



# **Sailing Into the New Millennium: Charting the Course for Institutional Research**

**North East Association for Institutional Research  
26<sup>th</sup> Annual Conference  
November 13-16, 1999**

**Newport Marriott  
Newport, Rhode Island**



## **Conference Program**

### **1998-99 Steering Committee**

Karen Bauer, President  
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Craig Clagett, Past President  
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### **Newport Conference**

Program Chair: Bob Yanckello  
Local Arrangements: Nancy Rieser  
Evaluation: Meihua Zhai  
Membership Secretary: Beth Simpson

## NEAIR 26th Annual Conference

**Saturday, November 13, 1999**

<p>1:00 – 5:00 p.m. <i>East Foyer - Registration desk</i></p>	<p><b>Conference Registration</b></p>
<p>2:00 – 5:00 p.m. <i>Columbia</i></p> <p>Karen Bauer Assistant Director of Institutional Research and Planning University of Delaware NEAIR President</p>	<p><b>Newcomers to Institutional Research, Part 1</b></p> <p>This workshop is designed for new practitioners who engage in IR activities. This workshop addresses key components of IR including defining critical issues for institutional research, identifying sources of data, developing fact books and other reports, and conducting effective survey research for assessment and evaluation. The main focus is a presentation of general concepts and practical strategies for the implementation of continued development of effective IR at many schools, regardless of size or type.</p> <p>Workshop</p>
<p>2:00 – 5:00 p.m. <i>Enterprise</i></p> <p>Mary Ann Coughlin Professor of Research &amp; Statistics Springfield College</p>	<p><b>Statistics for Institutional Research</b></p> <p>Basic ideas in statistics will be covered in a way that is useful as an introduction or as a refresher to statistics. Descriptive statistics, sampling and probability theory as well as the inferential methods of chi-square, t-test and Pearson's r will be covered. May be taken with or without the follow-up advanced workshop.</p> <p>Workshop</p>
<p>2:00 – 5:00 p.m. <i>Freedom</i></p> <p>Heather M. Jasmin Information Technologist II Keene State College</p>	<p><b>Designing Professional Presentations Using Microsoft Power Point</b></p> <p>This workshop is designed for the institutional research professional who would like to learn how to design effective computerized presentations. This introductory session using Power Point for Office97 will include everything the participant needs to start creating great presentations, including animation, graphics, presenter's notes, handouts, and saving as HTML.</p> <p>Workshop</p>
<p>6:00 – 7:00 p.m. <i>Atrium</i></p>	<p><b>Newcomers' Reception</b></p>

## NEAIR 26th Annual Conference

**Sunday, November 14, 1999**

<p>8:00 a.m. – 4:30 p.m. <i>East Foyer - Registration desk</i></p>	<p><b>Registration</b></p>
<p>9:00 a.m. – noon <i>Columbia</i></p> <p>Karen Bauer Assistant Director of Institutional Research and Planning University of Delaware NEAIR President</p>	<p><b>Newcomers to Institutional Research, Part 2</b></p> <p>Continuation; Part 1 is a pre-requisite.</p> <p>Workshop</p>
<p>9:00 a.m. – noon <i>Enterprise</i></p> <p>Robert Toutkoushian Executive Director Office of Policy Analysis University System of New Hampshire</p>	<p><b>Regression Analysis &amp; Logistic Regression: Theory &amp; Application</b></p> <p>This workshop will provide an overview of the theory behind regression analysis and logistic regression. It will provide a demonstration of how these tools can be applied to a variety of IR issues such as faculty salaries, student retention, and educational costs. SPSS will be used in this workshop, and students will receive handouts and a disk with sample datasets used in the workshop.</p> <p>Workshop</p>
<p>9:00 a.m. – noon <i>Freedom</i></p> <p>Jerry Werner President Werner Consulting, LLC Madison, Connecticut</p>	<p><b>Meeting Customer Needs For Reporting and Analysis</b></p> <p>How to Use the Werner Wheel and Other Quality Tools in Institutional Research. A half-day workshop on the application of quality methods to meeting customer needs for analysis and reporting.</p> <p>Workshop</p>
<p>9:00 a.m. – noon <i>Salve Regina University PC Lab</i> <i>*Transportation will be provided for registrants</i></p> <p>Mary Ann Coughlin Professor of Research &amp; Statistics Springfield College</p>	<p><b>Advanced Statistics for Institutional Research</b></p> <p>This workshop will deal with advanced issues in inferential statistics. Topics such as Analysis of Variance, Factor Analysis, Multivariate Regression, and Logit/Probit models will be covered and contrasted with other statistical tools and techniques. A case study approach will be used illustrating applications of these statistical techniques in institutional research. <i>*Open to those who have completed the introductory workshop Saturday afternoon or who have an equivalent background.</i></p> <p>Workshop</p>
<p>Noon – 1:30 p.m.</p>	<p><b>Lunch break (On your own)</b></p>

## NEAIR 26th Annual Conference

### Sunday, November 14, 1999 continued

<p>1:30 - 4:30 p.m. <i>Columbia</i></p> <p>Anne Marie Delaney Director of Institutional Research Babson College</p>	<p><b>Research Design Ideas for Institutional Researchers</b></p> <p>The goal of this workshop is to enhance institutional researcher's ability to translate data into information and to transform reporting into research. Objectives include enabling participants to prepare methodologically sound research reports for their institutions and research proposals for professional conferences. The workshop will demonstrate how the institutional researcher can use principles of research design and selected research techniques to transform data collection activities into meaningful research projects. Ideas for the workshop will be based on research projects completed by the presenter as well as on actual or proposed studies of interest to the participants.</p> <p>Workshop</p>
<p>1:30 - 4:30 p.m. <i>Enterprise</i></p> <p>Robert Toutkoushian Executive Director Office of Policy Analysis University System of New Hampshire</p>	<p><b>Regression Analysis &amp; Logistic Regression: Theory &amp; Application</b></p> <p>Continuation of morning session.</p> <p>Workshop</p>
<p>1:30 - 4:30 p.m. <i>Middletown</i></p> <p>Craig Clagett Vice President for Planning Marketing and Assessment Carroll Community College</p>	<p><b>Office Management and Information Dissemination Strategies for New Directors of Institutional Research</b></p> <p>Designed for institutional researchers, who have recently become directors, this workshop focuses on office management strategies and techniques for effective information dissemination. Topics covered include environmental scanning, office staffing, staff incentive and recognition programs, office project management systems, principles of tabular and graphical data presentation, print and electronic reporting, and office websites.</p> <p>Workshop</p>
<p>5:00 – 6:15 p.m. <i>Salon I</i></p> <p><b>Claire L. Gaudiani</b> <b>President of Connecticut College</b></p>	<p><b>President &amp; Planner: Two Important Tasks</b></p> <p>Is it possible for college presidents to pursue the broad-based work of their institutions and still give significant personal leadership to the challenges of economic development and social justice in their cities and the surrounding areas? Dr. Gaudiani will share her thoughts on how institutional researchers can assist college presidents in building a collaborative relationship with community leaders, enabling presidents and other college officials to share how the college and university experience benefits all.</p> <p><b>Opening Plenary Session</b></p>
<p>6:30 – 8:30 p.m. <i>Salons II, III &amp; IV</i></p>	<p><b>Banquet and Entertainment</b></p> <p>Traditional New England Clambake (Vegetarian option) Music provided by a local jazz quartet Cash Bar</p>

## NEAIR 26th Annual Conference

**Monday, November 15, 1999**

<p>8:00 – 11:00 a.m. <i>East Foyer - Registration desk</i></p>	<p><b>Registration</b></p>
<p>7:15 – 8:45 a.m. <i>Salons III &amp; IV</i></p> <p>Tara Latawic Research Analyst University of Connecticut <i>Table 1</i></p> <p>Marsha V. Krotseng AIR President Associate Provost Cleveland State University <i>Table 2</i></p> <p>Victor Berutti Vice President, Products Principia Products, Inc. <i>Table 3</i></p> <p>Linda Jünker Mount St. Mary Catholic <i>Table 4</i></p> <p>Kathleen Kern Bowman Consortium on Financing Higher Education <i>Newport</i></p>	<p><b>Continental Breakfast &amp; Concurrent Table Topics</b></p> <p><b>Web Based Data Sources for Institutional Researchers</b></p> <p>A discussion of web sites and data sources that contain information useful for Institutional Researchers. Topics will include search engines and ways to make searches more efficient.</p> <p><b>Continuing the Strategic Planning Momentum</b></p> <p>The session will focus on the strategic planning process used at one Doctoral II University over the past five years. The institution's plan goals and priorities will be described together with the approach for updating the goals and priorities annually and monitoring progress. Copies of these documents will be distributed.</p> <p><b>Designing forms for Remark Office OMR</b></p> <p>Principia personnel will be on hand to discuss form design considerations and to answer questions from Remark users and those interested in the product. Participants are encouraged to bring copies of their forms for discussion with the group.</p> <p><b>Catholic Colleges &amp; Universities SIG</b></p> <p><b>COFHE</b> COFHE members are invited to share questions and comments</p>
<p>8:00 – 8:50 a.m. <i>Columbia</i></p> <p>Dr. Penny A. Blackwood Association of Independent Colleges &amp; Universities of Pennsylvania</p>	<p><b>The Development and Analysis of a Freshman Experience Survey for Pennsylvania's Independent Colleges and Universities</b></p> <p>The development of a freshman experience survey is described. Results of generalizability analyses and conducted on field-test data to assess how well the survey differentiated individuals and institutions are also presented. The workshare should interest users and developers of freshman and other surveys and those interested from a methodological standpoint.</p> <p>Workshare</p>

## NEAIR 26th Annual Conference

### Monday, November 15, 1999 continued

<p>8:00 – 8:50 a.m. <i>Courageous</i></p> <p>William S. Stuart Assistant to the Director Planning and Institutional Research Eastern Connecticut State University</p> <p>Moderator: Richard Heck</p>	<p><b>Factors in Early College Academic Performance: Does Race Matter?</b></p> <p>This research investigates whether race matters in the early academic performance of college students. Regression analysis is used to determine whether controlling socioeconomic status, prior academic performance, standardized test scores, demographic characteristics, and certain enrollment characteristics eliminates the differential between African-American and White academic performance.</p> <p>Paper</p>
<p>8:00 – 8:50 a.m. <i>Enterprise</i></p> <p>Karen Spahn Executive Director, Institutional Research University of Phoenix</p>	<p><b>Assessing the Online Campus</b></p> <p>Since 1989, the University of Phoenix has been assessing and training faculty to provide quality academic programs for adult students who could not participate in an on-ground class as well as all online adult students' cognitive, affective, critical thinking and communication skills. In 1989, the University began providing full-time working adults the opportunity to complete an undergraduate and/or graduate degree solely through an online environment. Unlike in many computer mediated courses/academic programs across the country, assessments are intricately woven from beginning to end into all online academic programs. This presentation will provide information on the assessment process utilized to hire prospective faculty, the training and mentorship provided and the on-going assessment of teaching effectiveness as well as, adult students' academic achievement outcomes, how the outcomes of online programs differ from on-ground programs and how the outcomes are used to update and keep rigorous and up to date all online academic programs.</p> <p>Workshare</p>
<p>8:00 – 8:50 a.m. <i>Freedom</i></p> <p>Cathy Trower Senior Researcher Harvard University</p>	<p><b>Faculty Appointments: Using Data Strategically</b></p> <p>Two new resources designed to help institutional researchers and policy-makers address questions about faculty appointments and resolve dilemmas about what's normative and what's innovative will be demonstrated: 1) a key-word searchable CD-ROM containing the faculty handbooks of 250 four-year institutions; 2) a set of templates that help institutions track faculty from entry to exit.</p> <p>Workshare</p>

## NEAIR 26th Annual Conference

<b>Monday, November 15, 1999 continued</b>	
<p>8:15 - 9:45 a.m. <i>Middletown</i></p> <p>Barbara B. Livieratos Assistant Director Office of Planning &amp; Evaluation Howard Community College</p> <p>Bob Lynch Community College of Baltimore</p> <p>Arlene Blaylock Montgomery College</p> <p>Janis Battaglini Anne Arundel Community College</p> <p>Michele Appel Carroll Community College</p> <p>Hershel Alexander Charles Community College</p> <p>Moderator: Rena Cheskis-Gold</p>	<p><b>The Common Core: One State's Approach to Getting Comparative Data From Student Satisfaction Surveys</b></p> <p>This panel presentation will illustrate how the Maryland Community College Research Group (MCCRG) collaborated to use a common set of items on surveys of currently enrolled students and to benchmark satisfaction data against external institutions. Panelists from six colleges will discuss the collaborative effort, including different processes of survey administration, and will present some comparative findings.</p> <p>Panel</p>
<p>8:00 – 8:50 <i>Weatherly</i></p> <p>Claire Powers Research Analyst Office of Institutional Research Ithaca College</p>	<p><b>Web Surveys: The Ithaca College Experience (So Far)</b></p> <p>In light of declining response rates, IR offices must explore use of the Web to distribute questionnaires to students and alumni. This presentation summarizes our first attempts to increase response, as well as the efficiency with which data are gathered and analyzed, by posting two surveys on the Web.</p> <p>Workshare</p>
<p>9:00 – 9:50 a.m. <i>Columbia</i></p> <p>Meihua Zhai Assistant Director, Office of Research and Planning West Chester University</p> <p>Jennie Skerl Associate Dean College of Arts and Sciences West Chester University</p> <p>Moderator: Kelli Armstrong</p>	<p><b>The Impact of Remedial Mathematics Courses on Student College Level Math Performance and Their Persistence</b></p> <p>The impact of remedial math class on student persistence and performance in their college-level math was studied. Retention rates and percentages of students who passed their college-level math were compared between remedial and non-remedial course takers whose SATM were below 450 (480 after recentering).</p> <p>Paper</p>

## NEAIR 26th Annual Conference

<b>Monday, November 15, 1999 continued</b>	
<p>9:00 – 9:50 a.m. <i>Courageous</i></p> <p>J. Fredericks Volkwein Director and Professor Center for the Study of Higher Education The Pennsylvania State University</p> <p>Jeff Gerken Assistant for Institutional Research SUNY Albany</p> <p>Moderator: Gail Wisen</p>	<p><b>Pre-College Characteristics and Freshman Year Experiences as Predictors of 8-year Outcomes</b></p> <p>This investigation examines twelve educational outcomes for a representative group of undergraduate students who began their freshman year in Fall 1990. Looking at these students in 1998, the study explores the association among pre-college characteristics, freshman year experiences, freshman year outcomes, and their cumulative 8-year college history. Results indicate that freshman college experiences are better predictors of all twelve outcomes than are the pre-college characteristics. Classroom experiences, faculty relations, and peer relations are the most influential predictors of subsequent outcomes.</p> <p>Paper</p>
<p>9:00 – 9:50 a.m. <i>Enterprise</i></p> <p>Michelle Appel, Coordinator of Institutional Research Carroll Community College</p> <p>Craig Clagett Vice President for Planning, Marketing and Assessment Carroll Community College</p> <p>Moderator: J. Fredericks Volkwein</p>	<p><b>Where Do I Start? Determining Institutional Information Needs Beyond Mandated Reporting</b></p> <p>An information needs assessment can introduce the IR function to an institution, communicate responsiveness to institutional needs, and collect data for task prioritization. This presentation will discuss Carroll Community College's development, administration and results of an information needs assessment and its use in planning and potentially expanding the IR area.</p> <p>Paper</p>
<p>9:00 – 9:50 a.m. <i>Freedom</i></p> <p>Stephen Cunningham Director, Strategic Planning &amp; Research Pennsylvania College of Technology</p> <p>Moderator: Mark Palladino</p>	<p><b>What's in a name change? Using CIRP Data At a Transitional Two-Year College</b></p> <p>This study examines five years of CIRP freshman survey data over a ten-year period following the merger of a community college with a major public research university. Changes in the characteristics of entering classes and comparisons to national freshman norms are expected.</p> <p>Paper</p>
<p>9:00 – 9:50 a.m. <i>Weatherly</i></p> <p>Marc Assiff Sales Representative National Computer Systems (NCES)</p>	<p><b>NCS Paperless Solutions</b></p> <p>NCS, the leader in paper-based data capture, now leverages the Internet to provide a total electronic solution through HTML, e-mail questionnaires and surveys.</p> <p>Vendor Showcase</p>
<p>9:50 - 10:15 a.m. <i>Freedom Foyer</i></p>	<p><b>Break</b></p>



## NEAIR 26th Annual Conference

### Monday, November 15, 1999 continued

<p>10:15 – 11:50 a.m. <i>Columbia</i></p> <p>Dr. David Cheng Assistant Dean Research and Planning Columbia University</p> <p>Dr. Eleanor Fujita Director, Academic Information, Academic Affairs Central Office, The City University of New York</p> <p>Dr. David Crook Acting Dean, Institutional Research and Analysis Central Office, The City University of New York</p> <p>Moderator: Peggy Cohen</p>	<p><b>The Remediation Debate: The National Context and CUNY Experience</b></p> <p>In the last decade, as demands for accountability have grown, the appropriateness of providing remedial instruction in colleges has increasingly come into question. This panel discusses current policies identified through a national survey and local concerns highlighted in a major task force report which scrutinized The City University of New York.</p> <p>Panel</p>
<p>10:15 – 11:00 a.m. <i>Courageous</i></p> <p>Diane J. Goldsmith Director of Assessment for Online Learning Charter Oak State College</p> <p>Moderator: Robert Toutkousian</p>	<p><b>Online Courses: Who's Taking Them, Why, and Are They Successful?</b></p> <p>This study analyzes the demographics of 117 students who participated in 19 online courses in seven colleges in the spring 1999 semester. It also examines why students take online courses and what factors in course design contribute to student satisfaction and in their meeting the course objectives.</p> <p>Paper</p>
<p>10:15 – 11:00 a.m. <i>Enterprise</i></p> <p>Craig A. Clagett Vice President for Planning, Marketing and Assessment Carroll Community College</p> <p>Michelle S. Appel, Coordinator Institutional Research Carroll Community College</p> <p>Moderator: Robert Yanckello</p>	<p><b>A Comprehensive Marketing Research Program for Commuter Colleges</b></p> <p>Six elements of a comprehensive marketing research program will be described and evaluated: secondary research and market analysis, telephone survey of adult residents of the college's service area, classroom survey of current students, focus groups with high school students, brainstorming with long-time staff, and solicitation of marketing ideas from the college community.</p> <p>Paper</p>

## NEAIR 26th Annual Conference

### Monday, November 15, 1999 continued

<p>10:15 – 11:00 a.m. <i>Freedom</i></p> <p>William S. Stuart Assistant to Director Planning &amp; Institutional Research Eastern Connecticut State University</p> <p>David A. Hemenway, Director Planning &amp; Institutional Research Eastern Connecticut State University</p>	<p><b>Improving Institutional Effectiveness Through Information Infrastructure and a Quality Management Approach</b></p> <p>This workshare demonstrates how a well-developed information infrastructure and a quality-management approach can improve institutional effectiveness. Anyone working to improve institutional effectiveness, especially in the administrative side, should attend.</p> <p>Workshare</p>
<p>10:15 - 11:00 a.m. <i>Middletown</i></p> <p>Heather A. Kelly Institutional Research Analyst Institutional Research &amp; Planning University of Delaware</p>	<p><b>The Development of a Web-Based Survey: Survey Design to Data Analysis</b></p> <p>The development and use of web-based surveys in institutional research has been increasing. This workshare will demonstrate the development of a web-based survey from initial design to data analysis. The development of this particular web-based survey did not utilize a software package. A discussion will follow the demonstration focusing on the benefits as well as the obstacles that were overcome during the survey development and administration processes.</p> <p>Workshare</p>
<p>10:15 – 11:00 a.m. <i>Weatherly</i></p> <p>James Vallee, Consultant Postsecondary Assessment ACT, Inc.</p>	<p><b>ACT: A Database for Advising/Retention and Outcomes Measures</b></p> <p>This session will present an overview of the ACT assessment products that produce a comprehensive database for use in advising/retention, outcome assessment and general research.</p> <p>Vendor Showcase</p>
<p>11:05 – 11:50 a.m. <i>Courageous</i></p> <p>Dr. Kenneth R. Ostberg Director of Marketing National Student Loan Clearinghouse</p>	<p><b>Using Enrollment Search to Track Student Migratory Patterns</b></p> <p>The National Student Loan Clearinghouse maintains a unit record database containing current enrollment information on nearly 11 million college students. The database is available to support various institutional research needs.</p> <p>Vendor Showcase</p>

## NEAIR 26th Annual Conference

### Monday, November 15, 1999 continued

<p>11:05 – 11:50 a.m. <i>Enterprise</i></p> <p>Yuko Mulugetta Director of Research and Planning Analysis for Admissions and Financial Aid Cornell University</p> <p>Abraham Mulugetta Professor of Finance and International Business, and Director of the Center for Trading and Analysis of Financial Instruments School of Business at Ithaca College</p>	<p><b>What Prevents the Development of Distance Learning in the Higher Education Market?</b></p> <p>By conducting multivariate analysis on the National Distance Education Survey data, the present study investigates the extent to which certain kinds of factors may be preventing institutions from fully developing distance education programs.</p> <p>Paper</p>
<p>11:05 – 11:50 a.m. <i>Freedom</i></p> <p>Victor Berutti Vice President, Products Principia Products, Inc.</p>	<p><b>Principia Products, Inc. - Remark Software Demonstration</b></p> <p>Principia will discuss tools that IR professionals may utilize to more quickly and inexpensively capture data for their research studies. The Remark Office OMR, Remark Web Survey, and Remark Classic OMR software will be demonstrated during this session. These products are widely used in IR departments to capture data from both paper and web-based surveys.</p> <p>Vendor Showcase</p>
<p>11:05 - 11:50 a.m. <i>Middletown</i></p> <p>Yun K. Kim, Officer Planning, Research &amp; Grants Management Charles County Community College</p>	<p><b>Charting the Future With Strategic Planning</b></p> <p>Strategic planning is used to ensure that the college belongs in the future and prospers in that new environment. Strategic planning coupled with the Balanced Scorecard is serving as a bridge between the old and new paradigm. This session is for individuals who lead or support strategic planning.</p> <p>Workshare</p>
<p>11:05 – 11:50 a.m. <i>Weatherly</i></p> <p>Arthur Kramer Director, Institutional Research New Jersey City University</p> <p>Ansley W. La Mar Dean of Arts of Sciences New Jersey City University</p> <p>Moderator: Alan Sturtz</p>	<p><b>Evaluation of the General Studies Program at a Public Urban University: What Worked and What Did Not</b></p> <p>The social, political and institutional pressures at an urban public university resulted in the need for a multi-method design to analyze student knowledge and abilities, effectiveness of enrollment policies and practices, and student and faculty satisfaction with the general studies curriculum. Results and the revised curriculum will be presented.</p> <p>Paper</p>

## NEAIR 26<sup>th</sup> Annual Conference

**Monday, November 15, 1999 continued**

<p>Noon – 1:25 p.m. <i>Salons III &amp; IV</i></p>	<p><b>Luncheon and Business Meeting</b></p>
<p>1:35 - 2:20 p.m. <i>Columbia</i></p> <p>Rena Cheskis-Gold, Consultant Demographic Perspectives</p>	<p><b>Effective Tables and Charts: Graphic Presentation for Institutional Research</b></p> <p>Conveying quantitative information, both simple and complex, is the hallmark of institutional research. Charts and tables must be clean, clear and have a professional appearance. What are some examples of good charts and tables, and what are some examples of bad ones? Bring the best and the worst, and learn some design principles for additional guidance.</p> <p>Workshare</p>
<p>1:35 - 3:10 p.m. <i>Courageous</i></p> <p>Patricia M. O'Brien, Director Institutional Research and Assessment Bridgewater State College</p> <p>Adrian Tinsley, President Bridgewater State College</p> <p>Kelli Armstrong, Director Institutional Research UMass President's Office</p> <p>Moderator: Jennifer Brown</p>	<p><b>Three Perspectives On the Development of a Performance Measurement System For the Massachusetts State Colleges: Or, How We Build the Bridge On the River Kwai</b></p> <p>In 1998, the Massachusetts legislature mandated the development of a performance measurement system to certify state colleges' achievement of nine accountability goals. This session describes the development of the performance measurement system from three perspectives: a state college president, a Board of Higher Education staff person, and a campus institutional researcher.</p> <p>Panel</p>
<p>1:35 - 2:20 p.m. <i>Enterprise</i></p> <p>Michael K. Schuchert Director of Institutional Research Montgomery County Community College</p> <p>Moderator: Karen Spahn</p>	<p><b>Implications of Age on Computer-Based Remedial Education</b></p> <p>This study examines the role of students' age in computer-based remedial education. Dependent variables for the study include course completion rates and students' course performance. The results have direct implications for the recruitment and screening of students with higher probability for success in courses with limited availability.</p> <p>Paper</p>
<p>1:35 - 2:20 p.m. <i>Freedom</i></p> <p>Robert K. Toutkoushian Executive Director Office of Policy Analysis University System of New Hampshire</p> <p>Moderator: Heather Kelly</p>	<p><b>Do Institutional Characteristics Affect Student Gains?</b></p> <p>This study uses data from the Higher Education Research Institute to determine whether institutional characteristics such as expenditures, selectivity, and priorities influence the self-reported gains of a national sample of undergraduates. While a number of significant predictors are identified, little evidence is found that institutional characteristics matter.</p> <p>Paper</p>

## NEAIR 26<sup>th</sup> Annual Conference

### Monday, November 15, 1999 continued

<p>1:35 - 2:20 p.m. <i>Middletown</i></p> <p>Marianthi Zikopoulos Planning, Research and Evaluation William Paterson University</p> <p>Christopher Hourigan Planning, Research and Evaluation William Paterson University</p>	<p><b>The Role of the IR Office in Institutional Accreditation Self-Study Process</b></p> <p>The Middle States Accreditation process provides a unique opportunity for an institution to position itself for the next millennium. By undertaking the required in-depth assessment of its effectiveness during the self-study stage, the institution can gauge what changes are needed, if any, to be effective in an increasingly global economy and technological world. The Office of Institutional Research plays a major role in the institution's ability to conduct an effective accreditation self-study. Drawing on the experience of William Paterson University, which is undergoing Middle States Reaccreditation, the presenters will discuss the many ways in which the IR office can contribute to an effective and efficient self-study.</p> <p>Workshare</p>
<p>1:35 - 2:20 p.m. <i>Weatherly</i></p> <p>Jerry Wilcox, Director Institutional Research and Assessment Western Connecticut State University</p>	<p><b>Quick Student Retention Summaries and Projections</b></p> <p>Armed with a properly crafted student tracking database and some rudimentary knowledge of SQL (structured query language) and FoxPro statements, one can rapidly generate retention analyses for any sub-population. In turn, one can import these results into spreadsheet models to generate cohort-based projections of enrollment, course demand and housing demand.</p> <p>Workshare</p>
<p>2:25 - 3:10 p.m. <i>Columbia</i></p> <p>Keith J. Guerin, Director Institutional Research &amp; Planning County College of Morris</p> <p>Moderator: Mary Ann Coughlin</p>	<p><b>Tracking the Casual Chain of Student Choice: An Event History Approach to Studying Student Persistence</b></p> <p>Previous research on persistence has emphasized the role of characteristics and external factors that effect retention. This study examines a series of behaviors that may reflect a chain of incremental decision-making. More specifically, dropping courses, changing majors and reducing course loads are examined as time-varying predictors of student exit.</p> <p>Paper</p>

## NEAIR 26th Annual Conference

### Monday, November 15, 1999 continued

<p>2:25 - 3:10 p.m. <i>Enterprise</i></p> <p>Anne Marie Delaney Director of Institutional Research Babson College</p> <p>Moderator: Pam Roelfs</p>	<p><b>Institutional Researchers as Leaders in Policy: Perspective and Possibilities</b></p> <p>This paper presents the results of a completed research study that investigated the leadership role of 304 members of the Northeast Association of Institutional Research. Results reveal that while 85 percent disseminate their work at the vice presidential and presidential levels, only 47 percent report that their work has effected program policy changes. Those in higher level positions experience a greater role in policy, job rewards and support for leadership role. Compared with females, a higher percent of males collaborate with others in program development, present work at executive level meetings, and have the authority to set their own research agenda.</p> <p>Paper</p>
<p>2:25 - 3:10 p.m. <i>Freedom</i></p> <p>Dan McConochie, Director Planning and Evaluation Howard Community College</p> <p>Jean Frank Senior Research Analyst Howard Community College</p> <p>Moderator: Arthur Kramer</p>	<p><b>Baldrige Criteria &amp; Institutional Research</b></p> <p>In an effort to better understand the Malcolm Baldrige criteria, the Planning and Evaluation Office at Howard Community College has piloted an application process by participating in the Pacesetter self-assessment of one of the department's major functions. The paper will share what we have learned about Baldrige criteria, the modified application process used in this pilot, and the results of our application process, including how the information we gathered will be used to improve the college's reporting process.</p> <p>Paper</p>
<p>2:25 - 3:10 p.m. <i>Middletown</i></p> <p>Gurvinder K. Khaneja Research Associate Union County College</p> <p>Amarjit Kaur Academic Technology Consultant Union County College</p> <p>Moderator: Louis Cohen</p>	<p><b>Electronic Fact Book: A Reality of Today</b></p> <p>The insurgence in the infrastructure of the information due to the Web has resolved that the fundamental particle in information transfer is no more an "atom" but a "bit." The IR office at Union County College envisioned its effective usage and initiated its presence on the web with an on-line "Fact Book." This paper presents in-depth information on the advantages, construction and issues related to the on-line Fact Book.</p> <p>Paper</p>
<p>2:25 - 3:10 p.m. <i>Weatherly</i></p> <p>Michael J. Dooris, Director Planning Research and Assessment Penn State University</p> <p>Daniel P. Nugent Management Information Associate Penn State University</p>	<p><b>Targeted Research to Support Planning and Improvement</b></p> <p>This session will illustrate a few tools that Penn State has recently chosen to develop as targeted support for the University's strategic planning and CQI programs. Participants will receive copies of the University's 1999 strategic indicators report; we will also discuss our Web-based "planners' almanac," and several products relating to faculty workload and development.</p> <p>Workshare</p>

## NEAIR 26th Annual Conference

**Monday, November 15, 1999 continued**

<p>3:10 -3:40 p.m. <i>Freedom Foyer</i></p>	<p><b>Break</b></p>
<p>3:40 - 4:25 p.m. <i>Columbia</i></p> <p>Stephen Porter Research Analyst Office of Institutional Studies</p> <p>University of Maryland</p> <p>Moderator: Meihua Zhai</p>	<p><b>Including Transfer-Out Behavior Models: Using the NSLC Enrollment Search Data</b></p> <p>The National Student Loan Clearinghouse has created a new database that tracks students across institutions. This paper investigates one-and two-year retention at the University of Maryland using the data to create a six-outcome dependent variable: retained, transferred to an in-state/out-of-state 2 year/4-year institution, or stopped out.</p> <p>Paper</p>
<p>3:40 - 4:25 p.m. <i>Courageous</i></p> <p>Stephen W. Thorpe Director of Institutional Research Drexel University</p> <p>Moderator: Denise Krallman</p>	<p><b>The Mission of Institutional Research</b></p> <p>Mission statements are a useful vehicle to communicate the purposes, goals, and objectives for functional units within organizations. To describe institutional research in higher education, a content analysis was performed on mission statements of IR offices within NEAIR. This paper presents the findings of the study.</p> <p>Paper</p>
<p>3:40 - 5:15 p.m. <i>Enterprise</i></p> <p>Terrence Russell Executive Director Association for Institutional Research Florida State University</p> <p>Marsha Krotseng AIR President Associate Provost Cleveland State University</p> <p>Moderator: James Trainer</p>	<p><b>Town meeting on National Data Policy: The New IPEDS: Changes Coming in 2000</b></p> <p>The 2000 IPEDS data collection will extend web-based procedures to the entire set of surveys. Changes in data elements, some Congressionally mandated, will also begin to be implemented. The new structure and timing of the IPEDS process will be discussed, as well as other changes that are planned for the future.</p> <p>Panel</p>
<p>3:40 - 4:25 p.m. <i>Freedom</i></p> <p>Ernest Price Northeast Regional Sales Manager Educational Testing Service</p> <p>Kathy Pruner, Higher Education Assessment Representative Educational Testing Service</p>	<p><b>Using Assessment to Drive Change</b></p> <p>ETS helps promote institutional effectiveness by providing the tools needed to measure educational outcomes. Through its Higher Education Assessment Program, ETS offers an array of tests and surveys used widely in outcomes assessment. These range from those that measure individual skills and content mastery to those that measure overall institutional effectiveness.</p> <p>Vendor Showcase</p>

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<p>3:40 - 4:25 p.m. <i>Middletown</i></p> <p>Mark A. Palladino Research Specialist Drexel University</p>	<p><b>Using the Internet &amp; Your Campus IT Resources to Conduct Web-Based Surveys</b></p> <p>The Internet is fast becoming a popular method for survey data collection. For IR, having a population that, in most cases, has 100% access to email and the web, conducting web-based surveys may be a more effective method for data collection when compared to the old-fashioned paper method. This workshare will provide an overview of the process of creating web-based surveys, from start to finish, and discuss issues that may arise during the process.</p> <p>Workshare</p>
<p>3:40 - 4:25 p.m. <i>Weatherly</i></p> <p>Gail Wisan, Director Institutional Planning and Research University of Maryland University College</p> <p>DeAnn Buss, Assistant Director Institutional Planning and Research University of Maryland University College</p>	<p><b>UMUC and the Distance Demonstration Project: Data Collection, Evaluation, and Prospects for the New Millenium</b></p> <p>This workshare will describe the required data elements and demonstrate the U.S. Department of Education's Data collection format. Some preliminary data and analyses comparing distance and on-site students at UMUC will be presented. Methodological and theoretical issues will be discussed.</p> <p>Workshare</p>
<p>4:30 - 5:15 p.m. <i>Columbia</i></p> <p>William S. Stuart Assistant to the Director Planning and Institutional Research Eastern Connecticut State University</p> <p>James J. Hughes Eastern Connecticut State University</p> <p>Moderator: Yun Kim</p>	<p><b>Who Talks to Whom on Campus: Using a Survey of Staff Satisfaction With the Service of University Offices to Describe the Structure of Administration</b></p> <p>This study analyzes the administrative structure of a university using a survey of staff satisfaction with university offices. Contact patterns and satisfaction rates from the survey are analyzed by staff type, and natural groupings of offices are generated using factor analysis. Qualitative research explores the reasons for the natural groupings.</p> <p>Paper</p>
<p>4:30 - 5:15 p.m.. <i>Freedom</i></p> <p>Suzanne Johnson Institutional Research Monroe Community College</p>	<p><b>The Effect of Expectations vs. Experience on Retention</b></p> <p>Unrealistic expectations of incoming freshmen and transfer students are related to retention. On 16 of 34 survey items, student experience at MCC differed significantly from their pre-enrollment expectations by 10 to 41 percentage points. The following semester, returning and non-returning students differed significantly on several of these items.</p> <p>Workshare</p>



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### Monday, November 15, 1999 continued

<p>4:30 – 5:15 p.m. <i>Middletown</i></p> <p>Qing Lin Mack Director of Institutional Research Asnuntuck Community-Technical College</p> <p>Moderator: Tara Maher</p>	<p><b>What Should We Do to Capture the Increasing Numbers of High School Graduates?</b></p> <p>At Asnuntuck Community-Technical College, our enrollment decreased last year after increasing in the number of graduates from high schools in Connecticut. This paper will compare the actual number of area high school graduates and the high school graduation projection data, to the current Asnuntuck enrollment data to project the potential future enrollment of high school graduates at this small liberal arts community college and to make policy recommendations to the college President and other policy makers. Methodological and data access issues will be discussed for those interested in doing similar studies at their colleges/universities.</p> <p>Paper</p>
<p>4:30 – 5:15 p.m. <i>Weatherly</i></p> <p>Christine Brooks Cote, Director Institutional Research and Registrar Bowdoin College</p>	<p><b>The Role of Institutional Research in a Curriculum Review: Moving Faculty from Broad Questions to Recommendations for Change</b></p> <p>Two years ago, the Bowdoin College faculty began a review of the curriculum. In preparation, transcripts of three graduating classes were analyzed to determine how students navigated and actually experienced the curriculum then in place. Recommendations for curricular change have now been proposed and many can be linked to the results of the analysis.</p> <p>Workshare</p>
<p>5:30 – 6:30 p.m. <i>Atrium</i></p>	<p><b>President's Reception</b></p>

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<p>8:00 - 11:00 a.m. <i>East Foyer - Registration desk</i></p>	<p><b>Registration</b></p>
<p>7:15 – 8:45 a.m. <i>Salons III &amp; IV</i></p> <p>Yuko Mulugetta Director of Research &amp; Planning Analysis for Admission &amp; Financial Aid Cornell University <i>Table 1</i></p> <p>Pam Roelfs Director, Office of Institutional Research University of Connecticut <i>Table 2</i></p> <p>Kandice Salomone Assistant Director, Office of Strategic Planning &amp; Institutional Research University of Rhode Island <i>Table 3</i></p> <p>Becky Brodigan Program Chair Pittsburgh Conference <i>Table 4</i></p> <p>Local Arrangements Chair Pittsburgh Conference <i>Table 5</i></p>	<p><b>Continental Breakfast &amp; Concurrent Table Topics</b></p> <p><b>AID-Research-NET-L</b> The AID-Research-NET-L has become a vital communication vehicle in student financial aid research community. This session will discuss the best use of the AID-Research-NET-L in order to improve collaboration and cooperation between IR and AID offices.</p> <p><b>Student Feedback on Computing Services &amp; Information Technology</b> Using one institution's recent survey as a starting point, discussion will focus on experiences, issues and suggestions on the role student feedback can play in assessing and changing computing services.</p> <p><b>People Soft Users</b> NEAIR members that are using PeopleSoft software or implementing the new system. Let's talk and share our experiences.</p> <p><b>Focus Group 1: The Pittsburgh Conference</b> A focus group to elicit information on the strengths and weaknesses of this year's conference led by the program chair of next year's conference. By invitation.</p> <p><b>Focus Group 2: The Pittsburgh Conference</b> A focus group to elicit information on the strengths and weaknesses of this year's conference led by the local arrangement chair of next year's conference. By invitation.</p>

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<b>Tuesday, November 16, 1999 continued</b>	
<p>8:00 - 8:50 a.m. <i>Courageous</i></p> <p><b>Best Paper 1998</b></p> <p>Emily Thomas, Director of IR SUNY Stony Brook</p> <p>Gayle Reznik, Research Assistant SUNY Stony Brook</p> <p>William Dawes Undergraduate Director Department of Economics SUNY Stony Brook</p> <p>Moderator: Corby A. Coperthwaite</p>	<p><b>Using Predictive Modeling to Target Student Recruitment: Theory and Practice</b></p> <p>In the competitive market of student recruitment, college admissions offices are experimenting with the use of predictive models to increase the effectiveness of their recruitment efforts. Regression analysis is used to estimate students' probability of enrollment, then different recruitment activities are directed at students with different enrollment probabilities. This paper argues that a typical use of predictive modeling is theoretically unsound and may therefore be operationally inefficient. To test this hypothesis and explore an alternative use of predictive modeling we designed and assessed an experimental recruitment program. The first-year results confirm our perspective and identify a valuable role for statistical modeling in recruitment management.</p> <p>Paper</p>
<p>8:00 – 8:50 p.m. <i>Freedom</i></p> <p>Jim Trainer, Director HEDS Consortium</p>	<p><b>Higher Education Data-Sharing Consortium</b></p> <p>Special Interest Group</p>
<p>8:00 – 8:50 a.m. <i>Newport</i></p> <p>Mitchell S. Nesler Director of Research, Academic Programs Regents College</p> <p>Moderator: William Stuart</p>	<p><b>Factors Associated with Retention in a Distance-Based Liberal Arts Program.</b></p> <p>Analysis of student characteristics related to graduation was conducted in the Regents College Bachelors Liberal Arts program. Student files were examined to determine which demographic, academic and administrative variables are associated with graduation from the program. One of the strongest predictors was preparation upon entering the program. Specific risk factors were identified.</p> <p>Paper</p>
<p>8:00 – 8:50 a.m. <i>Weatherly</i></p> <p>Laura M. Stapleton Associate Director Office of Institutional Studies University of Maryland</p> <p>Gregory R. Hancock Associate Professor Measurement, Statistics and Evaluation University of Maryland</p>	<p><b>Multilevel Modeling Using Data From the National Study of Postsecondary Faculty</b></p> <p>This workshare will introduce the concept of multilevel data modeling using a short lecture and presentation of an example analysis. Audience impressions to help space future presentations would be obtained regarding interpretations that can come from multilevel analyses and the likeliness of use of multilevel modeling in the IR community.</p> <p>Workshare</p>

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### Tuesday, November 16, 1999 continued

<p>8:15 - 9:50 a.m. <i>Enterprise</i></p> <p>Terrence Russell Executive Director Association for Institutional Research Florida State University</p> <p>Marsha Krotseng AIR President Associate Provost Cleveland State University</p> <p>Moderator: Penny Blackwood</p>	<p><b>Town meeting on National Data Policy: New AIR Activities Supported by NCES</b></p> <p>This panel will discuss two programs. In 2000, AIR working with its state and regional affiliates, and with the support of NCES, will present some forty workshops on the use of the new web-based IPEDS data collection system. AIR also is organizing a new national peer analysis system with NCES support. The Volunteer Institutional Online Information System (VIOLIN) will enable web-based collection of Peer analysis data as a supplement to IPEDS information.</p> <p>Panel</p>
<p>9:00 – 9:50 a.m. <i>Courageous</i></p> <p>Marcia M. Lee, Director Institutional Research &amp; Planning West Chester Community College</p> <p>Moderator: Eleanor Swanson</p>	<p><b>Measuring Student Success in Remedial Education</b></p> <p>The National Center for Education Statistics U.S. Department of Education reports that two-fifths (41%) of the freshmen in public 2-year colleges were enrolled in one or more remedial courses in Fall 1995. With such a heavy investment in remedial education, a means for measuring the success of these programs is becoming all the more imperative. This paper presents an argument for using a variation of the Student Right to Know methodology to measure student success in remedial education programs with eight criteria to measure student progress along the way.</p> <p>Paper</p>
<p>9:00 – 9:50 a.m. <i>Freedom</i></p> <p>Karl Boughan, Supervisor of Institutional Research &amp; Analysis Prince George's Community College</p> <p>Moderator: Gurvinder Khaneja</p>	<p><b>Assessing Academic Through-Put by Means of Aggregate Credit Hour Analysis</b></p> <p>Credit hour analysis can usefully supplement standard retention/credential-based outcome assessment -- particularly at community colleges where informal course-taking and degreeless transfers are prevalent. This paper discusses the rationale for including it in outcomes assessment, outlines a systematic approach to credit-based assessment, and provides examples of its application at a large, suburban community college.</p> <p>Paper</p>
<p>9:00 – 9:50 a.m. <i>Newport</i></p> <p>Robert Toutkoushian Executive Director Office of Policy Analysis University System of New Hampshire</p> <p>Moderator: Anne Marie Delaney</p>	<p><b>Changes in Resident Demand for Public Higher Education in New England</b></p> <p>This study uses data from the College Board to analyze trends in the demand for public higher education among resident students in the six New England states from 1975 to 1998. Statistical models will be used to show how factors such as tuition and family income explain these trends.</p> <p>Paper</p>

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<p>9:00 – 9:50 a.m. <i>Weatherly</i></p> <p>Alberta Lipson Associate Dean for Research Office of Academic Services Massachusetts Institute of Technology</p>	<p><b>An Evaluation of an Experiment on the Use of Intermediate (+/-) Grades</b></p> <p>MIT undertook an experiment, which changed the traditional straight letter grading system to one that used +/- modifiers for internal grade reports only. This experiment was evaluated by student and faculty surveys and by assessing the impact of changes on students' overall CUMs if +/- modifiers were to be used on external grade reports.</p> <p>Workshare</p>
<p>9:50 - 10:30 a.m. <i>Freedom Foyer</i></p> <p>9:55 - 10:30 a.m.</p> <p><i>Courageous</i> Ellen Kanarek Vice President Applied Educational Research, Inc.</p> <p><i>Enterprise</i> Peggye Cohen Assistant Vice President for Institutional Research George Washington University</p> <p><i>Freedom</i> Hershel Alexander Senior Research Analyst Charles County Community College</p> <p><i>Newport</i> Ayshe Ergin, Chair New Jersey Association for Institutional Research The College of New Jersey</p> <p><i>Weatherly</i> David Seguin Jamestown Community College</p>	<p><b>Break and Concurrent Special Interest Groups</b></p> <p><b>Concurrent Special Interest Groups</b></p> <p><b>Admitted Student Questionnaire</b></p> <p><b>Banner Users</b> This session will provide an opportunity to continue discussion with your Banner/IR colleagues. Come and hear about the first IR Track at Summit 99 (a big success!) and the upcoming Summit in San Francisco. All Banner users -- veteran, novice or potential -- are welcome.</p> <p><b>Two-Year Colleges</b></p> <p><b>NJAIR SIG</b></p> <p><b>SUNY AIRPRO</b></p>

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**Tuesday, November 16, 1999 continued**

<p>10:30 a.m. – noon <i>Salons IV</i></p> <p><b>George D. Kuh</b> <b>Professor of Higher Education and</b> <b>Director of CSEQ</b> <b>Research Program</b> <b>Indiana University</b></p>	<p><b>The National Survey of Student Engagement &amp; the Role of IR in the Contemporary University</b></p> <p>Dr. Kuh will discuss the evolution of the Pew-funded National Survey of Student Engagement in the context of the increasingly important role of institutional research and planning in the contemporary university.</p> <p><b>Closing Plenary Session</b></p>
<p>Noon – 4:00 p.m. <i>Columbia</i></p>	<p><b>Steering Committee Meeting</b></p>