CONFERENCE PLANNING TEAM

Denise Krallman
President

Cherry Danielson
Program Chair

Leon Hill
Associate Program Chair

Stephen Thorpe
Pre-Conference Workshop Coordinator

Cate Rowen
Local Arrangements Chair

Tracy Barnes
Local Arrangements Coordinator

Melanie Larson
Local Arrangements Coordinator

Elizabeth Deignan
Vendor Coordinator

Mary Louise Gerek
Evaluation Coordinator

Gary Boden
Poster Session Coordinator

James Trainer
Proposal Review Coordinator

Paula Hollis
Program Editor

Julie Alig
Best Paper Coordinator

Roland Hall
Website Coordinator

Annemarie M. Bartlett
Conference Website Coordinator

Beth Simpson
NEAIR Administrative Coordinator

Ethan Kolek
A/V Coordinator

Greg Rogers
Dine-around Coordinator

NEAIR OFFICERS & STEERING COMMITTEE

Mitchell Nesler, President – Elect
Martha Gray, Past President
Kevin B. Murphy, Recording Secretary
Eleanor Swanson, Treasurer
Bonnie Thomas, Publications Chair
Jeff Himmelberger, Member-At-Large
Heather Roscoe, Member-At-Large
George Rezendes, Member-At-Large
Jessica Shedd, Member-At-Large
Allison Walters, Member-At-Large
Mark Palladino, Member-At-Large

a **Culture** of **e**vidence

IR Support, Initiative & Leadership

NEAIR 35TH ANNUAL CONFERENCE

NOVEMBER 1 – 4, 2008
THE WESTIN PROVIDENCE

1 West Exchange Street • Providence, RI 02903 • 401.598.8000

November 1, 2008

Dear NEAIR Colleagues,

Welcome to Providence and the 35th Annual NEAIR Conference!

The 2008 Conference Planning Team, led by Program Chair, Cherry Danielson; Local Arrangements Chair, Cate Rowan; Associate Program Chair, Leon Hill; Pre-conference Workshop Coordinator, Steve Thorpe; and Vendor Coordinator, Liz Deignan has put countless hours into this year's program - organizing, coordinating and planning, right down to the smallest detail. This marvelously talented team has put together a wonderful program for you. I would like to take this opportunity to thank them on behalf of NEAIR for sharing their time and talents with us. I would also like to thank Beth Simpson, our dedicated and talented administrative assistant. Beth has been invaluable in this year's conference planning process and has been immensely helpful to me and the team.

The success of the conference is now in your hands as both conference attendees and presenters. We each need to engage actively in everything that the conference has to offer. I trust that you will enjoy this year's theme "A Culture of Evidence: IR Support, Initiative, and Leadership" and I know that you will find the speakers, sessions, and networking to be positive experiences.

What can you do over the next 4 days? O Attend sessions. O Present thought provoking material. O Ask penetrating questions. O Launch new ideas. O Challenge old assumptions. O Network with colleagues. O Take time to relax, refresh, renew, reenergize. O Continue the NEAIR tradition of extending a welcoming hand of friendship to conference newcomers or if you are new to NEAIR, introduce yourself to an "old-timer." O Spend time with vendors. O Enjoy the entertainment. O Explore Providence.   **But most important of all, have a good time!**

NEAIR is a wonderful organization that is made up of talented professionals such as you. It has been my pleasure to serve as your president this year. If there is anything that I can do to make your conference experience enjoyable, please stop me and ask. I extend to you my best wishes for a great conference and an enjoyable visit to Providence.

Sincerely,

Denise A. Krallman
NEAIR President
2007-2008

In Memory of
Larry W. Metzger
1948 – 2008

This fall we lost a true data champion with the passing of Larry Metzger, Ithaca College's Dean of Enrollment Planning and past NEAIR Secretary and President.

Larry believed strongly in NEAIR and worked hard to further our goals.   He served on the Steering Committee as secretary (1987-89) and later as NEAIR president-elect, president, and past president (1990-93)   "His loss will certainly be felt among both the Ithaca College and NEAIR communities," said Michael Middaugh, NEAIR Past President. "I, personally, will miss his infectious wit, ready smile and above all, his wise outlook on life."

Some of the more seasoned NEAIR members will remember the wonderful parties Larry hosted at the end of each conference day back in the 80s and early 90s. He thoroughly enjoyed meeting his IR colleagues and learning about their work and their lives. The get-togethers were always very well attended --valuable networking opportunities supplemented with Larry's excellent homemade wine.   Larry's openness and generosity of spirit suffused these parties, and most guests took some of that spirit home when they left the conference.   Larry was also one of the founding members of the Single Malt Scotch Special Interest Group, who continue to meet annually at the NEAIR conference.   "He was a great guy!" said Mary Ann Coughlin, NEAIR Past President. "I always remember him as warm and welcoming from my early days in NEAIR."

An inspiring leader and astute manager, Larry joined Ithaca College as a research assistant in 1975. In 1983, he was named Director of Institutional Research, and in 1996 he became Dean of Enrollment Planning. He was instrumental in shaping the College's increasingly talented and diverse student body.   Larry also served as a board member during the founding period of the Independent 529 Plan, a national prepaid tuition plan.

In 2004, Larry was diagnosed with pancreatic cancer, but continued to work diligently at the College until a month before his death. His illness could not overpower his boundless energy, zest for life, and love of Ithaca College. His clear, forward thinking and determination have made a lasting impact on the College. Larry was loved and admired by everyone who worked for him.   "Larry was a visionary, a data guru, an outstanding mentor, and most of all, a dear friend to me for over 20 years," said Martha Gray, Director of Institutional at Ithaca College "He will truly be missed".

NEAIR 35ᵀᴴ ANNUAL CONFERENCE

SATURDAY, November 1ˢᵗ, 2008

Conference Registration	*Noon - 6:30 p.m.* *Third Floor*
Pre-Conference Workshops	
Newcomers to Institutional Research, Part I This two-part workshop introduces responsibilities, content areas, and methods used in the practice of institutional research. Participants receive supplemental resources for later and have the opportunity to meet others who are new to the IR profession. Workshop	*1:30 - 4:30 p.m.* *Waterplace II* **Michelle Appel** University of Maryland **James Trainer** Villanova University
Developing Effective Rubrics: A New Tool in Your Assessment Toolbox IR professionals are more involved with student learning assessment. Broaden your skills and become a resource for academic programs using rubrics. This is a hands-on experience in developing effective rubrics to assist with the assessment of student artifacts. Workshop	*1:30 - 4:30 p.m.* *Blackstone* **Curtis Naser** Fairfield University **Cherry Danielson** Fordham University
Testing for Moderating and Mediating Effects Using Regression Analysis Intervening variables are those that change the relationship between other variables of interest. Generally, an intervening variable is either a mediator or moderator. This workshop clarifies the difference and analyzes both using SPSS. Workshop	*1:30 - 4:30 p.m.* *Newport* **Betsy Carroll** York College of Pennsylvania
IPEDS Peer Analysis System/Hot Topics in IPEDS This workshop covers what is new in IPEDS including optional and mandatory changes for this year and next. Participants navigate the IPEDS website and review changes in College Navigator. After a Peer Analysis System review, participants use teaching exercises to access data and produce reports. Workshop	*1:30 - 4:30 p.m.* *Kent* **Jacki Stirn** Independent Consultant
"Where do I Begin?" Analyzing and Reporting on Survey Datasets, Part I Chart a course through the maze of data generated by a survey and learn where to begin, when to use statistical techniques, and how to report findings. Participants learn about ethical issues in survey research. Workshop	*1:30 - 4:30 p.m.* *Bristol* **Julie Alig** Commission on Institutions of Higher Education, New England Association of Schools and Colleges
Conducting Institutional Research with StudentTracker Over 1,600 colleges and universities participate in StudentTracker. There is a demand for training on StudentTracker use and capacity. Participants learn the data submission and retrieval process and identify research questions appropriate for the StudentTracker. Workshop	1:30 - 4:30 p.m. *Washington* **Ajeehan Haynes** **Richard Reeves** National Student Clearinghouse
Welcome Reception *(sign up for dinner groups)*	*6:00 -7:00 p.m.* *Providence Ballroom*
Saturday Evening Dinner Groups *(meet in Lobby)*	*7:00 p.m.*

SUNDAY, November 2nd, 2008	
Conference Registration	*8:00 a.m. to 6:45 p.m.* *Third Floor*
Pre-Conference Workshops	
Newcomers to Institutional Research, Part II Workshop	*9:00 a.m. – 12:00 noon* *Waterplace II*
Developing a Systematic Outcomes Assessment Plan The movement in higher education toward assessing student outcomes gained momentum in recent years, as accreditors have required assessment data and research. This workshop helps participants develop outcomes assessment plans for their institutions. Workshop	*9:00 a.m. – 12:00 noon* *Waterplace III* **Mitchell Nesler** SUNY Empire State College
Pivot Tables Changed My Life – They Can Change Yours, Too! Participants access typical institutional data from a student information system and an online survey using PivotTables and PivotCharts in Excel 2007 to subtotal, aggregate, and summarize data by category and sub-category. Participants discuss suggestions for presenting data and sharing interactive PivotTables and PivotCharts with the campus community. Workshop	*9:00 a.m. – 12:00 noon* *Newport* **Paula Maas** The College of New Jersey
Introduction to Logistic Regression This workshop is designed for institutional researchers who need to understand when and how to use logistic regression. By using a statistical package, concepts of logistic regression are explained and demonstrated. Workshop	*9:00 a.m. – 12:00 noon* *Kent* **Marianne Guidos** **Nicholas Warcholak** Pennsylvania State University
"Where do I Begin?" Analyzing and Reporting on Survey Datasets, Part II Workshop	*9:00 a.m. – 12:00 noon* *Bristol*
Sunday Lunch Break (*Lunch on your own*)	*12:00 to 1:00 p.m.*
Vendor Displays	*12:00 to 5:00 p.m.* *Providence Ballroom*
Posters on display for informal viewing	*12:00 to 5:00 p.m.* *Executive Boardroom 3rd floor*

Preparing for Accreditation? What Are the Issues
Most regional accrediting agencies have enhanced their requirements around student learning outcomes and institutional effectiveness. The session focuses on the NEASC and Middle States standards for accreditation and the expectations of accreditors. We will not discuss standards for technical and career colleges.
Workshop
	1:00 – 4:00 p.m.
	Waterplace II
	
	Rebecca Brodigan
	  Middlebury College
	Karen Froslid Jones
	  American University

Let's do it: Available Strategies and Instruments for Assessing Student Learning in the Major Participants examine strategies and instruments for measuring student learning in the major. Institutional researchers leave the workshop better equipped to assist faculty with their department-based assessment programs and accreditation evidence. Workshop	*1:00 – 4:00 p.m.* *Waterplace III* **J. Fredericks Volkwein** Pennsylvania State University

SUNDAY, November 2nd, 2008	
Qualitative Analysis Methods The workshop covers the nature and use of qualitative data for institutional research and includes examples of institutional analyses. Participants practice analytical techniques on sample data sets and discuss their results, the process, and concerns. Workshop	*1:00 – 4:00 p.m.* *Blackstone* **Carol Trosset** Hampshire College
Introduction to CSS (Cascading Style Sheets): Designing an IR Web Site Cascading Style Sheets are the new standard in web design. Through hands-on activities, the workshop provides a beginner's knowledge of CSS syntax while creating a sample IR homepage using Notepad. Topics include positioning, layout and web accessibility standards. Attendees must have a basic knowledge of HTML. Workshop	*1:00 – 4:00 p.m.* *Newport* **Karen DeMonte** University of Delaware **Allison Walters** University of Delaware
Out of the Drawer: Communicating Findings from Your CIRP Surveys Make your CIRP data come alive! We review examples of how CIRP survey findings inform your campus on issues such as retention, student involvement, diversity, civic engagement, and satisfaction. Workshop	*1:00 – 4:00 p.m.* *Kent* **John Pryor** University of California Los Angeles
Advanced SAS Techniques for Institutional Researchers The workshop demonstrates how to use ODS to send output to Excel, HTML, PDF, and RTF files. Advanced features of SAS, such as Pro sql, the Macro facility, and Proc report. Other techniques are demonstrated. Prior SAS experience is necessary. Workshop	*1:00 – 4:00 p.m.* *Bristol* **Mindy Wang** Catholic University of America
Automating Online and Paper Surveys with Class Climate Class Climate is Scantron's ultimate tool for survey-based evaluation in education, allowing you to conduct hundreds of surveys using a mixed on-line and paper/pencil based approach through a web server. Class Climate handles questionnaires for program of study, student services, seminars, alumni surveys, parental involvement and more. Vendor Showcase	*2:15 – 2:40 p.m.* *Washington* **Daniel Raulli** Scantron
Afternoon Panel /Audience Participation	
What Hast Thou Wrought….Lately? A Colloquium for Experienced Practitioners – This interactive session engages audiences through a conversation about how institutional research and planning offices provide value-added contributions for stakeholders. Designed for the experienced practitioner (5 years or more), participants share ideas on emerging topics and approaches (beyond the usual reports) they employ for maintaining enthusiasm and keeping their work "fresh". Panel	*3:00 – 4:00 p.m.* *Waterplace III* **James Trainer** Villanova University **Michelle Appel** University of Maryland **Michael Dooris** Pennsylvania State Univ. **Lydia Snover** - Massachusetts Institute of Technology

SUNDAY, November 2nd, 2008	
Finger Lakes AIR FLAIR/Western New York Institutional Researchers (WNYIR) Annual NEAIR gathering of Western New York Institutional Researchers (WNYIR) and Finger Lakes AIR. SIG	*4:00 – 5:00 pm* *Waterplace III* **J. Patrick Mizak** Canisius College
Catholic Colleges SIG NEAIR members from Catholic Colleges and the Catholic Higher Education Research Cooperative (CHERC) gather for an informal meeting. SIG	*4:00 – 5:00 p.m.* *Blackstone* **James Trainer** Villanova University **Ellen Boylan** Marywood University
Banner Users Group This Special Interest Group allows the opportunity to discuss current issues regarding Banner. SIG	*4:00 – 5:00 p.m.* *Newport* **Phyllis Fitzpatrick** Fairfield University **Margaret Cohen** George Washington Univ.
Ultimate Environmental Scan This session invites participants to share information and data sources used to develop a dynamic environmental scan that has impact and sets strategic direction. An example of a very effective environmental scan will be shared and participants are asked to share scans and what works at their institutions. SIG	*4:00 – 5:00 p.m.* *Kent* **Paul Prewitt-Freilino** Roger Williams University **Greg Rogers** Roger Williams University
Integrated Queries and Reporting Users Group (IQARUG) A forum for users of integrated database query, EIS, and reporting tools; the focus is not about the tools per se, but how they are changing data management roles and improving the questions we ask, the information delivery, and the analysis. SIG	*4:00 – 5:00 p.m.* *Bristol* **Marilyn Blaustein** University of Massachusetts Amherst **Alan McArdle** University of Massachusetts Amherst
Cognos Users Group This is a Special Interest Group for Cognos users. It will provide an opportunity to share ideas, questions and concerns. SIG	*4:00 – 5:00 p.m.* *Washington* **Kat Collison** University of Delaware
Mentor Program Reception	*4:00 – 5:00 pm* *Waterplace I*

OPENING PLENARY

Dr. Marvin W. Peterson
Professor Emeritus, University of Michigan, Past President AIR
"Quo Vadis IR? Past Developments - Future Challenges"
5:00 – 6:15 p.m.
Narragansett Ballroom

As NEAIR celebrates its 35th, it is useful to look at the larger field in which it is a key component and contributor. The development of institutional research, both in practice and as a profession, has emerged as a critical function in higher education over the past 50 years. This talk examines that development and some of the forces on and challenges to higher education that have shaped the field. Some lessons from that interaction are then used to highlight some potential implications for the practice and the profession of institutional research and how it may be reshaped as we cope with new changes in our higher education industry and our institutions.

Reception	*6:15 – 7:00 p.m.* *Narragansett Pre-function*
Banquet and 35th Anniversary Celebration	*7:15 p.m.* *Narragansett Ballroom*

MONDAY, November 3rd, 2008

Continental Breakfast	*7:00 – 8:30 a.m.* *Narragansett A*
CIRP Talk with the Director of the Cooperative Institutional Research Program, learn about innovations in the surveys, and pose your own questions. SIG	*7:30 – 8:30 a.m.* *Narragansett A & B* **John Pryor** UCLA
Penn State Institutional Research Certificate Program This SIG welcomes all NEAIR members who have participated, or who wish to participate, in the on-line IR professional development courses offered by Penn State. Those who wish to join the SIG should first visit the NEAIR Continental Breakfast, and bring the refreshments to Salon CD. SIG	*7:30 – 8:30 a.m.* *Narragansett A & B* **J. Fredericks Volkwein** **James Woodell** Pennsylvania State University
GPHLAIR Join us for the GPHLAIR SIG. New to Philadelphia? Meet members, find out about the organization, and learn how to get involved. Members have the opportunity to discuss current and proposed GPHLAIR activities. SIG	*7:30 – 8:30 a.m.* *Newport* **Mark Palladino** Philadelphia University **Stephen Thorpe** Widener University **Tim Walsh** Temple University

MONDAY, November 3rd, 2008	
Higher Education Data Sharing Consortium (HEDS) This is an opportunity for members of HEDS to discuss ongoing and proposed HEDS activities with other HEDS colleagues. All HEDS members are welcome. SIG	*7:30 – 8:30 a.m.* *Kent* **Jason Casey** HEDS
SUNY/AIRPO Join your SUNY colleagues for a conversation over breakfast. SIG	*7:30 – 8:30 a.m.* *Bristol* **Michael D'Allessandro** Westchester CC
Conference Registration	*8:00 a.m.– 4:30 p.m.* *Third floor*
Posters on display for informal viewing	*8:45 a.m. – 5:15 p.m.* *Executive Boardroom 3rd fl*

KEYNOTE ADDRESS

Dr. Margaret (Peg) Miller

Executive editor of Change magazine, Professor, University of Virginia
"Building a Culture of Evidence: What Institutional Leaders Need to Know"
8:45 – 10:10 am   Narragansett B & C

Recent demands that institutions go public with what students are learning has shifted the emphasis of assessment from improvement to accountability. But what does it mean to be accountable, and how does that change the nature of the information that institutional researchers need to provide campus leaders? What are the challenges associated with producing that information, and how can doing so challenge existing assumptions, policies, and practices?

***"Coffee & Conversation"* Sessions** *Pick up your coffee in Providence Ballroom*	*10:10 – 10:50 a.m.*
"What Institutional Leaders Need to Know" This session continues the conversation that flows from our Keynote Speaker's provocative comments regarding what our leaders need to know if we are to build culture of evidence on our campuses. *Coffee & Conversation*	*10:10 – 10:50 a.m.* *Newport* **Margaret Miller** Keynote Speaker
"Gathering Information from our Graduates" This Coffee & Conversation session will focus on the current and potential uses of Graduate Placement surveys. The audience will be invited to discuss the proposal that Graduate Placement surveys are the ideal venue for collecting valuable outcome measures of an institution's effectiveness in fulfilling its mission. *Coffee & Conversation*	*10:10 – 10:50 a.m.* *Kent* **Peter Feigenbaum** Fordham University
"Voluntary System of Accountability" (VSA) In a response to the call for greater accountability and transparency in higher education, Michael Middaugh and Christine Keller will discuss the Voluntary System of Accountability, its purposes and data requirements. VSA is co-sponsored by the National Association of State Universities and Land Grant Colleges (NASULGC) and the American Association of State Colleges and Universities (AASCU) and is a major step forward in responding to those calls for transparency. *Coffee and Conversation*	*10:10 – 10:50 a.m.* *Bristol* **Michael Middaugh** University of Delaware **Christine Keller** Voluntary System of Accountability

MONDAY, November 3rd, 2008	
Vendor Displays	*10:10 a.m. – 6:30 p.m.* *Providence Ballroom*
Implementing the New Race/Ethnicity Standards at Your Institution IPEDS reporting using new standards for race and ethnicity is imminent. A representative from NCES discusses the U.S. Department of Education's guidance on implementing the changes and a representative from the higher education community covers the impact on institutions. Workshare	*11:00 – 11:55 a.m.* *Waterplace I* **Margaret Cohen** George Washington University **Janice Plotczyk** **Jessica Shedd** National Center for Education Statistics
An Analysis of the Relationship Between Student Social and Emotional Factors and College Persistence Behavior This study examines college student persistence from the perspectives of emotion, sociability, and ease of transition. Variables measuring family emotional support, receptivity to social enrichment, and desire for social engagement are analyzed in conjunction with student demographic, academic performance, and persistence variables. Contributed Paper	*11:00 – 11:55 a.m.* *Waterplace II* **Shuang Liu** College of Notre Dame of Maryland
Use of a Syllabus Audit to Assess First-Year Seminar Learning Outcomes In an effort to understand which course elements are associated with students' self-reported improvements in skills and abilities, the presenters inventoried the fall 2007 First-Year Seminar syllabi and identified the intellectual and creative challenges students face. Results were compared to self-reported outcomes. Workshare	*11:00 – 11:55 a.m.* *Waterplace III* **John Nugent** **Michael Reder** Connecticut College
Constructing a Data Warehouse for Enrollment Management and Academic Affairs Business Participants examine their institution's data warehouse and review the relationship between responsiveness (to requests for longitudinal tend data) and the data warehouse construction/design. Examples demonstrate the benefits of using warehouse data coupled with statistical software for advancing efficiency and sophistication in the institutional research office. Workshare	*11:00 – 11:55 a.m.* *Blackstone* **Paul Prewitt-Freilino** **Greg Rogers** Williams University
Planning for NEAIR's Future: Strategic Plan 2008 NEAIR's Strategic Plan - focusing on goals, strategies and the implementation plan is featured. A call to accept the Strategic Plan takes place at the Annual Business Luncheon. This is an overview of the Strategic Plan and an opportunity for questions and answers. Workshare	*11:00 – 11:55 a.m.* *Newport* **Heather Kelly** University of Delaware

MONDAY, November 3rd, 2008	
Understanding the Transfer Swirl with Clearinghouse Data and SAS Programming: How to Find What You Might Not Expect Over 90% of colleges enroll in the Clearinghouse. Not all use the full analytical possibilities of the data from StudentTracker. Procedures for reading the data, noting patterns of enrollment at different institutions, and graduation success are examined. SAS coding for multiple-person records using, first.dot, last.dot and lag functions are explained. Workshare	*11:00 – 11:55 a.m.* *Kent* **Keith Guerin** Raritan Valley Community College
Building, Sustaining and Developing Research University Faculty This paper examines the interconnected phenomena of recruitment, retention, and utilization of research university faculty, in light of the changing full-time/contingent mix. It offers ideas about how deans, provosts, and institutional researchers can together address challenges such as the competition for top faculty and faculty workload and productivity. Workshare	*11:00 – 11:55 a.m.* *Bristol* **Michael Dooris** **Rodney A. Erickson** **David H. Monk** Pennsylvania State University
National Student Clearinghouse: An Overview for Researchers The Clearinghouse database has 80+ million student records for research purposes. You can get factual student information for analysis. How do you do that? Where does the data come from? How can you use it? Learn about our services that can help you learn more – Core, DegreeVerify and especially StudentTracker. Vendor Showcase	*11:00 - 11:25 a.m.* *Washington* **Richard J. Reeves** National Student Clearinghouse
Creating a Repeatable Process for Student Retention Analysis During the presentation, we focus on creating a repeatable process for student retention analysis, using Rapid Insight® Data Integration. We examine data set up and how Data Integration makes this easy. Vendor Showcase	*11:30 - 11:55 a.m.* *Washington* **Michael Laracy** Rapid Insights
Annual Luncheon and Business Meeting	*12:00 – 1:30 p.m.* *Narragansett Ballroom*
A Comprehensive Study of Student Civic Engagement: Freshmen and Beyond This workshare highlight s a multi-faceted assessment approach developed to gauge one university's success at cultivating "active citizens"; one of its core missions. Aggregating data across multiple instruments, to support evidence for accreditation, is discussed. Workshare	*1:45 – 2:40 p.m.* *Waterplace I* **Stephanie Topping** **Karen Schreiner** **Dawn Terkla** Tufts University

MONDAY, November 3rd, 2008	
Does Financial Aid Status Affect Student Performance, Retention, Persistence, and Academic Success? All fall 2000 first-time degree or certificate-seeking students within the twelve Connecticut Community Colleges are tracked for six years. Differences cannot be attributed to financial aid status alone. Binary Logistic Regression illustrates the interactions of demographic and college variables, and estimates the likelihood of students attaining recognized academic markers. Contributed Paper	*1:45 – 2:40 p.m.* *Waterplace II* **Corby A. Coperthwaite** **Benjamin Klimczak** Connecticut Community College
Using Student Tracker to Supplement IR Projects To estimate statewide college-going, persistence and graduation rates, the Vermont Student Assistance Corporation (VSAC) combined Student Tracker data with information from internal databases. This session highlights the methodology used to determine these rates, the advantages, and disadvantages of using NSC data for this research, and successful strategies for record management. Shortshare	*1:45 – 2:10 p.m.* *Waterplace III* **Robert Walsh** Vermont Student Assistance Corporation
Exploring Measures of Institutional Effectiveness To supplement the assessment process for presidents, a two-phase process was used to create a leadership questionnaire. This presentation describes the first year of developing and implementing the questionnaire including the methods used to design, collect, validate, and analyze results. A lesson-learned discussion follows. Shortshare	*2:15 – 2:40 p.m.* *Waterplace III* **Teresa Boyd Cowles** Connecticut State University System
A Different Kind of Review: IR's Involvement in Strategic Planning for Administrative Departments Presenters introduce a program review model for assisting administrative departments with assessment and planning. Topics cover differences between academic and administrative program review models; the development of an administrative model; and Institutional Research's role in supporting assessment and strategic planning. Workshare	*1:45 – 2:40 p.m.* *Blackstone* **Michael Pimental** **Kelli Armstrong** Boston College
Using Scenarios to Assess Student Perspectives on Diversity and Understand Social Desirability This presentation demonstrates that asking students to respond to scenarios describing a range of opinions about diversity issues provides nuanced and meaningful information. Planning and assessment efforts use the results to understand the impacts that a college has in helping students develop the capacity to live and work in a diverse world. Workshare	*1:45 – 2:40 p.m.* *Newport* **Terra Schehr** Loyola College in Maryland
Student Assessment Program assessment uses student-learning outcomes to measure learning outcomes. Assessment concentrates on individual students, and their abilities to meet learning outcomes. Examine how the Eidos Assessment system integrates student assessment into online course management with examples from Engineering, Education, and Student Affairs. Workshare	*1:45 – 2:40 p.m.* *Kent* **Curtis Naser** Fairfield University

Moving Data into Action: The Application of Institutional Research to Enhance Student Success Methods to increase college retention, persistence, and degree attainment have been studied exhaustively, yet no single answer has emerged. This paper explains how the Institutional Research Department combined historical university data with new survey and focus group data and produced actionable recommendations for improving student retention. Contributed Paper	*1:45 – 2:40 p.m.* *Bristol* **Kevin Murphy** University of Massachusetts Boston **Kimberly Puhala** University of Massachusetts Boston
Campus-Wide Assessment and Reporting Solutions The presentation covers the Tk20 CampusWide system for outcomes-based assessments and the measurement of institutional effectiveness. Presenters cover the specification of institutional mission, goals, and outcomes, generation of assessment plans for meeting outcomes, report on the effectiveness of meeting desired outcomes, tracking program improvements, data import from other systems and comprehensive reporting. Additionally, presentation focuses on reporting for institutional research, student retention, data based decision-making and accreditation-based reporting. Vendor Showcase	*1:45 – 2:10 p.m.* *Washington* **Christine Trobenter** TK20, Inc.
Outcomes Assessment through the TaskStream Accountability Management System As administrators guide campus-wide collaboration and communication regarding institutional effectiveness, they seek tools to streamline the processes and support the efforts of faculty and staff. TaskStream provides a tool in the web-based Accountability Management System (AMS); promoting a culture of educational excellence in both academic and non-academic units. The presenters demonstrate real-time creation and management of web-based assessment plans and the System's capability for process flow management and reporting. Highlighted during the session are the uses of the AMS for preparing accreditation reports and the Learning Achievement Tools (LAT), which include student eportfolios. Vendor Showcase	*2:15 – 2:40 pm* *Washington* **Webster Thompson** TaskStream
Dessert and Coffee Break	*2:40 – 3:00 pm* *Providence Ballroom*
Enterprise Reporting at the University of Delaware The presentation delves into the design and content of the University of Delaware Enterprise Warehouse - from both the functional and technical point of view - and reviews its Business Intelligence solution. Workshare	*3:00 – 3:55 pm* *Waterplace I* **Kat Collison** University of Delaware
Using Hierarchical Data to See if Starting Out at Two-Year Colleges Makes a Difference in Getting Into Law School Using hierarchical data, the study examines the admission and enrollment of law school applicants who began their undergraduate education at two-year institutions. Comparisons are made between applicants who initially attended two-year institutions and those who attended four-year schools. Workshare	*3:00 – 3:55 pm* *Waterplace II* **Phil Handwerk** Law School Admission Council

Enhancing Parents' Role in Higher Education Assessment A model for enhancing parents' role in assessment is presented. Results identify satisfaction with advising and career services as predictors of overall satisfaction and satisfaction with housing and extra-curricular programs as predictors of willingness to recommend the College. Contributed Paper	*3:00 – 3:55 p.m.* *Waterplace III* **Anne Marie Delaney** Babson College
IPEDS - New Data Center NCES staff demonstrates the new IPEDS Data Center. The tool makes data retrieval easy, and is as powerful as the PAS. The question-driven design guides the user in choosing data and generating reports. See how to easy it is to use IPEDS data for peer analysis, benchmarking, and data-driven decision-making. Workshare	*3:00 – 3:55 p.m.* *Blackstone* **Janice Plotczyk** **Jessica Shedd** National Center for Education Statistics
The Culture of Evidence - What the Data Told Us After receiving an Achieving the Dream planning grant, a comprehensive data analysis shed light on the college preparedness of first year students and shaped the priorities and strategies of the implementation plan. The presentation poses issues and considers how they are addressed by the plan. Workshare	*3:00 – 3:55 p.m.* *Newport* **David Leavitt** Bunker Hill Community College
General Education Curriculum, Teaching, and Assessment: Using Multiple Sources of Evidence Among the challenges associated with General Education assessment is uncovering the instructional and curricular barriers to student learning. A General Education Task Force developed a set of tools to assess the relationship between instruction, the curriculum, and General Education learning objectives. Workshare	*3:00 – 3:55 p.m.* *Kent* **Martha Stassen** University of Massachusetts Amherst
An Introduction to the Collegiate Learning Assessment (CLA) The Collegiate Learning Assessment (CLA) measures growth in undergraduate student learning in the areas of critical thinking, analytic reasoning and written communication. The CLA employs open-ended, performance-based instruments in which students demonstrate their abilities to use information and craft or analyze persuasive arguments. The CLA is unique in its combination of skills measured, value-added analytical approach, use of performance tasks, web-based administration, collaborative-based approach, matrix sampling strategy and adjustments made to control for initial ability. Vendor Showcase	*3:00 – 3:25 p.m.* *Washington* **Marc Chun** Collegiate Learning Assessment

MONDAY, November 3rd, 2008	
Increasing Student Success to Improve Retention and Persistence Student success is a key predictor of retention and persistence, and as such is a primary concern for many institutions. This presentation outlines data mining techniques for understanding academic preparedness, predicting student performance, and creating a feedback loop to continually evaluate and refine your interventions with low-performing students. Vendor Showcase	*3:30 – 3:55 p.m.* *Washington* **John Norton** SPSS
Testing the Reliability and Validity of Student Demographic Information: Does the Method of Data Collection Influence Self-Reported Data? This study presents the steps for conducting a comprehensive evaluation of the validity and reliability of self-reported student demographic information. The study focuses on effective data collection strategies and methods to enhance the reliability/validity of self-reported data by triangulating admission data, survey data, and data warehouse information. Contributed Paper	*4:10 – 5:05 p.m.* *Waterplace I* **Daniel Riehs** **Aideen Gleeson** **Jessica Greene** Boston College

Graduate Writing Exam (GWE): Rolling the Last Dice to Succeed
 Predictive factors for student success on GWE and addresses graduation rate are identified. During the AY 2006, 1,045 students attempted the capstone exam and the debilitating success rate indicated a need to re-visit and assess GWE. Multiple regression technique identified six indicators that predict success on GWE.
 	
 Contributed Paper
	4:10 – 5:05 p.m.
	 Waterplace II
	
	 Gurvinder Khaneja
	  Passiac County
	  Community College

Responding to Accreditation: IR's Role - From Beginning to End
 Collaboration and communication among institutional sectors are key elements in the accreditation process. Presenters share findings from a survey distributed to members of a local IR association. The survey focused on the best practices and challenges faced by IR offices throughout their institutional and specialized accreditation processes.
 	
 Workshare
	4:10 – 5:05 p.m.
	 Waterplace III
	
	 Christine Goodwin
	 Marie Mark
	 Piyaporn Nawarat
	 Clover Hall
	  St. John's University
	 Joan Gothardt
	  New York College of
	  Osteopathic Medicine

Assessing Institutional Effectiveness: Using the Mission Engagement Index (MEI) to Measure Progress on Mission Goals A two year Teagle Foundation grant propels new research on student outcomes and funded development of a performance indicator for assessing progress on institutional goals. The presenter analyzes the five-year study. Contributed Paper	*4:10 – 5:05 p.m.* *Blackstone* **Ellen Boylan** Marywood University

MONDAY, November 3rd, 2008	
Using IPEDS Data Cutting Tool for Strategic Positioning and Competitive Advantage During this session, participants learn how to use the IPEDS data-cutting tool and how to present the information to decision makers. Examples include using data to inform decision makers on the position of the institution, information about specific academic programs, and new programs in various strategic student markets. Presenters discuss the implications for enrollment management and strategic planning. Workshare	*4:10 – 5:05 p.m.* *Kent* **Paul Prewitt-Freilino** **Greg Rogers** Roger Williams University
Follow the Yellow Brick Road: Designing and Employing a Campus Community Climate Survey to Improve Life in Kansas Rather Than the Land in Oz As one of his first actions, a new President commissioned a campus community climate survey to get the pulse of the University and to effect change. The presentation covers the survey from the concept and design phase to employing data that informs decisions and promotes positive change. Workshare	*4:10 – 5:05 p.m.* *Bristol* **James Trainer** **Kathleen Nazar** **John Kelley** Villanova University
Surveys and Beyond! Student success is a key predictor of retention and persistence, and as such is a primary concern for many institutions. This presentation outlines data mining techniques for understanding academic preparedness, predicting student performance, and creating a feedback loop to continually evaluate and refine your interventions with low-performing students. Vendor Showcase	*4:10 – 4:35 p.m.* *Washington* **Cedric Nash** Questback Boston LLC
Data with a Twist Reception	*5:15 – 6:30 p.m.* *Providence Gallery*
Formal Poster Session / Presentation of Best Visual Display	*5:15 – 6:30 p.m.* *3rd floor*
Facebook - Why all the fuss? Why should we care about Facebook? In short, because our students use it, including it as their primary communication tool. Facebook basics, tips, and IR uses are displayed. Poster	*Executive Boardroom* **Michelle Appel** University of Maryland **Paula Maas** The College of New Jersey
Using the Institutional Research Website to Increase Visibility and Credibility Campus Wide See better ways of disseminating information and building awareness through an IR website. Large paper documents such as University Fact Book, Internal Common Data Set, and the Environmental Scan can be shared electronically saving large costs and increasing efficiency within the university. Poster	*Executive Boardroom* **Greg Rogers** **Paul Prewitt-Freilino** Roger Williams University

Findings from a Survey Experiment: What Works and Who Responds The session presents the response rates of a web-survey experiment using a lottery-based incentive and different methods of reminder contacts plus a post-hoc analysis of the characteristics of survey respondents and non-respondents. Learn the additional avenues for further research and the practical implications. Poster	*Executive Boardroom* **Jerold S. Laguilles** **Thomas J. Fleenor, Jr.** **Elizabeth A. Williams** University of Massachusetts Amherst
Discovering and Using Peer Data from Surveys of Accepted Students By asking accepted applicants to indicate and rank other schools where they applied, yield patterns in each field and division are analyzed for use in academic planning. Poster	*Executive Boardroom* **David Vintinner** **Rachel Krug** New York University
SAT Scores and Demographics: Developing a Multiple Regression Model between SAT Scores and Socioeconomic Variables at Massachusetts High Schools Multivariate analysis confirmed a strong correlation between SES and SAT scores at Massachusetts High Schools. Parental education alone results in more than half the variation in SAT scores Poster	*Executive Boardroom* **Bruce Haimowitz** University of Massachusetts – Boston
Is Too Much Education, Too Much of a "Good Thing?" This poster presentation examines the relationship between parent educational level and student success at a moderately sized public four-year college. Results indicate that parent educational level is not linearly associated with student success. Presented are a literature review, an explanation of other statistical techniques, and the implications. Poster	*Executive Boardroom* **Mary Lou D'Allegro** **Stefanie Kerns** Pennsylvania State University – Berks
A Longitudinal Analysis of Personality Traits Related to Student Departure The study is a longitudinal work- in -progress that examines the relationship between students' values, attitudes, beliefs and self-concepts (based on CIRP data), and their college departure behaviors, identified as either 'transferred' or 'left with no record of transfer'. Poster	*Executive Boardroom* **Cristi Carson** Keene State College

MONDAY, November 3rd, 2008	
Pride and Prejudice: A Look at One University's Journey through Campus Climate Surveys This poster presentation highlights some of the findings from our Campus Climate Survey using years: 1996, 2002, and 2008. The presentation shares some of the problems we encountered and the plans for the 2008 survey findings. Poster	*Executive Boardroom* **Denise Krallman** Miami University
The Economic Impact of the University of Delaware on Newark and the State of Delaware This poster session will detail the methodology and results of an economic impact study conducted in fall 2007. Poster	*Executive Boardroom* **Lynne Foote** University of Delaware
Freeze! Counting Students at Census... According to results of a survey administered to NEAIR institutions, colleges use various dates for their census files. In addition to examining the inconsistency of census dates across institutions, factors for determining an institution's census date such as enrollment projections, retention rates, and tuition revenue projections also will be included. Poster	*Executive Boardroom* **Jason Schweitzer** The College of New Jersey
Interactive, Multidimensional NSSE Dashboards Showing Structured Multi-year NSSE Outcomes: Simple, Uniform Displays to Improve Understanding of Complex Data "Clickable" web-dashboards, when framed by a clear education-oriented theme, can deliver meaningful, simultaneously simple (readily interpretable), balanced (coverage unbiased and wide), and comprehensive (coverage in depth) performance profiles. This poster describes one dashboard, crafted to provide meaningful review of multidimensional, multi-year NSSE outcomes appropriate to multiple audiences. Poster	*Executive Boardroom* **M. Janet Easterling** Seton Hall University
Monday Evening Dinner Groups **Sign-up at Conference Registration table**	*6:30 p.m.* *meet in lobby*

TUESDAY, November 4th, 2008	
Continental Breakfast	*7:00 – 8:30 a.m.* *Narragansett A*
Focus Group by Invitation *(pick up breakfast in Narragansett A)*	*7:15 – 8:15 a.m.* *Executive Boardroom*
Conference registration table is open	*8:00 – 11:00 a.m.* *Narragansett Prefunction*

Achieving the Dream
Achieving the Dream (ATD) began in 2004 with 27 community colleges in five states. Today ADT is active in 83 institutions in 15 states. Colleges were added in consecutive years. The first round of colleges is in their last year of implementation. Montgomery County Community College joined the initiative in 2006 and is midway through their implementation grant. This session presents the strategies chosen and implemented at Montgomery County CC. Presenters discuss the challenges and the progress faced by the College. Interim evaluations and the choices and progress made by other colleges are shared.
 	
Invited Speakers
	7:30 – 8:15 a.m.
	Narragansett B
	
	Jackie Stirn,
	   Independent Consultant
	
	Leon Hill
	   Montgomery County
	   Community College

America's Best Colleges: What Just Happened and What's Ahead?
The presentation reviews the 2009 Edition of America's Best Colleges and discusses new initiatives; including the High School Counselor rankings of colleges and a list of "Up and Coming Institutions". Results from the 2008 Peer Survey are released. The results are based on responses from academics who replied to ranking-variable and variable weighting questions. Participants identified new variables. Communication efforts initiated by U.S. News are reviewed.
 	
Invited Speaker
	7:30 – 8:15 a.m.
	Narragansett C
	
	Robert Morse
	   Director of Data Research,
	   U.S. News & World Report

So, You Have Some Enrollment Projections: What Do You Do With Them?
Many institutions prepare projections of future enrollments. Most projections are long term and factor into capital facilities decisions. Short-term decisions however, are usually ignored. The presentation describes three practical applications of short-term enrollment projections – operational budgeting, product planning, and recruitment planning – that virtually any institution can apply.
 	
Workshare
	8:30 – 9:25 a.m.
	Waterplace I
	
	Vincent Maruggi
	   Anne Arundel Community
	   College

Déjà Vu All Over Again -- An Update on Projections for High School Graduates, College Continuation Rates and the Public Policy Implications Between 2008 and 2022, the number of high school graduates in the US will remain flat. However, there are large changes by racial/ethnic group. The proportion of White graduates will decline by 15%, Black graduates will decline by 9%, Asian Americans graduates will increase 52%, and Hispanics graduates will increase by 63%. How will this affect institutions' enrollments and financial aid? Workshare	*8:30 – 9:25 a.m.* *Waterplace II* **Rebecca Brodigan** Middlebury College

TUESDAY, November 4th, 2008	
Assessment: One Size Does Not Fit All Newcomers to assessment often take a one- size- fits -all approach—all things can be assessed if we just did another survey or gave another test. The presentation highlights differences in types of learning outcomes and the ease with which meaningful and sustainable custom-fit assessments can be conducted. Workshare	*8:30 – 9:25 a.m.* *Waterplace III* **Terra Schehr** Loyola College in Maryland
Does Service Learning Lead to Civic Action? A Multilevel Analysis of Personal Commitment and Campus Culture This study employs a multilevel modeling technique using national student experience data to assess the impact of service learning on students' thoughts about civic responsibility. The research concludes that both individual involvement and an institutional commitment to service learning have significantly positive impacts on students' inclination to civic action. Contributed Paper	*8:30 – 9:25 a.m.* *Blackstone* **Aideen Gleeson** Boston College
Survey Design and Response Rates: Evaluations of an On-Line Survey of Student Engagement Presenters report two sources of data regarding the effects of survey design (length, appearance, and content) on respondents' reactions to a student engagement survey: individual pretest interviews with students and an experiment in response rates in which students were invited to participate in different versions of the survey. Contributed Paper	*8:30 – 9:25 a.m.* *Kent* **Marne Einarson** **Marin Clarkberg** Cornell University
Student Surveying Savvy: SAREO Shares Strategies Researchers from UMass Amherst's Student Assessment, Research and Evaluation Office (SAREO) share methods to tackle the contemporary challenge of achieving good response rates for web-based student surveys. Researchers focus on the following survey aspects: instrument length, topic salience, subject lines, incentives, and non-response. Workshare	*8:30 – 9:25 a.m.* *Bristol* **Elizabeth Williams** **Jerold S. Laguilles** **Thomas J. Fleenor, Jr.** University of Massachusetts Amherst **Ethan A. Kolek** Amherst College
Collaborative Opportunities in Institutional Research Many projects within higher education use an "open source" approach. Research about the application of these methods for collaborative institutional research is presented. Future research will be based on the feedback. Workshare	*9:35 – 10:30 a.m.* *Waterplace I* **Daniel Nugent** Pennsylvania State University

TUESDAY, November 4th, 2008	
Assessing Achievement of IR Office Mission and Goals A data warehouse demonstration tracks IR office activities and the goals of the IR office. The warehouse allows the IR office to "close the loop" by answering the questions: are we doing what we say we do, and if so, how? Workshare	*9:35 – 10:30 a.m.* *Waterplace II* **Stephen Thorpe** Widener University
Beyond Peer Groups: A Regression Based Tool for Linking Faculty Salaries to Institutional Resources This study developed a resource-based model for faculty compensation benchmarking. Using a population of 93 selective liberal arts colleges, a model was developed (R2=.87) that identified the institutional characteristics that determine their capacity to compensate its faculty. The model identified aspirational faculty salary benchmarks. Workshare	*9:35 – 10:30 a.m.* *Waterplace III* **Mark Freeman** Bryn Mawr College
Assessing The Impact of a Living Learning Community on Student Success The study explores a "gap" semester living learning community program designed to give students a college experience before official admission to the university. The research examines the academic success of two cohorts at time-of-graduation to see how they differ from traditional freshmen. Contributed Paper	*9:35 – 10:30 a.m.* *Blackstone* **Karen Froslid Jones** American University **Diane Lowenthal** American University
Utilizing Student Class Schedules to Predict Persistence During the First Semester of College Variables from class schedules are incorporated into a regression model along with other preexisting student characteristics .Regression model predict student persistence during the first year of college. Contributed Paper	*9:35 – 10:30 a.m.* *Newport* **Paul Prewitt-Freilino** **Greg Rogers** **Lynn Fawthrop** Roger Williams University
Getting Evidence to Decision Makers - The Institutional Research Database (IRDB) Project at the Connecticut Community Colleges In his seminal work, "Building the Data Warehouse", W. H. Inmon defined a data warehouse as a "subject-oriented, integrated, time dependent, non-volatile collection of data for decision making". Data warehousing and its application by the Connecticut Community Colleges is presented while emphasizing the implications for strategic planning. Workshare	*9:35 – 10:30 a.m.* *Kent* **Benjamin Klimczak** Connecticut Community Colleges

TUESDAY, November 4th, 2008	

Institutional and Student Characteristics that Predict Graduation and Retention Rates
 	
Through regression analyses of national data from the Consortium for the Study of Retention Data Exchange, the presentation explores how institutional characteristics such as size, selectivity, housing, and diversity relate to retention and graduation rates of full-time, first-time students. The presentation offers formulas for evaluating graduation and retention rates.
 	
 Contributed Paper
	9:35 – 10:30 a.m.
	Bristol
	Braden Hosch
	  Central Connecticut State
	  University

Coffee Break	*10:30 – 11:00 a.m.* *Narragansett A*

AIR IR Office Survey Results and Ramifications
 	
This panel summarizes the results of a national study examining the size, function, and structure of IR offices, and examines northeast versus national comparisons. The presentation aims to understand what IR professionals do, and what similarities and differences exist among IR offices in different settings ranging from two-year colleges to research universities, from small colleges to large multi-campus systems. The session will explore the implications for career preparation and IR practice.
 	
 Invited Panel
	10:45 – 11:40 a.m.
	Narragansett A & B
	
	J. Fredericks Volkwein
	  Pennsylvania State
	  University
	
	James Woodell
	   Pennsylvania State
	  University
	
	 Mary Ann Coughlin
	   Springfield College
	
	Sandra Johnson
	  Princeton University

Closing and Annual Raffle	*11:40 – 11:55 a.m.* *Narragansett A & B*

Thank you for coming,

See you next fall in Baltimore, Maryland

NEAIR 2008 Conference Leadership

Gold Vendor Sponsors

Council for Aid to Education

The Council for Aid to Education (CAE) is a national nonprofit organization based in New York City. Initially established in 1952 to advance corporate support of education and to conduct policy research on higher education, today CAE is also focused on improving quality and access in higher education. The Collegiate Learning Assessment (CLA) is central to that focus, a national effort to assess the quality of undergraduate education by directly measuring student learning outcomes. Showcase Monday, 11/3 @ 3:00 pm

For more information on the CLA, please contact cla@cae.org *or call 212-661-5800*

National Student Clearinghouse

The National Student Clearinghouse is the largest enrollment and degree verification service in the US. A non-profit organization established by the higher education community in 1993, the Clearinghouse serves as a central repository and single point of contact for the collection and timely exchange of accurate, comprehensive enrollment, degree and certificate records on behalf of participating institutions. More than 3,200 colleges, enrolling 91% of US college students, participate in the Clearinghouse. Student loan providers, employers, student credit issuers, student health insurance providers, the US Department of Education, and others access the Clearinghouse's registry over 100 million times annually to conduct electronic student record verifications. Showcase Monday, 11/3 @11:00 am

For more information, visit www.studentclearinghouse.org *or contact your Regional Director:*
*Pam Gilligan, Director, Northeast Region – ME, NH, VT, MA, RI, CT, NY, PR & USVI
Tel: (508) 541-8057 Fax: (508) 541-8007 Email: gilligan@studentclearinghouse.org
*Paul Taylor, Director, Mid-East Region – NJ, PA, OH, DE, DC, MD, WV, IN, KY Tel: (859) 363-0000
Fax: (859) 363-0700 Email: ptaylor@studentclearinghouse.org

Questback Boston LLC

QuestBack is a web-based tool for collecting, measuring and evaluating feedback from critical constituencies (students, parents, alumni, faculty, staff, etc.) via on-line surveys. The product supports a wide range of survey applications, from simple feedback processes to complex research projects, and makes it easy to get and share professional results.
QuestBack goes beyond data gathering and reports; the tool enables you to take follow-up actions with your survey respondents. You can segment, identify and communicate with selected respondents, engaging them in dialog to address issues or get more information. High-quality graphic reports can be easily published to the web for sharing with constituents. As a multi-user tool, QuestBack can support multiple groups across an organization sharing survey templates and best practices.
Applications: General student surveys (wide range of topics); Surveys of prospective students re: campus visits, recruitment effectiveness, etc.; Event, meeting and project evaluations; Registrations / sign-ups for events; Surveys of alumni, faculty & staff. Showcase Monday, 11/3 @ 4:10 pm

For more information, contact Cedric Nash 978-975-2000

Gold Vendor Sponsors

Rapid Insight, Inc.

Rapid Insight Inc. has developed cutting edge software solutions for data analysis, data integration, and predictive modeling. Our software significantly impacts the ability of Higher Education Institutions to coordinate their data management, analytic, and reporting needs. Our primary goal is to enable Colleges and Universities to confidently make data driven decisions. Showcase Monday, 11/3 @ 11:30 am

For more information, contact Didi Oxner, doxner@rapidinsightinc.com, 603-447-1944

Scantron Corporation

Scantron is a trusted provider of assessment and survey solutions for the higher education market. Scantron's software assessment product for higher education, ParSystem, helps instructors prepare, administer and score tests. Our online and paper-based survey solutions include Class Climate, for managing course evaluations; and eListen, to create, deploy and analyze surveys. For general forms processing, Cognition software collects handprint, machine print, and bubble mark data with more accuracy and reliability than manual data entry. Scantron combines these software products with its Evolution Series (ES) and Clarity line of scanners and world-class forms to produce end-to-end solutions for higher education. Showcase Sunday, 11/2 @ 2:15 pm

For more information, contact Daniel Raulli, 877-596-8366, Daniel_Raulli@Scantron.com

SPSS

SPSS Inc. develops software and provides services worldwide that help organizations understand their situation, consider options, predict what will happen and take actions to achieve maximum results. These predictive analytic solutions are delivered in an easy to integrate, open technology platform which turns an organization's data into a strategic asset improving student retention, alumni development, and more accurate environmental scanning. SPSS is rooted within Higher Education and has supported schools in just about every facet of analysis for nearly 40 years. Showcase Monday, 11/3 @ 3:30 pm

For more information, see http://www.spss.com

Taskstream

TaskStream empowers excellence and helps meet performance challenges through solutions that enhance community, collaboration and student-centered learning. Our Accountability Management System (AMS) provides an efficient, effective way to document, analyze, and manage performance across an entire campus. Our Learning Achievement Tools (LAT) provide innovative Web-based systems for portfolio-based learning and assessment, instructional design, and other tools that facilitate real-time instruction. Showcase Monday, 11/3 @ 2:15 pm

For more information, contact Webster Thompson, Executive Vice President, 800-311-5656

Tk20, Inc.

Tk20 was founded by experts in enterprise management in collaboration with senior university administrators and professors to create integrated, enterprise class education, assessment and reporting systems. We understand education – and we understand enterprise computing. That's why our customers repeatedly report that we offer the most complete assessment and management solution for colleges and universities available today. Showcase Monday, 11/3 @ 1:45 pm

For more information, contact Christine Trobenter, 512-401-2000

Silver Vendor Sponsors

Academic Management Systems

Build a "culture of evidence" on your campus with CoursEval™ software. CoursEval™ gives institutional researchers, deans, chairs, and faculty the means to create, deploy, and analyze peer and self-assessments, formative and summative assessments, as well as longitudinal and cohort assessments. Our remote portal tool, MyCoursEval, offers a dynamic interface between CoursEval and Blackboard, WebCT, Sakai, and Moodle systems.

For more information, contact: Brian Hopewell, Director of Business Development – Higher Education *1576 Sweet Home Rd., Amherst, NY 14228 * 716-867-8434 * www.academicmanagement.com

Association for Institutional Research

The mission of the Association for Institutional Research (AIR) is to support members in their efforts to continuously improve the practice of institutional research for postsecondary planning, management and operations, and to further develop and promote the institutional research profession.

For more information, see http://www.airweb.org

Gravic, Inc.

Software for assisting researchers and evaluators collect and analyze data from paper and web forms including: Course evaluations, tests, alumni surveys, psychological assessments, satisfaction surveys and other other paper or web form. Use any word processor to create and print your own plain-paper evaluations and then scan them with Remark Office OMR using an image scanner. Or, create, host and administer online surveys using Remark Web Survey. Host your own online forms; there are no form or respondent limitations. Use both products to combine data from paper and web evaluations. Easily generate analysis reports and graphs with Remark Quick Stats, a built-in analysis component. Or, export data to 35   different formats (SPSS, Excel, ASCII, etc.). Free demos available at: http://www.gravic.com/NEAIR

For more information, contact the Sales Team Sales@gravic.com 1-800-858-0860

Nuventive

Nuventive is a leading provider of solutions for assessing, managing and demonstrating continuous improvement in education. Our enterprise suite of software solutions: TracDat for enterprise assessment management, Insight for communicating institution wide initiatives, and iWebfolio for electronic portfolio solutions, equip individuals and organizations to better understand, assess, improve, and communicate educational quality.

For more information, contact Nuventive at 412-847-0280 or toll free 1-877-366-8700 www.nuventive.com

Silver Vendor Sponsors

OnlineCourseEvaluations.com

Our goal at OnlineCourseEvaluations.com is to improve the culture, quality and accessibility of course evaluations, by offering a customizable internet-based solution that will provide better information for higher education faculty and administrators to make data-driven decisions.

For more information, contact: James M March, Sales & Marketing Specialist
http://OnlineCourseEvaluations.com 716-989-4400

Bronze Vendor Sponsors

Snap Surveys

Snap Surveys offers the complete survey solution for all your research needs. With over 27 years of experience and 30,000 users worldwide, few other providers offer the flexibility of both software and outsourcing options to give you a fully comprehensive package.

Snap Survey Software is a powerful, intuitive Windows-based program for questionnaire design, publishing, data collection and analysis. Snap supports all survey modes (Web, E-mail, Paper, Kiosk, Phone, PDA, Scanning, Tablet PC). Snap has robust analysis capability (Tables, Charts, and Descriptive & Multivariate Statistics) and is very extensible – MS Access or SQL database connectivity and seamless integration with SPSS and MS Office (Word, Excel, PowerPoint, Access).

Snap SurveyShop is the professional IT and research service for survey management and processing. We are here to assist you with all aspects of survey work from advice on everything from research techniques, to questionnaire design, web surveys, data processing, report writing and consultancy.

For more information, please visit our website at: www.snapsurveys.com or contact one of our product specialists by phone: 603-610-8700 or e-mail: sales@snapsurveys.com

Systat Software, Inc

Headquartered in San Jose, California, Systat Software is a leading developer of specialized scientific software products for data analysis, technical graphing, and presentation. Systat Software's global reach across 37 countries is backed by technical support centers in key geographies such as the US, UK, Germany and India. For more information, visit www.sigmaplot.com

For more information, contact Greg Barton, 408-213-0884 or email at gbarton@systat.com

The Center for the Study of Higher Education at Penn State

The Center for the Study of Higher Education at Penn State, the nation's oldest and largest Center, has initiated a mostly on-line, Graduate Certificate Program for training institutional researchers. The Penn State certificate program includes courses in the Foundations of IR, Strategic Planning & Resource Mgt, Assessing Outcomes and Evaluating Academic Programs, Basic Applied Statistics, Multivariate Stat., Enrollment Mgt. Studies, Studies of Students and Student Affairs, Analyzing Faculty Workload, and Designing IR Studies. The Center also offers masters and doctoral programs in Higher Education, and engages in research that examines significant issues of practice and policy. The areas of current and historic strength at the Center include studies of students and outcomes assessment, studies of access and opportunity, studies of faculty and curricula, studies of finance, governance, and accreditation.

For more information visit http://www.ed.psu.edu/cshe/

![NEAIR - North East Association for Institutional Research]
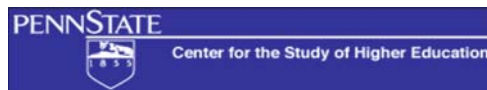
Officers

President	Denise Krallman
President-Elect	Mitch Nesler
Recording Secretary *('05-'08)*	Kevin B. Murphy
Treasurer ('08-'11)	Eleanor Swanson

Steering Committee Members

Past President	Martha Gray
Program Chair	Cherry Danielson
Local Arrangements Chair	Cate Rowen
Publications Chair *(2008 Conf.)*	Bonnie Thomas
Member-at-Large *('05-'08)*	Jeff Himmelberger
Member-at-Large *('05-'08)*	Heather Roscoe
Member-Community College *('06-'09)*	George Rezendes
Member-at-Large *('06-'09)*	Jessica Shedd
Member-at-Large *('07-'10)*	Allison Walters
Member-at-Large *('07-'10)*	Mark Palladino
Administrative Coordinator *(ex-officio)*	Beth Simpson

Standing Committees

Nomination Committee

Chair:	**Martha Gray**
Member-at-Large	Karen DeMonte
Member-at-Large	Mary Lynch
Member-at-Large 4 Yr Private Sector	Pat Mizak
Member-at-Large	Diann Simmons
Member-at-Large	Shannon Tinney
Member-at-Large	Tim Walsh

Professional Development Services Committee

Chair:	**Mitch Nesler**
Pre-Conf Workshop Coord *(Providence)*	Steve Thorpe
Member *('05-'08)*	Jeff Himmelberger
Member ('07 –'09)	Mark Palladino
Member ('07 –'09)	Linda Mallory

Site Selection Committee

Chair:	**Mitch Nesler**
Member *(NEAIR Treasurer)*	Eleanor Swanson
Member	Michelle Appel
Member	Kelli Parmley
Member	Jessica Shedd

Publications Committee

Chair:	**Bonnie Thomas**
Chair-Elect	Bruce Szelest

PLEASE NOTE: Only NEAIR officers, the elected Steering Committee Members-At-Large, the Local Arrangements Chair, the Program Chair, and the Publications Chair may vote in matters of the Steering Committee.
As of 10/22/2008

Ad Hoc Committees

Information Technology (Web Advisory) Committee

Chair   **Roland Hall**

Chair-Elect   Mark Palladino
Conference Web Coord   Annemarie Bartlett
Member *(ex officio)*   Beth Simpson
Program Chair *(ex officio)*   Cherry Danielson
LAC *(ex officio)*   Cate Rowen

Grants Committee

Chair   **George Rezendes**

Member   Louise Murray
Member   Ingrid Skadberg
Member   Diane Petruccio
Past Chair *(ex officio)*   Heather Roscoe

Mentor Committee

Chair   **Jessica Shedd**

Chair-Elect   Allison Walters
Member   Nancy Ludwig
Past Chair *(ex officio)*   Linda Junker

Listserv Manager

Fred Cohen

Strategic Planning Committee

Chair   **Heather Kelly**

Members

Corby Coperthwaite   Mitch Nesler
Mary Ann Coughlin   Jessica Shedd
Emily Dibble   Steve Thorpe
Michael Dooris   James Trainer
Denise Krallman   Chris Winters
Michael Middaugh

2008 Conference Planning Team

Conference Local Arrangements Committee

Chair	**Cate Rowen**
Vendor Coordinator	Elizabeth Deignan
Audio Visual	Ethan Kolek
Dinner Groups	Greg Rogers
LA Coordinator	Tracy Barnes
LA Coordinator	Melanie Larson

Conference Program Committee

Chair	**Cherry Danielson**
Associate Program Chair	Leon Hill
Best Paper Coordinator	Julie Alig
Proposal Review Coordinator	James Trainer
Evaluation Coordinator	Mary Louise Gerek
Poster Session Coordinator	Gary Boden
Program Editor	Paula Hollis
Pre-Conf Workshop Coord	Steve Thorpe
Photographer	Cathy Alvord

Website, Technology & Member Services

Web Advisory Com Chair	Roland Hall
Conf Website Coord	Annemarie Bartlett
Database Coordinator	Mark Palladino
Administrative Coord	Beth Simpson

Conference Proposal Peer Reviewers

Coordinator	**James Trainer**
Members	

Jacqueline Andrews	Mike McGuire
Felice Billups	Joan Merlo
Karl Boughan	Pat Mizak
Kim Bridgeo	Kevin B. Murphy
Andrea Burdick	Louise Murray
Ted Coladarci	Mitch Nesler
Michael Duggan	David Nielson
Mark Eckstein	Pam Phillips
Peter Feigenbaum	George Rezendes
Joan Graham	Cate Rowen
Marianne Guidos	Charles Secolsky
Laura Harrington	Ann Marie Senior
Matthew Hendrickson	Jessica Shedd
Maren Hess	Amita Umaranikar
Jill Hirt	Christopher Vinger
Lori Hoeffner	Lynn Wallace
Anne Horowitz	Nicholas Warcholak
Braden Hosch	Michael Whitcomb
Michael Johnson	Charlotte Woodward
Arthur Kramer	Christine Yerkes
Mary Lynch	Michael Young
Paula Maas	Jane Zeff
Chad May	Lillian Zhu

NEAIR Presidents List with Conference Locations and Themes

Year	President	Location	Conference Theme
2008	Denise Krallman	Providence, RI	a Culture of evidence: IR Support, Initiative & Leadership
2007	Martha Gray	New Brunswick, NJ	New Ideas, New Energy, New Brunswick
2006	Marjorie Wiseman	Philadelphia, PA	Soaring to Excellence
2005	Michelle Appel	Saratoga Springs, NY	The Race for Answers: Clarity versus Information Overload
2004	Mary Ann Coughlin	Portsmouth, NH	Guiding Light for the Future: IR Community of Practice
2003	Rebecca Brodigan	Newport, RI	Information Leadership, The Challenge & The Responsibility
2002	James Trainer	Annapolis, MD	Assessment in the 21st Century: Challenges for IR
2001	Anne Marie Delaney	Boston, MA	Institutional Research: Leadership through Excellence
2000	J. Fredericks Volkwein	Pittsburgh, PA	Bridges to the Future: Building Linkages for Institutional Research
1999	Karen Bauer	Newport, RI	Sailing Into the New Millennium: Charting the Course for Institutional Research
1998	Craig Clagett	Philadelphia, PA	The Future Is Now: The Role of Institutional Research in Campus Transformation
1997	Jennifer Brown	Hartford, CT	Accountability and Institutional Research: Measuring Results
1996	Ellen Kanarek	Princeton, NJ	Thoughts of One's Own: Innovative Leadership in Institutional Research
1995	Marian Pagano	Burlington, VT	Comparative and Longitudinal Studies of Higher Education: Harvesting the Findings
1994	Michael McGuire	Baltimore, MD	Informing Higher Education Policy
1993	Dawn Terkla	Lake George, NY	20 Years: Putting it All Together
1992	Larry Metzger	Washington, DC	Defining a Quality Education
1991	Michael Middaugh/ Larry Metzger	Cambridge, MA	Institutional Research In a Changing Society
1990	Michael Middaugh	Albany, NY	Institutional Research: Its Place in the 1990's
1989	Ronald Doernbach	Pittsburgh, PA	Bringing Technology to the Issues
1988	Paige Ireland	Providence, RI	Strategic Choice: Making Better Decisions Through Better Understanding of Institutions and Their Environments
1987	John Dunn, Jr.	Rochester, NY	Assessment: Fad or Fact of Life?
1986	Judith Hackman	Philadelphia, PA	Institutional Research: New Challenges to an Evolving Role
1985	Nancy Neville	Hartford, CT	Institutional Research: Getting to the Core
1984	Paul Wing	Albany, NY	Institutional Research: At the Core of Strategic Planning
1983	Robert Lay	Hershey, PA	Institutional Research and Planning in the next Decade
1982	Helen Wyant	Durham, NH	Doring Institutional Research: A Focus on Professional Development
1981	Patrick Terenzini	Princeton, NJ	
1980	Robert Grose	Amherst, MA	Institutional Research in the Decade Ahead: Enhancing Performance
1979	Eric Brown	Cooperstown, NY	Institutional Research and Creative Change
1978	J. David Smith	University Park, PA	
1977	Molly Broad	Durham, NH	Does IR = Institutional Retrenchment?
1976	George Beatty	Princeton, NJ	
1975		New Haven, CT	Coping in the 70's
1974		Williamstown, MA	

SCANTRON®

questback

Tk20

NATIONAL STUDENT CLEARINGHOUSE

SPSS®

[cla]
[collegiate**learning**assessment]

Task Stream

RI Rapid Insight®

SAVE THE DATE

HARBOR

IN THE STORM

Institutional Research in the Age of Accountability

NEAIR 36th ANNUAL CONFERENCE

NOVEMBER 7-10, 2009

Sheraton Inner Harbor Hotel, Baltimore, Maryland

MITCHELL NESLER
PRESIDENT-ELECT

STEPHEN THORPE
PROGRAM CHAIR

NICOLE MARANO
LOCAL ARRANGEMENTS CHAIR

GAYLE FINK
ASSOCIATE PROGRAM CHAIR