focus on issues relating to cost containment and retrenchment in colleges and universities. Using a case study and supplementary readings, the session will highlight the possible role of institutional researchers in the collection and analysis of financial and non-financial data to support and inform cutback management decisions and strategic planning.

**Assessing and  
Improving General  
Education: A Strategy  
Based on Coursework**

**Elizabeth A. Jones**  
Research Associate, NCTLA,  
Pennsylvania State University

**James Ratcliff**  
Co-Director, NCTLA  
Pennsylvania State University

**1:30pm - 4:30pm**

Workshop  
Capital

**3:00pm - 3:15pm**

**4:45pm - 5:45pm**

**Catholic Colleges and  
Universities**

**Joseph Pettit**  
Vice President for Planning  
Georgetown University

**4:45pm - 5:45pm**

Special Interest Group  
Caucus

**Requirements and  
Implementation of the  
Student Right-to-Know Act**

**Barbara Erdsneker**  
Senior Research Associate  
Institutional Research  
Bergen Community College

**Impact of Campus-Wide  
Access to Centralized  
Information Systems**

**Thomas Gusler**  
Assistant Academic Vice President  
Clarion University of Pennsylvania

In this workshop, participants learn how to select multiple methods to assess student learning; link learning to coursework through transcript analysis; and use this information to improve curriculum, instruction, and learning. Participants receive a copy of the Handbook on Linking Assessment and General Education.

**Break - Mezzanine**

**Table Topics - Parkview**

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

The Student Right-to-Know and Campus Security Act specifies, in part, July 1993 reporting of student graduation, persistence, and for many colleges, transfer rates. This session will focus on the details of the Act, as well as methods of collection of the data required for compliance.

Participants in this session will discuss the potential impact on the institutional research function of making Campus-Wide-Information-Systems (CWISs) and fourth-generation language packages e.g., Focus) available to faculty and administrators who might not be completely informed of all the qualifications of the data.

### **How Institutional Researchers Can Enhance the Admission Process at Various Stages**

**Anne Marie Delaney**  
Director of Program Research  
Boston College

**Dawn Geronimo Terkla**  
Director of Institutional Research & Planning  
Tufts University

**Marjorie Wiseman**  
Director  
Marketing, Institutional Research & Planning  
Northeastern University

This discussion will focus on how institutional researchers can enhance the ability of admission officers to achieve their recruitment goals. The discussion will identify specific studies institutional researchers can conduct and explore ways in which institutional researchers can interpret the results of such studies to increase admission officers' understanding of the college age population and to enhance their ability to attract ideal candidates to their institutions.

### **Using SPSS in the IR Office**

**Dale W. Trusheim**  
Associate Director  
Institutional Research & Planning  
University of Delaware

This table topic session is for both new and experienced SPSS users — mainframes or PC. Come prepared to share or discuss problems, solutions, questions, interesting code, or data analysis.

### **Assessment: Where are We Headed?**

**Barbara Wright**  
University of Connecticut  
Former Director  
AAHE Assessment Forum

'Authentic assessment,' quality indicators, TQM...What do they mean, and where is postsecondary assessment headed? How can institutions — and institutional researchers — best respond to calls for greater institutional effectiveness? Join this discussion to share impressions and pool ideas.

**6:00pm - 7:00pm**

**7:00pm - 9:00pm**

**Cash bar and hors d'oeuvres - The Old Ebbitt Grill**

**Dinner and "networking" - The Old Ebbitt Grill**

## Monday

7:30am - 8:45am

7:45am - 8:45am

## November 16

Continental Breakfast - Ballroom

Special Interest Groups

### **Pennsylvania State System of Higher Education**

**Maree R. Glanville**  
Director  
Institutional Research  
Shippensburg University

Capital

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

### **Public Universities Information Exchange**

**Edward L. Delaney**  
Executive Director  
National Center for Strategic  
Information Exchange  
George Mason University

Federal

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.

### **Two-Year Colleges**

**Alan J. Sturtz**  
Director  
Institutional Research  
South Central Community College

Council

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. A representative of the National Council for Research and Planning will brief participants on NCRP plans for 1992-93.

### **Higher Education Data-Sharing Consortium (HEDS)**

**Kimberly Dolphin**  
Director  
HEDS Consortium

Parkview

An opportunity for HEDS members and others interested in data exchange activities to discuss current plans and future areas of analysis, with a focus on institutional productivity and cost containment issues.

**9:00am - 10:00am**

**General Session - Ballroom**

**Judgments In The Window:  
Standards of Content and Standards of Performance**

**Clifford Adelman**

Director, Division of Higher Education, Office of Research  
U.S. Department of Education

**10:15am - 10:55am**

**Transforming Higher  
Education Through  
Continual Quality  
Improvement: Implications  
for the Institutional  
Research Profession and  
Associations**

**Edward L. Delaney**  
AIR President

**Larry W. Metzger**  
NEAIR President

**John Muffo**  
AIR Vice President/President-Elect

**Terrence Russell**  
AIR Executive Director

**Dawn Geronimo Terkla**  
NEAIR President-Elect

**10:15am - 11:50am**  
Panel  
Parkview

Renewed demands for quality improvement by federal, state, and accrediting agencies, together with increased student and sponsor expectations for quality products and services, have increased the challenges for higher education to transform its functions and culture. Institutional research professionals are likely to be called upon to play significant roles in these transformational processes, especially involving assessment and quality improvement efforts. This panel will seek ways in which AIR, NEAIR, and other associated groups might advance these transformational efforts and empower institutional researchers to become strategic players.

**Evolution of a Special  
Needs Student  
Reporting System**

**Stephen Cunningham**  
Institutional Research Specialist  
Office of Strategic Planning &  
Research  
Pennsylvania College of Technology

**10:15am - 10:55am**  
Topical Case Study  
Caucus

The development of a computer database and reporting system used for Perkins Act reporting requirements and other internal needs at a public, two-year technical college will be discussed.

*Moderator: Barbara Erdsneker*  
*Bergen Community College*

### **Using CIRP Data to Classify Students and Institutions**

**Larry Litten**

Director of Research, COFHE

**David Brodigan**

Assoc. Dean, Institutional Research  
Carleton College

**10:15am - 10:55am**

Paper  
Federal

Factor analysis of the data on goals and values from the American Freshmen Survey obtained at 18 private, selective colleges and universities revealed seven principal dimensions. This paper will explore a typology of students based on these factors and the personal characteristics that are associated with membership in the different groups. It will also examine the characteristics of institutions which have relatively high or low scores on each of the dimensions.

*Moderator: Lynn Rothstein  
Union Theological Seminary*

### **High School Graduates: What Do You Do with the Data?**

**John Jacobsen**

Data and Information Manager  
Office of Academic Affairs  
Pennsylvania State System of Higher Education

**Katharine Blake Holsworth**

Senior Budget Planning Analyst  
Pennsylvania State University

**10:15am - 10:55am**

Paper  
Capital

Two separate agencies find similar and very different uses for high school graduate data from the Pennsylvania Department of Education. How each entity uses the data will be discussed, including but not limited to projections and other uses of the data. Also being discussed will be other activities that might be of use to the universities and the high schools that send their students to either Penn State or the State System Universities.

*Moderator: Walter Liss  
Tufts University*

### **Beyond IPEDS: The Use of National Data Bases in Institutional Research**

**Samuel S. Peng**

Chief, Statistical Service and  
Methodological Research  
National Center for Education Statistics

**Roslyn Korb**

Chief, Cross-Sectional Studies  
Branch, NCES

**10:15am - 10:55am**

Panel  
Council

This panel will describe several national databases, other than IPEDS, that have rich information for institutional research. The presentation will map major research issues with these databases, highlight findings from previous studies, and discuss procedures for obtaining these data bases and technical assistance. Implications for institutional research will be discussed.

**11:10am - 11:50am****Risky Practices, Gender & Power: A Study of Heterosexual College Students****Jennifer Brown**  
Director of Institutional Research  
Connecticut State University**11:10am - 11:50am**Paper  
Council

A report on risky practices in the sexual relationships of heterosexual, undergraduate college students, the effects of interpersonal power and gender on safer sex practices, and the implications of the findings for safer sex education.

*Moderator: Kay Wijikumar*  
*Indiana University of Pennsylvania*

**Quilting of Fragmented Data: A Multi-Dimensional Approach to Conducting Ad-Hoc Research****Yun K. Kim**  
Director  
Office of Institutional Research  
Goucher College**11:10am - 11:50am**Topical Case Study  
Caucus

In the world of institutional research, many researchers are constantly asked (and required) to conduct studies which would require carefully controlled longitudinal approaches in a few weeks of time. How do we deal with this enormous dilemma? How do we ensure the quality of the results? This session will discuss a residential facility study recently conducted in a small private four-year college. The study integrated the results from a focus group study, a student opinion survey, campus visits, and a survey of admitted applicants. In addition, the presenter will share practical experience gained from conducting an in-house focus group study.

*Moderator: Jane Price*  
*Franklin and Marshall College*

**The College Student Experiences Questionnaire: A Follow-Up Study****Karen W. Bauer**  
Senior Research Analyst  
Office of Institutional Research  
University of Delaware**11:10am - 11:50am**Paper  
Capital

The CSEQ was completed by 114 first-time freshmen in Spring, 1989 and again for a follow-up as seniors in Spring, 1992. This study explored differences in quality of effort, satisfaction with the University environment, and estimates of gains made as freshmen and seniors. Implications for policy and program change that can help define a quality education will be discussed.

*Moderator: Brenda Bailey*  
*Edinboro University of Pennsylvania*

**Validity of Admission Characteristics in Predicting Performance in Academic Coursework****Anne Marie Delaney**  
Director of Program Research  
Boston College**11:10am - 11:50am**Paper  
Federal

This paper presents the rationale, methodology, and results of a study designed to determine the predictive validity of principal admission characteristics in relation to performance in specific types of academic courses. The admission characteristics examined include Verbal and Mathematical SAT scores and High School Rank. In the context of this study, academic courses are classified both by level of difficulty, as 'More Challenging' and 'Less Challenging' and by content, as 'More Challenging Language Oriented' and 'More Challenging Quantitatively Oriented' courses.

*Moderator: Harding Faulk*  
*Cheyney University of Pennsylvania*

<p><b>12:00noon - 1:30pm</b></p>	<p><b>Annual Business Meeting and Luncheon - Ballroom</b></p>
<p><b>1:45pm - 2:25pm</b></p> <p><b>Institutional and Association Research</b></p> <p><b>Cecilia Ottinger</b> Assistant Director Division of Policy Analysis &amp; Research, ACE</p> <p><b>Frank Balz</b> Executive Director NIICU</p> <p><b>Enid Jones</b> Director of Research, AACC</p> <p><b>Meredith Ludwig</b> Director, Association Research AASCU</p> <p><b>Dale Trusheim</b> Associate Director Institutional Research University of Delaware</p> <p><b>1:45pm - 3:20pm</b> Panel Parkview</p>	<p>This panel will discuss the relationships and linkages between research done in and for higher education associations on the one hand, and institutional research on the campuses on the other.</p>
<p><b>Assessing County Support for Community Colleges: An Institutional Research Success Story</b></p> <p><b>Craig A. Clagett</b> Director Institutional Research &amp; Analysis Prince George's Community College</p> <p><b>1:45pm - 2:25pm</b> Paper Capital</p>	<p>This case study describes the origins and development of an analysis credited with partially defusing a delicate political situation and preventing a substantial cut in college revenue. In addition to presenting several measures for assessing relative county aid, the internal and external politics of sharing the information will be discussed. Suggestions for increasing the incidence of such success stories will be presented.</p> <p><i>Moderator: Maree Glanville Shippensburg University of Pennsylvania</i></p>

### **Integrating Strategic and Facilities Planning in a Comprehensive Public University**

**Lou Fabian**

Director, Planning & Evaluation  
Academic Affairs  
Lock Haven University of  
Pennsylvania

**1:45pm - 2:25pm**

Topical Case Study  
Caucus

### **A Financial-Risk Indicator Model: The Ability to Predict Attrition and the Ability to Pay**

**David J. Costello**

Dean of Enrollment Planning  
Newbury College

**1:45pm - 2:25pm**

Paper  
Federal

**2:40pm - 3:20pm**

### **The Ten-Year Self-Study: Where Do I Begin?**

**Thomas Gusler**

Assistant Academic Vice President  
Clarion University of Pennsylvania

**2:40pm - 3:20pm**

Workshare  
Caucus

### **CIRP Freshman Survey: Twenty-Year Trends at a Liberal Arts College**

**Indira Govindan**

Director of Institutional Research  
Connecticut College

**2:40pm - 3:20pm**

Paper  
Federal

Although many institutions are engaged in formal planning activities, few have attempted to integrate academic and facilities planning. The advantages and challenges of linking these planning processes will be explored in this workshare session.

*Moderator: Amy Ensminger  
Mansfield University of Pennsylvania*

The viability of a tuition-driven college is closely linked to the financial risks it takes with each entering class. At a relatively small institution (1,000 FTEs) a slight movement in the college's bad debt ratio can cost or benefit an institution dramatically. At an institution that has a rolling admissions process, it becomes more imperative that a financial risk indicator system be developed whereby the college can make a sound decision on whether or not to enroll a specific student. This report details how a financial risk indicator system can be developed and implemented.

*Moderator: Katharine Blake Holsworth  
Pennsylvania State University*

This session will offer an opportunity for institutional researchers to share concerns, solutions, and practical planning advice with members regarding preparations for a ten-year self-study for the Middle States Association. Sample handouts will be available.

*Moderator: George Force,  
Slippery Rock University of Pennsylvania*

Connecticut College has participated in the CIRP Freshman survey for more than twenty years. In the first year it changed from a women's to a coed institution. This paper will examine trends in its students' educational aspirations, personal values, and political values as it made the transition from a single-sex to a coed college.

*Moderator: John Jacobsen  
Pennsylvania State System*

**Exploration of Some  
Rules for Comparative  
Analysis of Student  
Subgroups**

**Pam Roelfs**  
Associate Director  
Institutional Research  
University of Connecticut

**2:40pm - 3:20pm**

Paper  
Council

How should institutional researchers analyze college effectiveness in educating and servicing a specific student subgroup? Research reports on student athletes vs. student nonathletes were reviewed to identify possible general guidelines for comparative analysis of student subgroups.

*Moderator: Dawn Geronimo Terkla  
Tufts University*

**Tracking Transfer  
Students: the Perils and  
Pitfalls of Complying  
with the Student Right to  
Know Act (PL101-542)**

**Marcia M. Lee**  
Director  
Office of Institutional Research  
Westchester Community College

**2:40pm - 3:20pm**

Paper  
Capital

The purpose of this paper is to discuss the process used at Westchester Community College to identify students who transferred to four-year colleges before graduating and to provide a transfer student profile and back-up data suitable to satisfy auditors' verifying requirements for the Student Right-to-Know and Campus Security Act.

*Moderator: William Freund  
National Center for Education Statistics*

**3:20pm - 3:45pm**

**Break - Mezzanine**

**3:45pm - 4:25pm**

**New Standards for  
Accreditation:  
Implications for  
Institutional Research**

**Dawn Geronimo Terkla**  
Director  
Institutional Research & Planning  
Tufts University

**3:45pm - 4:25pm**

Paper  
Caucus

In January, 1992, the New England Association of Schools and Colleges issued new standards for accreditation. The objectives of this session are to describe the new standards, to highlight the differences between the new standards and the previous standards, and to discuss the implications that these new standards may have for institutional researchers.

*Moderator: Phyllis Fitzpatrick  
Fairfield University*

### **Predictors of Retention for Community College Students: Student and Program Characteristics**

**Kathleen Keenan**

Director, Institutional Research  
Massasoit Community College

**Joan Kinkiewicz**

Research Assistant  
Massasoit Community College

**3:45pm - 4:25pm**

Paper  
Federal

This longitudinal study investigates factors related to retention and degree completion for students enrolled at a comprehensive community college. Associations between student and institutional variables are explored in the context of previous empirical research and theoretical models of student retention. Correlates of persisting students and high-retention programs are described, with discussion of strategy implications for program improvement and enhanced retention of at-risk students.

*Moderator: Thomas Judd  
Rockland Community College*

### **Completers' Perspectives of Their Higher Education Experiences**

**Rocco P. Russo**

Director, AAU/AGS Project  
University of Rochester

**Kathleen Doran-Norton**

Director  
Enrollment Systems/Research  
University of Rochester

**3:45pm - 4:25pm**

Paper  
Council

Tough questions confront efforts to refocus and improve undergraduate education. "Consumer" perspectives of educational experiences have a prominent role in this change process. The Senior Review Project, consisting of interview and questionnaire data, was designed to obtain evaluative information from graduating seniors. Presented results highlight academic choice(s) and services issues.

*Moderator: James Ritchie  
University of Pittsburgh*

### **How Valid is Self-Reported Financial Aid Information?**

**Dale W. Trusheim**

Associate Director  
Institutional Research & Planning  
University of Delaware

**3:45pm - 4:25pm**

Paper  
Parkview

This paper compares the accuracy of students' self-reported information about financial aid awards with actual data on the types and amounts of these awards. This study shows that students' self-reports do not correspond closely to actual data. The results provide evidence for how nonsampling errors may bias survey results.

*Moderator: Joseph Ravelli  
Rutgers University*

**Marketing and  
Development:  
Implementing Bachelor  
Degree Programs at a  
Two-Year Institution**

**Suzanne Szydlak**  
Research Associate  
Newbury College

**David J. Costello**  
Dean of Enrollment Planning  
Newbury College

**3:45pm - 4:25pm**  
Paper  
Capital

**4:40pm - 5:20pm**

**Getting at the Heart of  
the Matter: The Power of  
Persuasion in Institutional  
Research**

**Peter Tran**  
Research Associate  
Analytical Services  
Boston University

**4:40pm - 5:20pm**  
Demonstration  
Council

**Assessing College  
Outcomes Using the  
Astin I-E-O Model**

**Joseph Pettit**  
Vice President for Planning  
Georgetown University

**Eva E. Nance**  
Director of Institutional Research  
University of Notre Dame

**4:40pm - 5:20pm**  
Panel  
Parkview

Changing market demands, responding to the needs and wants of students, and defining new market niches are just three reasons why a two-year college would seek to offer students a bachelor degree option. This paper focuses attention on a two-year career-oriented college that seeks to offer four-year bachelor degree programs in the areas of Business Administration and Legal Studies. This decision was driven by the philosophy of the College yet was well grounded in institutional and market research.

*Moderator: Michael McGuire  
Franklin and Marshall College*

The pervasive use of charts and graphics in institutional research calls for a computer program that is easy to use, flexible, and versatile. *Persuasion*, voted recently by Macintosh users as 1992's best presentation graphics program, provides institutional researchers with just that kind of program.

*Moderator: Richard Heck  
Colgate University*

Alexander S. Astin has long argued that talent development using an input-environment-outcome model is the proper way to assess college outcomes. In 1991, Georgetown University and the University of Notre Dame used the Follow-up Survey of UCLA's Higher Education Research Institute (HERI) as a senior survey and, where possible, matched the responses of individual seniors with those given to the 1987 CIRP Freshman survey. This presentation will examine the results of the resulting data using multiple regression analysis and other statistical procedures to understand both the cognitive and affective changes that took place during college. This analysis will be of particular interest to other institutional researchers since HERI plans to replace the follow-up survey with a similar instrument called the College Student Survey which will allow other colleges and universities to conduct comparable studies.

### **Quality Education: A Comparison of Definitions**

**Beth Baxter**

Public Relations Director  
Mon Valley Renaissance  
California University of PA

**4:40pm - 5:20pm**

Paper  
Caucus

### **Differences and Similarities Between Native and Transfer Students: CSU Survey of the Class of 1990**

**Dawne Vogt**

Assistant to the Director of  
Institutional Research  
Academic Affairs  
Connecticut State University

**4:40pm - 5:20pm**

Paper  
Capital

### **The Potential Impact of IR on the Quality of Student Life**

**John F. Biter**

Chair, Institutional Research  
St. Bonaventure University

**Carol Wittmeyer**

Assistant Professor of Education  
St. Bonaventure University

**Ann Preston**

Assist. Professor of Communication  
North Dakota State University

**4:40pm - 5:20pm**

Paper  
Federal

**5:30pm - 7:30pm**

Achieving a consensus definition of quality education in the higher education community is difficult at best, impossible at worst. One reason for this difficulty may be that various higher education institutions define quality education in very different ways. This presentation compares the way U.S. research universities, Class I and Class II institutions and a selected number of community colleges from across the United States define quality education. The results indicate a significant difference in how these two groups define the term in a variety of publications that address both internal and external audiences.

*Moderator: Arthur Kramer  
Passaic County College*

This study, conducted at a large, public, four-year institution, examines similarities and differences between native and transfer students on general characteristics, methods of financing education, assessments of programs and services, assessments of skills and abilities, and on current employment status.

*Moderator: Marian Pagano  
Columbia University*

The primary focus of this paper is to demonstrate that institutional research studies can have significant impacts on currently enrolled students. This project uses the results of three institutional research studies to develop proposals that departments can quickly implement to improve the quality of life of currently enrolled students.

*Moderator: Michael Middaugh  
University of Delaware*

**Reception - Cash bar, hors d'oeuvres. Meet your party for dinner at one of Washington's many restaurants**

## **Tuesday**

**6:30am - 7:30am**

**7:30am - 8:45am**

**8:00am - 9:00am**

### **Barron's! Peterson's! College Guides! UGH! The University of Connecticut's Process for Answering "All of the Above"**

**Donna Davis**  
Assistant to the Director  
Institutional Research  
University of Connecticut

### **ASQ/ASQ+ Interest Group**

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

### **The Ups and Downs of Implementing Deming's Total Quality Management at a Private Institution**

**Yun K. Kim**  
Director  
Office of Institutional Research  
Goucher College

### **State Agency Need for Data vs. Institutional Autonomy**

**Joseph Ravelli**  
Director of Academic Planning  
Rutgers University

## **November 17**

**Fun Run - Meet in the Hotel Lobby**

**Continental Breakfast - Ballroom**

**Table Topics - Ballroom**

Our office receives numerous questionnaires, surveys, and college guides to fill out, but has so little time. This topical case study will describe the process the University of Connecticut uses to complete many of these questionnaires. Handouts will be available. Solutions and suggestions will also be solicited.

This session represents an opportunity for those interested in the Admitted Student Questionnaire or Admitted Student Questionnaire Plus to discuss their experiences, have their questions answered, and learn what changes may be planned.

The presenter will focus on numerous ups and downs of implementing Deming's total quality management (TQM) philosophy at a small four-year liberal arts college. The presenter will share the steps the College employed to learn about TQM and discuss the processes involved in developing a workflow diagram of Room Setup Procedure for special events as an example of how to implement TQM at the lowest level. Different levels of an institutional research office's involvement in implementation of TQM will also be discussed.

State agencies need institutional data for public accountability. At the same time, colleges and universities must maintain academic autonomy and ensure the appropriate use of their data. Can we reconcile these frequently conflicting interests?

**Table Topics (Continued)****The Role of Institutional Research in Program Review****Jane Zeff**Assistant Director  
Planning, Research & Evaluation  
William Paterson College

As state legislatures and the public continue to ask for accountability from institutions of higher education, the time is right to review some of our standard tools of assessment. Program review is one of those traditional tools colleges have at their disposal to systematically examine major programs and help "define a quality education." In this session, the types of computer-generated reports produced by this office for a program review information packet are shared and discussed. The information packet focuses on departmental components such as program enrollment, course history, faculty efforts, and student profiles.

**Conference Evaluation****Diane Cuneo**Director, Institutional Research  
Smith College

Invited interviews.

**Conference Evaluation****Marjorie Wiseman**Director, Marketing,  
Institutional Research & Planning  
Northeastern University

Invited interviews.

**9:15am - 9:55am****Integrated Postsecondary Education Data System (IPEDS): Changes for 1993****William H. Freund**Chief, Institutional Studies Branch  
National Center for Education  
Statistics  
U.S. Department of Education**Susan Broyles**Section Head  
NCES**Kristin Keough**Director  
Finance Survey  
NCES**9:15am - 9:55am**Panel  
Federal

In 1990, NCES initiated a process to improve the IPEDS survey forms and data collection process. Input was sought from the postsecondary community to improve coverage, quality and timeliness of the surveys. This presentation will focus on changes to the IPEDS universe definition and will give special attention to changes to the 1993 forms.

**The Role and Impact of  
the Institutional  
Researcher in the  
Presidential Search  
Process**

**Robert M. Karp**  
Assistant Dean  
Institutional Research & Records  
North Country Community College

**9:15am - 9:55am**

Paper  
Capital

This paper describes a case study on the role and impact an institutional researcher had in a presidential search process. Emphasis on the development and implementation of weighted rating scales, interviewing forms, mini-fact sheets, and related contributions to the process are provided and discussed.

*Moderator: Jane Zeff  
William Paterson College*

**A College-Wide  
Information System  
(CWIS) at SUNY Potsdam**

**Peter J. Hoyt**  
Coordinator for Institutional  
Research  
State University of New York at  
Potsdam

**9:15am - 9:55am**

Topical Case Study  
Caucus

SUNY Potsdam is evolving from a centralized computing environment to the client/server model of computing. Institutional Research is playing a leadership role in this trek to distributive computing. This case study explores issues of data security, integrity, and timeliness; appropriate formats for electronic information; and the necessary infrastructure to implement a college-wide information system.

*Moderator: Lou Fabian  
Lock Haven University of Pennsylvania*

**Institutional Research  
and Graduate  
Education: Developing  
Recruitment and  
Marketing Data**

**Lynn Rothstein**  
Director of Institutional Research  
Union Theological Seminary

**Mary Jean Whitelaw**  
Director of Data Management  
The Carnegie Foundation for the  
Advancement of Teaching

**9:15am - 9:55am**

Paper  
Parkview

Thirteen graduate theological schools developed an Entering Student Questionnaire — Fall '91. The presentation will discuss the process of this cooperative venture of a new constituency for institutional researchers, a format for presenting data to a varied institutional audience, recruitment and marketing data, the "longitudinal" project, and its Foundation grant support.

*Moderator: Elizabeth Johnson  
Massachusetts Institute of Technology*

### **Getting a Handle on Faculty Workload**

**Herbert M. Turner, III**  
Research Analyst  
Institutional Research & Planning  
University of Delaware

**Michael F. Middaugh**  
Director  
Institutional Research & Planning  
University of Delaware

**9:15am - 9:55am**  
Topical Case Study  
Council

Colleges and universities across the country are facing increasing pressure to produce data on their faculty's workload: the University of Delaware is no exception. The Office of Institutional Research was asked to develop a series of reports in response to this pressure. This study explores their design, development, and current use by the university's administrators.

*Moderator: Timothy Walsh*  
*Temple University*

**10:10am - 10:50am**

### **U.S. News and World Report's Annual Best Colleges Study: Dimensions, Variables, Measures, and Weights**

**Michael D. McGuire**  
Director  
Planning & Institutional Research  
Franklin and Marshall College

**Robert Morse**  
U.S. News and World Report

**10:10am - 11:45am**  
Panel  
Parkview

Recent efforts to analyze the "Best Colleges" methodology in critical but constructive ways have focused on four levels of that methodology: the "academic areas," or larger dimensions that define quality; the component variables that are used to quantify quality on those dimensions; the specific measurements and methods associated with each variable; and the weights assigned to the component variables and quality dimensions to produce a summary ranking. The goal of this panel is to review the current status of these four levels, and to discuss the adequacy of alternatives to the "Best Colleges" model. A special focus of the weighting system will include a discussion of sensitivity analyses conducted by U.S. News and a study of expert judgements conducted by Franklin and Marshall.

### **A Comparison of Influences on Grading Practices of Faculty at Two-Year and Four-Year Institutions**

**Thomas Judd**  
Director  
Institutional Research  
Rockland Community College

**10:10am - 10:50am**  
Paper  
Caucus

How comparable are grades between institutions? This study examines and compares the use of formal evaluation methods, the types of skills reflected in final grades, the sources influencing course objectives, and faculty attitudes toward grading at two-year and four-year institutions.

*Moderator: Curtis Bauman*  
*East Stroudsburg University of Pennsylvania*

**The National Study of  
Postsecondary Faculty:  
The How's, Why's and  
Wherefore's**

**Roslyn Korb**  
Chief

Cross-Sectional Studies Branch  
National Center for Education  
Statistics

**Sameer Abraham**  
Senior Survey Director  
NORC

**James Fairweather**  
Associate Professor  
Pennsylvania State University

**10:10am - 10:50am**

Panel  
Council

In the 1987-88 academic year, the National Center for Education Statistics conducted the National Study of Postsecondary Faculty (NSOPF), a comprehensive study of higher education instructional faculty. This presentation will focus on results from that study and provide some insights on the process and problems associated with undertaking a national data collection activity such as NSOPF.

**Description, Application  
and Demonstration of  
the Higher Education  
Media Scan (HEMS)  
Reference System**

**Jeffrey E. Dutton**  
Director  
Institutional Studies  
State University of New York at  
Buffalo

**Kathleen K. Bissonnette**  
Director  
Institutional Analysis & Planning  
West Virginia University

**10:10am - 10:50am**

Demonstration  
Capital

HEMS, a computer-assisted retrieval system, is effective for tracking topic-specific articles, locating data for comparative analyses, identifying and monitoring emerging issues, organizing office resources, and improving your decision-support effectiveness. It provides access to articles in eight higher education publications including *The Chronicle*. Actual applications will be demonstrated.

*Moderator: Thomas Gusler  
Clarion University of Pennsylvania*

**11:05am - 11:45am****Getting to Know Your  
Freshman Class: A  
Pre-Orientation Survey**

**Dona L. Fountoukidis**  
Director  
Planning, Research & Evaluation  
William Paterson College

**11:05am - 11:45am**

Paper  
Council

A survey to obtain information about students' background and concerns as they approach college was completed by more than 90% of the freshman class prior to orientation. Results of the survey were made available to orientation leaders and to faculty who teach freshman seminar courses. This paper describes the survey results and their use.

*Moderator: Darryl Bullock*  
*Mercy College*

**College Women's  
Performance in a  
Math-Science  
Curriculum: A Case  
Study**

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

**11:05am - 11:45am**

Paper  
Capital

Women at a university with a strong math/science curriculum had higher 4-year completion rates and equivalent grade-point averages within majors even though their SAT-Math scores were significantly lower than the men's at the time of entry. The data were consistent for two successive classes. The culture of the university is discussed.

*Moderator: Mona-Rae Thompson*  
*University of Maryland*

**Developing a  
Comprehensive Data  
Base for Assessing  
Academic Productivity**

**Michael F. Middaugh**  
Director  
Institutional Research & Planning  
University of Delaware

**11:05am - 11:45am**

Paper  
Federal

In an era of scarce resources, it is essential that colleges and universities develop mechanisms for ascertaining that fiscal and human resources are being allocated in the most effective and efficient manner. Most institutions have baseline measures for assessing academic productivity, i.e., FTE majors, course enrollments, student credit hour generation, etc. This paper will describe how those baseline measures can be enhanced with detailed analysis, and can be augmented and strengthened with the addition of selected fiscal data elements. The result is a more richly textured explanation of academic productivity across departments within a college, and across colleges within a university.

*Moderator: Clover Hall*  
*Iona College*

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

**Craig A. Clagett**  
Director  
Institutional Research & Analysis  
Prince George's Community College

**Helen S. Kerr**  
Director of Institutional Research  
Washington College

**11:05am - 11:45am**  
Paper  
Caucus

**Winner of 1991 Best Paper Award**

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: Kathleen Keenan  
Massasoit Community College*

**12:00noon - 4:00pm**

**Steering Committee Meeting - Suite 331**



