



NEAIR's Professional Development Services Committee

Proudly Announces the

Summer 2011 Drive In Workshops

When: Monday, July 25, 2011
9 am – 3:30 pm

Where: Philadelphia University, Philadelphia PA
(<http://www.philau.edu/>)

Individual Workshop Cost:

\$85 (NEAIR members)

\$95 (non-members)

\$10 discount for registering for morning and afternoon sessions. Enter <PDS> in the promo code box.

Break refreshments will be provided. Lunch will be on your own in Kanbar Campus Center. Please visit <http://www.neair.org/> to register online. Registration Deadline: midnight **July 21, 2011** Directions and room assignments will be emailed with confirmation of registration.

Participants can choose up to two workshops, one in the morning and one in the afternoon.
(Enrollment is limited, and workshop sessions will be filled on a first come first served basis.)

CONCURRENT MORNING WORKSHOPS (9:30 AM TO NOON)

Basic Regression for IR Applications

Mary Ann Coughlin: Asst. Vice President for Academic Affairs
Springfield College, MA

Regression is the basis of many advanced statistics.

Additionally regression analysis is a useful analytical tool for Institutional Researchers. The module explores the foundations and uses of regression techniques to examine the relationships between two or more variables as applied in higher education. The module begins with a discussion of correlation as a statistical basis for prediction, its interpretation, and uses for analysis. The concept of correlation is expanded into prediction with an overview of bi-variate regression, where one predictor variable is used to predict or explain one criterion measure. Next the workshop will review more complex models in which more than one independent variable is said to influence the dependent or criterion measure (i.e., multiple regression). Finally, participants will discuss how the parameters in such models can be estimated using logistic regression when the dependent variable is a dichotomous variable. SPSS will be utilized to provide examples of how to run and interpret regression analyses.

Introduction to Survey Research

Linda Mallory: Research Analyst
US Military Academy at
West Point, NY

Surveys are a popular mechanism for IR offices to gather important data on perceptions, beliefs, and opinions from campus constituents. This interactive workshop will discuss the basics of designing effective surveys including how to design a study which uses survey data, how to structure effective survey questions, discuss methods to administer the survey, and include a few tips on survey analysis. Participants will also have a basic understanding of reliability and validity measures as well as sampling techniques.

The workshop is designed for beginners to the more advanced IR practitioner who would like to maximize the value of the data collected from surveys.

CONCURRENT AFTERNOON WORKSHOPS (1 PM TO 3:30 PM)

Designing a Web Site for HEOA Compliance

Ellen Boylan: Director of Institutional Research & Assessment
Charlotte Woodward: Assistant Director of Institutional Research
Marywood University, PA

Many NEAIR members now have the task of ensuring their institution is in compliance with a long list of disclosure and reporting requirements of the Higher Education Act (HEA) of 1965, as amended by the Higher Education Opportunity Act of 2008 (HEOA). In this session, distinctions among types of requirements are explained and a framework proposed for presenting disclosure items in one public, sustainable place on an institution's website. Key resources are identified and campus players named who together contribute to the goal of achieving compliance in time for approaching deadlines.

The Role of IR in Strategic Planning

Jim Trainer: Director of Planning & Assessment
Villanova University, PA

This hands-on session will share techniques, tips and tools that IR professionals can use to help frame, pose and answer strategic questions on their campuses. The techniques, tips and tools that will be discussed are applicable to addressing questions around mission, vision, values, goals, strategies, and tactics. The session will include a review of classic planning tools such as NGT, MV, SWOT and TOWS analyses; however, the session will also include information on affinity and cause and effect diagrams, and EFAS and IFAS analyses, as well as MAUT. Of course, all of this will be done in language that is SMART!

Registration Instructions

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Hotel accommodations: A list of nearby hotels can be found at
<http://www.philau.edu/admissions/visitorscenter/lodging.html>

Please contact the hotel directly to make your reservation. We recommend the Crowne Plaza on City Line Avenue (<http://www.cpphilawest.com/>) as the closest hotel to Philadelphia University. A room discount is available by indicating the purpose of the reservation is to visit Philadelphia University.

Workshop location: **Philadelphia University** is located at 4201 Henry Avenue, Philadelphia PA. Driving directions and campus map can be found at:
<http://www.philau.edu/admissions/visitorscenter/directions.html>

The sessions will be taking place in Search Hall (SE) in computer labs (building 34 on the interactive campus map). Registration and check-in on the morning of the workshops will be held in the Kanbar Campus Center (building 25). Further directions to the session rooms and technology needs (as necessary) will be emailed prior to the workshops.

Parking: Provided in the Gallagher Athletic, Recreation and Convocation Center Parking Garage (see location 6 on the campus map).