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HARBOR IN THE STORM

Institutional Research in the Age of Accountability

NEAIR 36th ANNUAL CONFERENCE

NOVEMBER 7-10, 2009

The Sheraton Inner Harbor, Baltimore, Maryland

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Your Safe Harbor Awaits!

Welcome to Baltimore and the 36th Annual NEAIR Conference!

As Institutional Research professionals, we are increasingly charged with providing more and better data. The accountability movement in higher education continues to challenge our field.

Thus, the theme for this year's conference is *Harbor in the Storm: Institutional Research in the Age of Accountability.*"

In response to the demand for accountability in higher education, this year's NEAIR conference will provide you with the tools you need to do your job with confidence. Our Harbor Masters include Program Chair Steve Thorpe and Associate Program Chair Gayle Fink, who have created an absolutely outstanding program that will help you expand your knowledge base by learning about current trends in our field. Our keynote speakers, Dr. William 'Britt' Kirwan and Dr. Cliff Adelman will share broad perspectives on the accountability movement in higher education.

Our host city, Baltimore, and our conference hotel, the Sheraton Inner Harbor, are simply the perfect setting for our conference. Harbor Master Nicole Marano (our local Arrangements Chair) and her team have been hard at work developing menus and sampling local flavors and activities so that you can experience all the area has to offer. The Inner Harbor of downtown Baltimore is a vibrant and beautiful waterfront with dozens of shops, eateries and attractions, all within walking distance. "Must sees" include The National Aquarium, the Maryland Science Center, and a number of interesting museums and enriching cultural experiences.

Our conference begins on Saturday and Sunday with our professional development workshops.

Bruce Szelest, pre-conference workshop coordinator, has ensured that there are a variety of offerings. Saturday evening, I will host a "Harbor in the Storm" reception, so you can connect with old friends and welcome new people to NEAIR. Our conference officially kicks off with Dr. Kirwan's address on Sunday night, followed by a reception and our annual banquet. The program continues on Monday with Dr. Adelman, followed by session presentations, poster sessions, and new this year – "techshares," all of which will inspire you. Exhibitors will also be available to show you the latest tools of the trade so you can keep on top of trends in our field.

Our program concludes on Tuesday with a panel discussion on the *Implications of the Higher Education Opportunity Act for IR* followed by our annual raffle.

All in all, it will be a great few days. You will come away feeling refreshed, well-informed, and ready to return to your institution with a renewed outlook. You will also have new business cards from colleagues who you can call upon for help or to share information with as you face your daily challenges.

I look forward to seeing you.

Mitch Nesler

Mitchell S. Nesler
NEAIR President and Deck Hand

SATURDAY, November 7th, 2009

Conference Registration	Noon - 6:30 pm <i>Sassafras</i>
Newcomers to Institutional Research - Part I This two-part workshop provides an introduction to the responsibilities, content areas, and methods used in the practice of Institutional Research and is supplemented by a set of resources for later use. The workshop allows participants to meet others new to the field. <div align="right">Pre-Conference Workshop</div>	1:00 - 4:00 pm <i>Camden</i> Michelle Appel University of Maryland James Trainer Villanova University
Developing Effective Rubrics: A Useful Tool in Your Assessment Toolbox IR professionals are becoming more involved with assessment of student learning. This workshop is a hands-on experience in developing effective standards and criteria to assist with the assessment of student work. Broaden your skills and become a resource for academic programs through the use of rubrics. <div align="right">Pre-Conference Workshop</div>	1:00 - 4:00 pm <i>Loch Raven I</i> Cherry Danielson Crelton College Curt Naser Fairfield University
Pivot Tables Changed My Life - They Can Change Yours, Too! Participants will use typical institutional data with PivotTables and PivotCharts in Excel 2007 (must have laptop with Excel 2007) to subtotal, aggregate, and summarize data by category and sub-category. Suggestions for presenting data and sharing interactive PivotTables and PivotCharts with the campus community will be discussed. <div align="right">Pre-Conference Workshop</div>	1:00 - 4:00 pm <i>Loch Raven II</i> Paula Maas Debra Frank The College of New Jersey
Introduction to Dashboards Using Excel This workshop covers how to create a dashboard in Excel 2007. Topics covered include how to layout and format a dashboard, creating publication quality graphs and time saving tips and tricks. <div align="right">Pre-Conference Workshop</div>	1:00 - 4:00 pm <i>Severn I</i> Craig Abbey University of Buffalo
Welcome Reception - - 5:00 pm – 6:30 pm Harborview Ballroom	
Saturday Evening Dinner Groups - - 6:30 pm (meet in Harborview Ballroom)	

SUNDAY, November 8th, 2009

Conference Registration	8:00 am - 6:15 pm <i>Sassafras</i>
Using IPEDS Data for Institutional Effectiveness - Part I Part 1 introduces the fundamentals of creating benchmarks to measure institutional effectiveness. The module provides an overview of the types of comparison groups that can be constructed using IPEDS data, with examples of appropriate use. Participants will use actual data from the IPEDS surveys, including the IPEDS Data Feedback Report and Executive Peer Tool. <p style="text-align: right;">AIR/NEAIR Co-hosted IPEDS Workshop</p>	8:30 am - Noon <i>Potomac</i> Mary Ann Coughlin Springfield College Tammy Silva Univ of Massachusetts Dartmouth
Newcomers to Institutional Research - Part II This two-part workshop provides an introduction to the responsibilities, content areas, and methods used in the practice of Institutional Research and is supplemented by a set of resources for later use. The workshop allows participants to meet others new to the field. <p style="text-align: right;">Pre-Conference Workshop</p>	9:00 am - Noon <i>Camden</i> Michelle Appel University of Maryland James Trainer Villanova University
The 5-STEPS Process: Strategic Transformation for Evaluating Performance and Success - Part I This workshop builds on effective leadership and management of change to outline the steps necessary to lead a campus from "assessment as innovation" toward institutionalized assessment, mapping out the development and implementation of a cross-functional institutional effectiveness assessment program. Participants will be equipped to apply this model on their campus. <p style="text-align: right;">Pre-Conference Workshop</p>	9:00 am - Noon <i>Harborview I</i> Kathryn Doherty Morgan State University
An Introduction to Logistic Regression Logistic regression has become increasingly popular as a tool for institutional research. Researchers use logistic regression to study topics ranging from student retention and graduation to the effects of tuition discounting. This workshop explains logistic regression analysis concepts and demonstrates their utility using popular statistical packages. <p style="text-align: right;">Pre-Conference Workshop</p>	9:00 am - Noon <i>Harborview II</i> Marianne Guidos Nicholas Warcholak Pennsylvania State University


SUNDAY, November 8th, 2009

Advanced Dashboards using Excel This workshop covers how to create a dashboard in Excel 2007 that dynamically updates as new data is added, sets traffic light colors automatically and handles reporting on multiple campus units. Topics covered include the Choose and Offset functions and how to build traffic light performance indicators. <div style="text-align: right;">Pre-Conference Workshop</div>	9:00 am - Noon <i>Loch Raven II</i> Craig Abbey University of Buffalo
Learning by Doing: Using External Environmental Scanning and Forecasting to Improve Strategic Planning Handouts, presentations, group exercises, and discussions will enable participants to learn about strategic planning, the need for environmental scanning, and developing trends and their use in strategic planning. <div style="text-align: right;">Pre-Conference Workshop</div>	9:00 am - Noon <i>Severn II/III</i> Joel Lapin Community College of Baltimore County
Lunch Break (lunch on your own)	12:00 - 1:00 pm
Posters on display for informal viewing	Noon - 5:00 pm <i>Chesapeake Ballroom</i>
Exhibitor Displays	Noon - 7:15 pm <i>Chesapeake Gallery</i>
Introduction to Survey Design This session focuses on developing surveys including sampling strategies, survey construction, administration plans, cover letters, and ideas to improve survey response. This session is interactive with in-class activities. The session is ideal for IR professionals who are involved in writing surveys and would like to improve the survey design. <div style="text-align: right;">Pre-Conference Workshop</div>	1:00 - 4:00 pm <i>Camden</i> Linda Mallory US Military Academy at West Point
The 5-STEPS Process: Strategic Transformation for Evaluating Performance and Success - Part II This workshop builds on effective leadership and management of change to outline the steps necessary to lead a campus from "assessment as innovation" toward institutionalized assessment, mapping out the development and implementation of a cross-functional institutional effectiveness assessment program. Participants will be equipped to apply this model on their campus. <div style="text-align: right;">Pre-Conference Workshop</div>	1:00 - 4:00 pm <i>Harborview I</i> Kathryn Doherty Morgan State University

SUNDAY, November 8th, 2009

<p>Let's Do It: Available Strategies and Instruments for Assessing Student Learning in the Major</p> <p>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.</p> <p style="text-align: right;">Pre-Conference Workshop</p>	<p style="text-align: right;">1:00 - 4:00 pm <i>Harborview II</i></p> <p>J. Fredericks Volkwein Pennsylvania State University</p>
<p>StudentTracker for Institutional Researchers</p> <p>Provides an overview of the StudentTracker service from the National Student Clearinghouse and demonstrates using SPSS to merge the raw data provided by StudentTracker with your institution's data for further analyses. Attendees are encouraged to bring notebook computers with SPSS installed. Demo data and handouts will be available.</p> <p style="text-align: right;">Pre-Conference Workshop</p>	<p style="text-align: right;">1:00 - 4:00 pm <i>Loch Raven I</i></p> <p>Edward Torpy National Student Clearinghouse</p>
<p>Introduction to SPSS Text Analysis</p> <p>Do you need to analyze qualitative data, but wonder how to do it quickly and easily? Come learn how to use SPSS Text Analysis. It integrates well with the SPSS base package, is easy to use, and can merge the qualitative analysis with quantitative data. Workshop includes multiple hands-on exercises.</p> <p style="text-align: right;">Pre-Conference Workshop</p>	<p style="text-align: right;">1:00 - 4:00 pm <i>Loch Raven II</i></p> <p>Heather Roscoe formerly of Eduventures</p>
<p>Using External Environmental Scanning and Forecasting to Improve Strategic Planning - Part II</p> <p>Handouts, presentations, group exercises, and discussions will enable participants to learn about strategic planning, the need for environmental scanning, and developing trends and their use in strategic planning.</p> <p style="text-align: right;">Pre-Conference Workshop</p>	<p style="text-align: right;">1:00 - 4:00 pm <i>Severn II/III</i></p> <p>Joel Lapin Community College of Baltimore County</p>
<p>Using IPEDS Data for Institutional Effectiveness - Part II</p> <p>Part 2 focuses on practical applications for using IPEDS data in an institutional effectiveness (accreditation) self-study. Participants will use enrollment data to create a benchmarking study, discuss specific research questions, and identify types of comparison groups and key performance indicators. Participants will also learn how to extract and analyze data using the IPEDS Data Center.</p> <p style="text-align: right;">AIR/NEAIR Co-hosted IPEDS Workshop</p>	<p style="text-align: right;">1:00 - 5:00 pm <i>Potomac</i></p> <p>Mary Ann Coughlin Springfield College Tammy Silva Univ of Massachusetts Dartmouth</p>

SUNDAY, November 8th, 2009

Mentor Program & Newcomers Reception	4:00 - 5:00 pm <i>Harborview I</i>
OPENING PLENARY IR's Twin Challenges: Accountability and Continuous Improvement Dr. William "Britt" Kirwan Chancellor, University System of Maryland	5:00 – 6:15 pm <i>Chesapeake Ballroom</i> 
<i>Reception</i>	6:15 – 7:15 pm <i>Harborview Ballroom</i>
<i>Banquet</i>	7:15 – 9:15 pm <i>Chesapeake Ballroom</i>

Monday, November 9th, 2009

Continental Breakfast	7:00 - 8:30 am <i>Chesapeake Ballroom</i>
IR on a Shoestring: Roundtable Discussion for Small IR Offices A roundtable discussion for IR practitioners who are in small or single-person offices. We will discuss the challenges unique to small IR offices, and methods for overcoming them. <div>Table Topic</div>	7:45 am - 8:30 am <i>Chesapeake Ballroom</i> Rebecca Mathews Emmanuel College
The Non-Traditional Student: Myths and Misconceptions of What Really Works Studies have shown that the non-traditional student is now the norm on most college campuses. However, non-traditional students have historically been disenfranchised when it comes to services that support their learning style and challenges. This session will deconstruct the myths and misconceptions surrounding educating this student population. <div>Table Topic</div>	7:45 am - 8:30 am <i>Chesapeake Ballroom</i> Cynthia Worthen Joanne Jefferson Argosy University Washington DC
The Right Model for the Right Situation - Deliberate or Quick and Dirty? Different decisions warrant different models. If you are trying to support decisions regarding enrollment management, retention, student housing, operational budgets, or just how many people will visit your campus, the software, algorithms, data, and effort can vary greatly. We will discuss several approaches. <div>Table Topic</div>	7:45 am - 8:30 am <i>Chesapeake Ballroom</i> Michael Johnson Dickinson College
SUNY/AIRPO Join your SUNY colleagues for a conversation over breakfast. <div>Special Interest Group</div>	7:45 am - 8:30 am <i>Camden</i> Mike D'Alessandro Westchester CC
Consortium on Financing Higher Education (by invitation only) A discussion of the COFHE research agenda with Consortium members. <div>Special Interest Group</div>	7:45 am - 8:30 am <i>Harborview I</i> Stephen Minicucci COFHE

Monday, November 9th, 2009

Conference Registration	8:00 am - 4:30 pm <i>Sassafras</i>
Catholic Higher Education Research Cooperative (CHERC) SIG Attendees from Catholic colleges and universities are invited to attend this informal gathering to network and discuss research developments and issues facing our institutions. Details of the Spring CHERC Forum will be shared. <div align="right">Special Interest Group</div>	7:45 am - 8:30 am <i>Harborview II</i> Ellen Boylan Marywood University
StudentTracker Users Group StudentTracker from the National Student Clearinghouse allows schools to query a nationwide database of post-secondary enrollment and degree records to track the enrollment history of former applicants and students, thus improving their educational research results and recruiting efforts. Users of this service are encouraged to discuss their experiences. <div align="right">Special Interest Group</div>	7:45 am - 8:30 am <i>Loch Raven I</i> Edward Torpy National Student Clearinghouse
Banner Users SIG This session will provide an opportunity to continue conversation with your NEAIR/Banner colleagues. It's an open forum conducive to exchanging ideas, seeking help, and providing assistance. Come with your questions AND your answers. All Banner users -- veteran, novice, and potential -- are welcome. <div align="right">Special Interest Group</div>	7:45 am - 8:30 am <i>Loch Raven II</i> Margaret Cohen George Washington University
Greater Philadelphia Association of Institutional Research Join us for the GPHLAIR SIG. New to Philadelphia? Meet members, find out more about the organization and learn how to get involved. Members will have the opportunity to discuss current and proposed GPHLAIR activities. <div align="right">Special Interest Group</div>	7:45 am - 8:30 am <i>Severn I</i> Mark Palladino Philadelphia University Steve Thorpe Widener University
Posters on display for informal viewing	8:45 am - 4:00 pm <i>Chesapeake Ballroom</i>

Monday, November 9th, 2009

KEYNOTE ADDRESS

Myths of Accountability

Dr. Cliff Adelman
Senior Associate
Institute for Higher Education Policy

8:45 - 10:10 am
Chesapeake Ballroom



Exhibitor Displays

9:00 am - 5:30 pm
Chesapeake Gallery

Coffee Break

10:10 - 10:30 am
Chesapeake Gallery

Seeking the Carnegie Foundation Community Engagement Classification: An Opportunity for IR to Lead and Serve

The new Carnegie Classification is much more than a reinforcement of an institution's commitment to service and service learning. It is a timely opportunity for IR offices to lead a high level, university-wide effort that advances not only the institution's recognition but the visibility and competence of the office.

Workshare

10:30 am - 11:25 am
Camden

John Kelley
James Trainer
Kathleen Nazar
Stephen Sheridan
Villanova University

Early Signs of Undergraduate Student Retention/Attrition ☒

Can freshmen behaviors, attitudes, and expectations tell us about the chances of different enrollment outcomes? This study used Multinomial Logistic Regression with National Student Clearinghouse data to predict four different enrollment patterns: stayers, stop-outs, transfer-outs, and drop-outs.

Contributed Paper

10:30 am - 11:25 am
Harborview I

Corbin Campbell
Jessica Mislevy
University of Maryland

Every Dollar Matters: Examining Young Alumni Donating Behavior

In the current economic climate, colleges and universities need to successfully target new donors and understand how to cultivate philanthropic alumni. This session highlights the development of a logistic regression model to predict giving behavior in young alumni and compares the demographic and attitudinal differences among specific types of donors.

Contributed Paper

10:30 am - 11:25 am
Harborview II

Meredith Billings
Tufts University

☒ – Session focuses on assessment

Monday, November 9th, 2009

<p>The Eyes and Ears of Engagement: Using RA's to Assess Resident Engagement <input checked="" type="checkbox"/> ☺</p> <p>At Fairfield University, we wondered if our student Resident Assistants (RAs) could assess the engagement of their student residents. We developed a 9 trait resident engagement rubric, asking RAs to evaluate their residents' engagement. Results show strong correlations to grades, retention and a variety of survey indicators.</p> <p>Workshare</p>	<p>10:30 am - 11:25 am <i>Loch Raven I</i></p> <p>Curt Naser Karen Donoghue Stephanie Burrell Fairfield University</p>
<p>The Use of New Technology in Survey Research Processes: Improving Graduate Outcomes Collection <input checked="" type="checkbox"/></p> <p>This session will focus on the use of a survey tool (Cvent) as part of a larger strategy to improve survey research processes for the collection of graduation outcomes data. Considerations and challenges in selecting and implementing a survey tool, and improving the survey process will be discussed.</p> <p>Techshare</p>	<p>10:30 am - 11:25 am <i>Loch Raven II</i></p> <p>David Kaib Amanda Parker American University</p>
<p>Using an Externally Funded Consortium Project to Invigorate an Assessment Effort <input checked="" type="checkbox"/> ☺</p> <p>Bowdoin College, Smith College, and Wellesley College are part of a seven college consortium that is externally funded. We are doing a longitudinal, multi-method study. Different methodologies will be described, and how this effort has led to increased faculty participation in assessment issues, as well as a summary of results to date.</p> <p>Workshare</p>	<p>10:30 am - 11:25 am <i>Severn I</i></p> <p>Rebecca Brodigan Bowdoin College Cate Rowen Smith College Annick Mansfield Wellesley College</p>
<p>Visualize Your Curriculum <input checked="" type="checkbox"/> ☺</p> <p>Visualizing how course learning objectives map together to become program learning outcomes can be difficult. New York Chiropractic College has mapped its courses, learning objectives and assessments using simple, inexpensive, mind-mapping software. This interactive map makes it easy for faculty and administrators to make informed decisions regarding curriculum changes.</p> <p>Techshare</p>	<p>10:30 am - 11:25 am <i>Severn II/III</i></p> <p>Patricia Merkle New York Chiropractic College</p>

☒– Session focuses on assessment ☺– Session of value to newcomers

Monday, November 9th, 2009

<p>Weaving Together Your Accreditation, Assessment, and Planning Processes</p> <p>Learn how WEAVEonline – a cost-effective, web-based assessment and planning system that helps manage accreditation, assessment, planning, and quality improvement processes – can promote collaboration within and across academic and administrative units and build institutional commitment to continuous improvement.</p> <p align="right">Exhibitor Showcase</p>	<p align="right">10:30 am - 10:55 am <i>Potomac</i></p> <p>Deb Leeper WEAVEonline</p>
<p>Tk20's CampusWide Assessment Management and Reporting System</p> <p>The presentation will cover the Tk20 CampusWide system for outcomes-based assessments and the measurement of institutional effectiveness. We will discuss the specification of the institutional mission, outcomes, generation of assessment plans for the meeting of outcomes, and tracking of program improvements. Comprehensive reporting for institutional research, data-based decision making and accreditation-based reporting will be highlighted.</p> <p align="right">Exhibitor Showcase</p>	<p align="right">11:00 am - 11:25 am <i>Potomac</i></p> <p>Amy Levy TK20</p>
<p>Online Course Evaluations - A Success Story</p> <p>This session will describe two institutions' experiences choosing, installing, and implementing an online course evaluation system. Strategies for improving response rates will be discussed.</p> <p align="right">Techshare</p>	<p align="right">11:30 am - 12:25 pm <i>Camden</i></p> <p>Rebecca Mathews Emmanuel College Alan Whittemore Wentworth Institute of Technology</p>
<p>The Fall 2009 Enrollment Skirmish: Enrollment Forecasting and Census Date Quarterbacking ☑ ☺</p> <p>Effective enrollment forecasting is critical to Institutional Researchers who help 'call the plays' during the admissions process. A proven model will be examined within the context of this fall's enrollment skirmish. Newcomers and veterans are invited to bring their models and the results of their own 'census date' quarterbacking.</p> <p align="right">Workshare</p>	<p align="right">11:30 am - 12:25 pm <i>Harborview I</i></p> <p>Cristi Carson Keene State College</p>

☑– Session focuses on assessment ☺– Session of value to newcomers

Monday, November 9th, 2009

<p>Undergraduate Students' First-Year Retention Study at Lesley University ☺</p> <p>A five year decline in freshman class retention prompted IR staff to explore factors related to retention. The level of academic challenge, opportunities for active/collaborative learning, supportive campus environment, and academic advising experiences were significant in distinguishing students who were retained following their freshman year.</p> <p align="right">Contributed Paper</p>	<p align="right">11:30 am - 12:25 pm <i>Harborview II</i></p> <p>Lan Gao Lesley University</p>
<p>Looking for an IR-related job? Tips for Searching Multiple Sources ☺</p> <p>This session will provide attendees with practical tips when searching for a job in or related to Institutional Research, based on the presenter's experience. Multiple job search websites will be explored and example searches will be conducted.</p> <p align="right">Workshare</p>	<p align="right">11:30 am - 12:25 pm <i>Loch Raven I</i></p> <p>Jennifer Dunseath Framingham State College</p>
<p>Assessing and Enhancing Graduates' Employability with a Recruiter Survey ☑ ☺</p> <p>Addressing a critical issue in the current economic climate, this paper presents the methodology and results from a recruiter survey designed to assess and enhance graduates' employability. Respondents identified cultural fit to the organization and communication skills as very important criteria in evaluating candidates for employment.</p> <p align="right">Contributed Paper</p>	<p align="right">11:30 am - 12:25 pm <i>Loch Raven II</i></p> <p>Anne Marie Delaney Babson College</p>
<p>IR and Student Aid as Partners: Promoting Access for Lower-Income Students</p> <p>For three years, the IR and student aid offices at a state university have undertaken a unique series of pragmatic research projects on the interplay between academic ability and ability to pay. This session will highlight findings, and show how such a collaboration can impact institutional practices.</p> <p align="right">Workshare</p>	<p align="right">11:30 am - 12:25 pm <i>Severn I</i></p> <p>Michael Dooris Anna Griswold Pennsylvania State University</p>

☑ – Session focuses on assessment ☺ – Session of value to newcomers

Monday, November 9th, 2009

Locating Students: An Approach to Locating Online Survey Participants and Determining Urbanicity ☺ <p>This techshare describes two applications of Geographic Information Systems (GIS) and spatial analysis for higher education: (1) determining the approximate geographic location of online survey participants based upon their Internet Protocol (IP) address, and (2) determining urbanicity from a postal code. Discussion of the implications for educational research is provided.</p> <p style="text-align: right;">Techshare</p>	<p style="text-align: right;">11:30 am - 12:25 pm <i>Severn II/III</i></p> <p>Jason Bryer Excelsior College</p>
NO PAIN. ONLY GAIN! Simplify Course Evaluations and Surveys <p>For more than three decades, Scantron has helped colleges and universities measure and improve effectiveness with assessment and survey solutions. We provide paper and web-based tools for rapid, accurate and reliable test scoring/reporting, faculty evaluation automation and image-based data collection and processing. Scanners, Software, Forms... Scantron offers a complete solution.</p> <p style="text-align: right;">Exhibitor Showcase</p>	<p style="text-align: right;">11:30 am - 11:55 am <i>Potomac</i></p> <p>Monica Ewing Rich Vesga Scantron</p>
Accreditation Management Systems – Can We Afford to be Without One? <p>This presentation discusses the findings of one of our sponsors as they entered the accreditation systems arena. It covers the changes they have seen in the activities and responsibilities of Institutional Research departments and how these and client input are reflected in the functionality of its Xitracs™ Accreditation Management System.</p> <p style="text-align: right;">Exhibitor Showcase</p>	<p style="text-align: right;">12:00 pm - 12:25 pm <i>Potomac</i></p> <p>Howard Taylor Concord USA, Inc.</p>
Luncheon and Business Meeting	
Using the New CIRP Factors to Examine Student Outcomes ☑ ☺ <p>This presentation introduces how CIRP researchers are using Item Response Theory (IRT) to create conceptual constructs from individual survey items. Presenter will then examine the relationship between student outcome constructs and the programs and experiences that students have in college. The new CIRP constructs are now standard in CIRP reporting to institutional participants.</p> <p style="text-align: right;">Workshare</p>	<p style="text-align: right;">1:45 pm - 2:40 pm <i>Camden</i></p> <p>John Pryor Higher Education Research Institute at UCLA</p>

☑– Session focuses on assessment ☺– Session of value to newcomers

Monday, November 9th, 2009

<p>From Smart Car to NASCAR: Assessing Institutional Effectiveness Using a KPI Dashboard ☑ ☺</p> <p>An important role for Institutional Research is the distillation of critical data for trustees and other stakeholders. The dashboard tool is a valuable instrument for assessment, accountability, and information-providing functions. Intended for IR practitioners with little or no familiarity with dashboards, this session will cover basic terminology, uses of dashboards, and provide models of effective dashboards for the audiences IR serves.</p> <p>Workshare</p>	<p>1:45 pm - 2:40 pm <i>Harborview I</i></p> <p>Marie Wilde Cedar Crest College</p>
<p>Institutional Characteristics and Student Perception of Mission: What Makes a Difference? ☑</p> <p>A prediction equation is now available to help assess the effect of selected institutional characteristics on student perception of mission on campus. Institution size, affiliation, urbanicity, and region are independent variables in predicting student scores on a Mission Perception Inventory (MPI) given in six consecutive administrations by NSSE consortia.</p> <p>Contributed Paper</p>	<p>1:45 pm - 2:40 pm <i>Harborview II</i></p> <p>Ellen Boylan Marywood University</p>
<p>Introduction to Student Voice: Practical Applications for Embedding Online Survey Tools in Institutional Assessment ☑ ☺</p> <p>This techshare explores the online survey tool Student Voice and offers practical applications for use in assessment of the student experience, describes opportunities to embed Student Voice in campus assessment, and presents examples of the use of Student Voice on campus.</p> <p>Techshare</p>	<p>1:45 pm - 2:40 pm <i>Loch Raven I</i></p> <p>Kathryn Doherty Shauntell Saunders Morgan State University Marissa Cope Student Voice</p>
<p>Examining the Success Rates of Male Students at a Community College: Where are our Male Students?</p> <p>This research attempts to determine what areas of study males are more likely to enroll and their success rates. It focuses on whether declaring a major leads to higher persistence and higher success rates.</p> <p>Contributed Paper</p>	<p>1:45 pm - 2:40 pm <i>Loch Raven II</i></p> <p>Natasha Miller Community College of Baltimore County</p>

☑— Session focuses on assessment ☺— Session of value to newcomers

Monday, November 9th, 2009

<p>A Comprehensive Approach for Measuring Persistence and Completion of Vermont's High School Graduates</p> <p>VSAC combined NSC Student Tracker data with their own internal data to estimate the continuation, persistence, and completion rates for the Vermont High School Class of 1999. The main focus of the study is first-time, first-year Vermont residents who enrolled in a bachelor's degree program in the fall of 1999.</p> <p align="right">Workshare</p>	<p align="right">1:45 pm - 2:40 pm <i>Severn I</i></p> <p>Robert Walsh Vermont Student Assistance Corp</p>
<p>IPEDS Update ☺</p> <p>The National Center for Education Statistics (NCES) will present an update on the Integrated Postsecondary Education Data System and review recent and upcoming changes. Topics will include the impact of the 2008 Higher Education Opportunity Act (HEOA) on IPEDS reporting requirements and a short update on IPEDS data use tools.</p> <p align="right">Workshare</p>	<p align="right">1:45 pm - 2:40 pm <i>Severn II/III</i></p> <p>Janice Plotczyk Jessica Shedd National Center for Education Statistics</p>
<p>Outcomes Assessment Just Became a Lot Easier</p> <p>Thirty-six colleges and universities are using a new technology that coordinates assessment of student learning outcomes across the institution. Data are generated directly out of the regular curriculum and co-curriculum, and reports are instantaneously aggregated on-demand from the computers of all authorized individuals, everyone seeing the data appropriate for them.</p> <p align="right">Exhibitor Showcase</p>	<p align="right">1:45 pm - 2:10 pm <i>Potomac</i></p> <p>David Shupe eLumen</p>
<p>Building a Sustainable Process for Institution-Wide Continuous Improvement</p> <p>Building sustainable assessment practices involves more than gathering outcomes, curriculum maps, assessment plans and performance data. It requires a defined process, including content review, community involvement and transparency. Learn how institutions use TaskStream's easy-to-use web-based solutions to meet these needs and build sustainable processes for institution-wide continuous improvement.</p> <p align="right">Exhibitor Showcase</p>	<p align="right">2:15 pm - 2:40 pm <i>Potomac</i></p> <p>Kristy Lisle Taskstream</p>
<p align="center">Dessert/Coffee Break</p>	<p align="right">2:40 - 3:00 pm <i>Chesapeake Gallery</i></p>

☺— Session of value to newcomers

Monday, November 9th, 2009

<p>Choosing the Right Tool to Strengthen the Culture of Evidence ☺</p> <p>In the era of evidence-based decision making, higher education institutions are following the business world by using data warehouses and reporting tools. One large urban "Achieving the Dream" community college chronicles their process for selecting, deploying, and using a product that best fits the need of their college community.</p> <p align="right">Workshare</p>	<p align="right">3:00 pm - 3:55 pm <i>Camden</i></p> <p>David Leavitt Bunker Hill Community College</p>
<p>A Principle Components Analysis of the Determinants of Student Satisfaction at a Historically Black Institution ☑ ☺</p> <p>Principle Components Analysis was used to identify the factors of student satisfaction at an HBCU. The five dimensions were (1) Satisfaction with Relationship of Faculty Advisor, (2) Satisfaction with Communication, (3) Satisfaction with Student Support Services, (4) Satisfaction with Educational Environment, and (5) Satisfaction with Nonfaculty.</p> <p align="right">Contributed Paper</p>	<p align="right">3:00 pm - 3:55 pm <i>Harborview I</i></p> <p>Tao Gong Jacqueline V. Parham University of Maryland Eastern Shore</p>
<p>Do Count Your Chickens: Forecasting Instructional Costs Based on Your Curriculum</p> <p>Implicit assumptions in forecasting methods limit their ability to model instructional costs. To account for the simultaneously fixed and variable nature of instructional costs, this study proposes an alternative model that uses the academic curriculum and the number of sections as a unit of measure instead of student counts.</p> <p align="right">Contributed Paper</p>	<p align="right">3:00 pm - 3:55 pm <i>Harborview II</i></p> <p>Jennifer Lee Fordham University</p>
<p>Applying Software Engineering Techniques to IR Projects ☺</p> <p>Much of IR work involves the use or development of electronic files. How can we ensure the integrity of these mutable objects? This session will cover several common tools of software development and how they may be applied for managing the electronic artifacts of a project.</p> <p align="right">Techshare</p>	<p align="right">3:00 pm - 3:55 pm <i>Loch Raven I</i></p> <p>Daniel Nugent Pennsylvania State University</p>

☑ – Session focuses on assessment ☺ – Session of value to newcomers

Monday, November 9th, 2009

<p>Access Granted: Using MS Access 2007 to Convert Multiple-row Student Data Extracts into Single-row Student Records for Retention Analysis ☺</p> <p>Colleges & universities conduct retention analyses using different methods. This Techshare will demonstrate how a four-year institution uses a common desktop database application, MS Access 2007, to manipulate and manage multiple-row student data extracts into single-unit student records for retention analysis.</p> <p align="right">Techshare</p>	<p align="right">3:00 pm - 3:55 pm <i>Loch Raven II</i></p> <p>Jason Schweitzer The College of New Jersey</p>
<p>EXCEL-lent Spreadsheet Techniques for Enrollment Management and Planning ☺</p> <p>Techniques to support planning for admissions and aid modeling, enrollment forecasting, and linking enrollment to budgeting and institutional capacity will be demonstrated. How can we make the most of features within Microsoft Excel, such as the Data menu, pivot tables, ActiveX controls, macros, conditional formatting, and advanced functions?</p> <p align="right">Workshare</p>	<p align="right">3:00 pm - 3:55 pm <i>Severn I</i></p> <p>James Fergerson Carleton College</p>
<p>Enrollment Trends and Factors that Affect Student Retention at a Two Year Public Institution ☑</p> <p>Descriptive statistics and logistic regression are used to help us better understand enrollment and demographic trends in light of enrollment increases and how these trends impact student success. Of particular interest is the effect of the college orientation course on fall to fall retention rates.</p> <p align="right">Workshare</p>	<p align="right">3:00 pm - 3:55 pm <i>Severn II/III</i></p> <p>Ingrid Skadberg Quinsigamond Community College</p>
<p>Integrate Your Planning and Reaccreditation Efforts</p> <p>This session will focus on Compliance Assist!, designed to simplify and integrate your accreditation and strategic planning initiatives. CA!-Accreditation is a time-saving, customizable, web-based solution that supports multiple accrediting bodies and various presentation formats. Companion product, CA!-Planning includes strategic planning, assessment, credential management, and report archival tools.</p> <p align="right">Exhibitor Showcase</p>	<p align="right">3:00 pm - 3:25 pm <i>Potomac</i></p> <p>Patrick Rohde Dataliant</p>

☑– Session focuses on assessment ☺– Session of value to newcomers

Monday, November 9th, 2009

<p>Strategic Planning Online Cutting Edge Innovations in QEP Automation and Collaboration</p> <p>This session will demonstrate innovations in QEP automation and collaboration using the latest portal-based technologies. Attendees will see how to increase visibility of assessment efforts while coordinating the various facets of planning, budgeting, assessment, and accreditation in an online collaborative environment.</p> <p align="right">Exhibitor Showcase</p>	<p align="right">3:30 pm - 3:55 pm <i>Potomac</i></p> <p>John Hand Strategic Planning Online</p>
<p>From Data to Decision Support: Re-inventing our Data Warehouse ☺</p> <p>Boston College built a data warehouse seven years ago. These data from the warehouse were useful for operations but not for cross-functional decision-making. This workshare will describe how one institution jump-started its current data warehouse effort towards a more integrated, decision-support system for university leaders.</p> <p align="right">Workshare</p>	<p align="right">4:10 pm - 5:05 pm <i>Camden</i></p> <p>Carol Pepin Kelli Armstrong Boston College</p>
<p>Why Go to College? A Typology of Intentional Learners ☺</p> <p>This study integrates data from an orientation survey and interviews collected during the first semester of a longitudinal, mixed-methods study to develop a typology of intentional learners. First-year students will be classified based upon their stated reasons and motivations for attending college and their educational goals.</p> <p align="right">Contributed Paper</p>	<p align="right">4:10 pm - 5:05 pm <i>Harborview I</i></p> <p>Shannon Tinney Loyola College in Maryland</p>
<p>Understanding New Net Price Calculator Required by the Higher Education Opportunity Act for Institutional Web Sites ☺</p> <p>A new disclosure requirement in the Higher Education Opportunity Act is for all institutions to post a net price calculator on their websites by August 2011. Institutions can either use a template developed by NCES, or develop their own calculator. This session explains the requirement and allows time for discussion.</p> <p align="right">Workshare</p>	<p align="right">4:10 pm - 5:05 pm <i>Harborview II</i></p> <p>Janice Plotczyk National Center for Education Statistics</p>
<p>Web-Based Case Management of Students: Affordable and Effective! ☑</p> <p>Case-management is the future of advising for at-risk students. This presentation showcases a web-based case-management model, using a system designed to support routine transactional work, monitoring of students, and tracking of essential research data to monitor program effectiveness and student outcomes.</p> <p align="right">Workshare</p>	<p align="right">4:10 pm - 5:05 pm <i>Loch Raven I</i></p> <p>Emily Dibble Allison Cohn Bunker Hill Community College</p>

Monday, November 9th, 2009

<p>The Kobayashi Maru of IR: Gender Equity Research in Faculty Salaries, Career Development, and Academic Service ☺</p> <p>The primary purpose of the research is to identify potential gender inequity in faculty positions in terms of salary and academic career development at a public 4-year institution. A women's group on campus requested this research be conducted by the IR office.</p> <p align="right">Contributed Paper</p>	<p align="right">4:10 pm - 5:05 pm <i>Loch Raven II</i></p> <p>Yong Kim Mitchell Nesler Empire State College</p>
<p>Implementing a Comprehensive Assessment Plan: Assessment of Student Learning Across Campus ☑ ☺</p> <p>This is a hands-on workshare that begins with strategies for implementing a Comprehensive Assessment Plan for Student Learning. Participants will be introduced to implementation strategies, timeline, and key considerations then will have the opportunity to apply these strategies within their own institutional contexts.</p> <p align="right">Workshare</p>	<p align="right">4:10 pm - 5:05 pm <i>Severn I</i></p> <p>Kathryn Doherty Becky Verzinski Morgan State University</p>
<p>The Basics of SAS PROC TABULATE and a Few Extra Tips ☑ ☺</p> <p>TABULATE is a powerful procedure that SAS IR professionals need in their toolkit. It computes descriptive statistics like other SAS procedures, but in a structure with greater control over table design and format. In this techshare, the basics are discussed, including use of ODS output to RTF or HTML output.</p> <p align="right">Techshare</p>	<p align="right">4:10 pm - 5:05 pm <i>Severn II/III</i></p> <p>Keith Guerin Raritan Valley Community College</p>
<p>Forecasting & Decision Making Models in Excel using Oracle's Crystal Ball</p> <p>This demonstration will benefit IR professionals who use Excel and share their information across the institution in this format. A basic understanding of Excel is all you need for this demonstration. We will showcase the practical benefits of this innovative program while also sharing a practical enrollment model.</p> <p align="right">Exhibitor Showcase</p>	<p align="right">4:10 pm - 4:35 pm <i>Potomac</i></p> <p>Michael Franden Oracle</p>
<p>Using Data to Improve Developmental Education: Three Case Studies</p> <p>This session describes how three institutions have used ZogoTech's student success and retention software to make quicker, better-informed decisions: Southwest Texas Junior College (Datatel), University of the Incarnate Word (Banner), and Metropolitan Community College (PeopleSoft).</p> <p align="right">Exhibitor Showcase</p>	<p align="right">4:40 pm - 5:05 pm <i>Potomac</i></p> <p>Michael Taft Zogotech</p>

Monday, November 9th, 2009

Data with a Twist Reception	5:15 pm - 6:30 pm <i>Chesapeake Ballroom</i>
Formal Poster Session / Presentation of Best Visual Display	5:15 pm - 6:30 pm <i>Chesapeake Ballroom</i>
<p>Decoding the Alphabet Soup: A Guide to Navigating Change in Institutional Research</p> <p>It appears that one never gets settled as an IR professional. In preparation for starting a new project, sharing responsibilities, welcoming a colleague, leaving an institution, or taking extended leave; this poster provides a tangible framework for documenting practices, providing context for projects, and assisting others in "thinking like IR."</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Maren N. Hess Saint Vincent College Monica Defendorf Corning Community College</p>
<p>Departmental Cost/Benefit Analyses</p> <p>UMFK's programs have very unequal enrollments and workloads. Financial shortfalls called for more efficient budgeting. One effort was analysis of which programs were revenue producers and which were deficit spenders. This presentation shows how existing analyses of workloads and enrollments were combined to create a cost/benefit calculation for each program.</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Joseph Bjerklie University of Maine at Fort Kent</p>
<p>Do Our Mission Statements Say What We Mean?</p> <p>Wordle generates "word clouds" from text. The clouds give greater prominence to words that appear most frequently. This poster will present "word clouds" for major offices at TCNJ and see if the words that appear most prominently are, in fact, those which best represent the office's mission.</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Debra Frank The College of New Jersey</p>
<p>Getting Down to Fundamentals - Estimating Seat Demand for English Courses</p> <p>This poster will outline a methodology developed to predict English course demand using historic enrollment and incoming student qualifications as part of the scheduling process. Resources for recruiting, training and compensating instructors depend upon the number sections offered and run. Precision in projections may help prevent resource misallocation.</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Chad Muntz Michelle Appel University of Maryland</p>

Monday, November 9th, 2009

<p>How I Learned to Like/Love Banner: A SAS User's Window into the Unknown</p> <p>Pace University converted to Banner in 2005 and chose SAS® 9.1 as the user community reporting tool. As a result the ease with which I can retrieve data that reside in ODS views as well as Banner tables makes our office much more self-reliant and efficient.</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Althea Oenga Pace University</p>
<p>Locally Building a Better Test: From a Blueprint to Item Analysis</p> <p>This poster is a guide to developing well-constructed, objective tests for assessing learning outcomes. Through descriptions and examples, viewers will learn to develop a test blueprint, write better multiple-choice and other objective item types, and receive an overview of how to analyze their test items after data have been collected.</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Daniel McCollum University of Maryland University College</p>
<p>The Utilization of Astin's (I-E-O) Framework in Providing a Unifying Context for Institutional Assessment</p> <p>A major challenge for IR professionals is to provide data in a way for senior administrators to see assessment as a whole, not limited to their area of responsibility. By using Astin's model, senior administrators can see the data and how it relates to the institution in its entirety.</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Robert Miller Centenary College</p>
<p>Using Experiences and Expectations to Predict Initial College Success: Application of the PASS and the BCSSE</p> <p>Researchers used a unique measure of high school experiences and college expectations (Predictors of Academic Success and the Beginning College Survey of Student Engagement) to predict initial academic success in college. Both measures provided significant and unique prediction of college GPA.</p> <p align="right">Poster</p>	<p align="right"><i>Chesapeake Ballroom</i></p> <p>Jean Kirnan Caitlyn Dwyer The College of New Jersey</p>
<p align="center">Monday Evening Dinner Groups (Sign up at Conference Registration Table; Meet in Hotel Lobby)</p>	<p align="right">6:30 pm</p>

TUESDAY, November 10th, 2009

Continental Breakfast	7:00 - 8:30 am <i>Chesapeake Ballroom</i>
Assessment at Private, Liberal Arts Colleges A chance to get together and share knowledge on where each institution is on assessment and serve as resources for each other. <div style="text-align: right;">Table Topic</div>	7:30 am - 8:15 am <i>Chesapeake Ballroom</i> Rebecca Brodigan Bowdoin College
Do Learning Communities Influence Student Success? Evidence from a Community College Learning communities have become a widespread component of the course offerings at both two- and four-year institutions across the country, guided by the belief that they improve student success through increased student engagement. At this table topic, the results observed at one community college will be shared and discussed. <div style="text-align: right;">Table Topic</div>	7:30 am - 8:15 am <i>Chesapeake Ballroom</i> Glynis Daniels Lehigh Carbon Community College
Undergraduate Graduation Rates: Identifying Obstacles to Completing a Bachelors Degree in 4 Years and Strategies for Improving 4-Year Graduation Rates This table topic explores the differences between first-time enrolled bachelor's degree-seeking students who graduate in 4 years and those who graduate in 5 or 6 years. Participants will be encouraged to share their experiences trying to understand their institutions' graduation rates and discuss strategies for improving a 4-year graduation rate. <div style="text-align: right;">Table Topic</div>	7:30 am - 8:15 am <i>Chesapeake Ballroom</i> Robin Beads American University
Institutional Research in Maine Our goals: strengthen IR networking in Maine; explore ways to share information, techniques, and collaboration opportunities; discuss ways institutions respond to fiscal challenges. All institutions are dependent to some degree on state and federal financing. Finding effective ways to support IR in a time of scarcity is a common interest. <div style="text-align: right;">Special Interest Group</div>	7:30 am - 8:15 am <i>Camden</i> Joseph Bjerklie University of Maine at Fort Kent Kenneth Elliott University of Maine at Augusta

TUESDAY, November 10th, 2009

Conference Registration	8:00 - 11:00 am <i>Sassafras</i>
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. <div align="right">Special Interest Group</div>	7:30 am - 8:15 am <i>Loch Raven I</i> Jason Casey HEDS Consortium
Virtual and Distance Learning Colleges There are five virtual distance learning institutions in the NEAIR area. The five colleges are Charter Oak State College, Empire State, Excelsior, Granite State, and Thomas Edison. We would like to establish a SIG to discuss issues that are relevant to our institutions. <div align="right">Special Interest Group</div>	7:30 am - 8:15 am <i>Severn I</i> David Hemenway Charter Oak State College
Focus Group (by invitation only)	7:30 am - 8:15 am <i>Severn II/III</i>
Race/Ethnicity Q&A ☺ Are you ready for the new Race/Ethnicity data? Where is your campus in implementating the new standards? Do you have questions? Are you interested in your colleagues' issues? This panel will attempt to respond to your unanswered questions in this open forum.	8:15 - 9:00 am <i>Harborview I</i> Margaret Cohen George Washington University Gayle Fink Bowie State University Janice Plotczyk National Center for Education Statistics
America's Best Colleges: What Just Happened and What's Ahead? The presentation reviews the 2010 Edition of America's Best Colleges and discusses new initiatives and previews changes being contemplated for the next ranking. Communication efforts initiated by U.S. News are reviewed.	8:15 - 9:00 am <i>Harborview II</i> Robert Morse Director of Data Research, U.S. News & World Report

☺— Session of value to newcomers

TUESDAY, November 10th, 2009

Exhibitor Displays	9:00 - 11:30 am <i>Chesapeake Gallery</i>
<p>The Art and Science of Projecting Undergraduate Student Enrollment ☺</p> <p>Enrollment projections are an important planning tool for institutions. This workshare focuses on data needed and modeling behind such projections. It will also explore how enrollment projections are used in tuition modeling. Final discussion will focus on the limits of mathematics alone, and suggest some important lines of communication.</p> <p style="text-align: right;">Workshare</p>	<p>9:10 am - 10:05 am <i>Camden</i></p> <p>Paula Maas The College of New Jersey</p>
<p>Data Warehousing and Business Intelligence Tools for IR: How Do We Get There?</p> <p>The campus is in the process of implementing a data warehouse which involves IT and IR staff. We will discuss the challenges and opportunities we have encountered and the evolving vision for IR and the campus.</p> <p style="text-align: right;">Workshare</p>	<p>9:10 am - 10:05 am <i>Harborview I</i></p> <p>Marilyn Blaustein Alan McArdle Banu Solak UMass Amherst</p>
<p>A Comparison of the VSA Learning Outcomes Measures: Results from a Construct Validity Study ☑</p> <p>The session will present the findings of a construct validity study comparing the learning outcomes test options (CAAP, MAPP, CLA) within the Voluntary System of Accountability College Portrait and provide answers to questions such as: do the tests measure the same thing? do the tests produce similar value-added scores?</p> <p style="text-align: right;">Contributed Paper</p>	<p>9:10 am - 10:05 am <i>Harborview II</i></p> <p>Christine Keller Association of Public and Land-grant Universities Alex Nemeth Collegiate Learning Assessment</p>
<p>A Method of Online Survey Delivery Incorporating Respondent Selection and Validation ☑</p> <p>This techshare will describe a system for the administration of online surveys through a web portal where respondents can be selected using any fields in the ERP; surveys are date-range limited; multiple responses are prevented; and respondent demographics may be pre-loaded.</p> <p style="text-align: right;">Techshare</p>	<p>9:10 am - 10:05 am <i>Loch Raven I</i></p> <p>Kimberly Kelsey Deborah Consevage Harrisburg Area Community College</p>

☑– Session focuses on assessment ☺– Session of value to newcomers

TUESDAY, November 10th, 2009

<p>How Did it Go? Students' Perceptions of Success in the First Year of College ☑ ☺</p> <p>This paper investigates students' perceptions of success, how their perceptions compare to outcome measures of success, and how their perceptions of success relate to their self-reported behaviors.</p> <p style="text-align: right;">Contributed Paper</p>	<p>9:10 am - 10:05 am <i>Loch Raven II</i></p> <p>Rebecca Brodigan Suzanne Lovett Bowdoin College</p>
<p>Using Microsoft Access to Create a Project Tracking Database ☺</p> <p>This session will demonstrate the use of MS Access to track projects and provide office performance data for annual reports. Participants will receive a sample database including queries that they can tailor to their office needs.</p> <p style="text-align: right;">Techshare</p>	<p>9:10 am - 10:05 am <i>Severn I</i></p> <p>Jennifer Dunseath Framingham State College</p>
<p>Best Practices of Three IR Web-based Applications – Course Evaluations, Faculty Activity Reporting, and Instructional Workload ☺</p> <p>This demonstration explores the development of three web-based IR applications at a major research university: on-line course evaluations; faculty activity reporting; and, instructional workload information. The best practices of these applications are highlighted as well as ideas about how to involve the target population and university administration.</p> <p style="text-align: right;">Workshare</p>	<p>9:10 am - 10:05 am <i>Severn II/III</i></p> <p>Donna Williams Sharon La Voy University of Maryland Eric Spear University of Maryland, College Park</p>
<p>The Orientation Student Profile Card: Improving the Collection of Student Demographic Information ☺</p> <p>Under the auspices of a grant from the Nellie Mae Education Foundation, Bridgewater State College developed an Orientation Student Profile Card to improve racial/ethnic data reporting and to collect first-generation status of new students. Use of this new tool to enhance our student demographic data collection will be discussed.</p> <p style="text-align: right;">Workshare</p>	<p>9:10 am - 10:05 am <i>Potomac</i></p> <p>Marlene Clapp Michael Young Bridgewater State College</p>
<p>Returning to Learning in an Age of Assessment ☑ ☺</p> <p>Through the context of a case study at Kalamazoo College, the presenters will discuss educational improvement tools that support both assessment and teacher training. Further, presenters will accentuate the importance of using assessment as a means to improve teaching and learning, not just as an exercise in accountability.</p> <p style="text-align: right;">Workshare</p>	<p>10:20 am - 11:15 am <i>Camden</i></p> <p>Chris Jackson Collegiate Learning Assessment Paul Sotherland Kalamazoo College</p>

☑ – Session focuses on assessment ☺ – Session of value to newcomers

TUESDAY, November 10th, 2009

<p>Implementing Performance Analytics for Enrollment Management and Academic Planning ☺</p> <p>Institutional Research offices often have limited financial and human resources to implement a state-of-art performance analysis system. This session will present a cost-effective way to construct and support such a system. The presentation will include demonstrations of dashboards for student enrollment and retention and applications for predicting instructional demands.</p> <p align="right">Workshare</p>	<p align="right">10:20 am - 11:15 am <i>Harborview I</i></p> <p>Jack Chongjie Xue Fordham University</p>
<p>Holding on to Students: A Search for Freshmen Attrition Risk Factors in a Metropolitan Private University ☺</p> <p>For this study, a comprehensive in-house dataset was created to explore first year attrition of freshmen. Results from a logistic regression suggest that academic and financial aid factors such as first semester GPA, unmet need, institutional scholarship amount, and learning group participation have consistent and significant effects on attrition.</p> <p align="right">Contributed Paper</p>	<p align="right">10:20 am - 11:15 am <i>Harborview II</i></p> <p>Elisabeth Lackner The New School</p>
<p>Best Practices and Pitfalls to Avoid when Using Survey Monkey to Conduct Surveys ☺</p> <p>Whether or not you personally use Survey Monkey to conduct surveys, your colleagues across the university are. Therefore it's important that the IR practitioner be familiar with this survey tool and learn the benefits, limitations, best practices and pitfalls to avoid.</p> <p align="right">Techshare</p>	<p align="right">10:20 am - 11:15 am <i>Loch Raven I</i></p> <p>Charis Ng The New School</p>
<p>Assessment and Accountability Tips from the Trenches ☑</p> <p>The demands for assessment, planning and accountability are becoming increasingly formidable while resources are becoming scarcer. Based on two decades of experience, this presentation will summarize some best practices for designing a cost-effective, comprehensive assessment and institutional effectiveness plan.</p> <p align="right">Workshare</p>	<p align="right">10:20 am - 11:15 am <i>Loch Raven II</i></p> <p>Joseph Revelt Millersville University of Pennsylvania</p>

☑– Session focuses on assessment ☺– session of value to newcomers.

TUESDAY, November 10th, 2009

<p>Automating the Annual Report</p> <p>To affect planning, reports should be manageable and easily understood. This session describes how one university developed reporting software that would allow efficient, timely submission; monitor program effectiveness and student success; display trend data; and archive report components.</p> <p align="right">Techshare</p>	<p align="right">10:20 am - 11:15 am <i>Severn I</i></p> <p>Joseph Bjerklie Rachel Albert University of Maine at Fort Kent</p>
<p>Developing CourseEvalUM: Our Process, Challenges, and New Directions <input checked="" type="checkbox"/></p> <p>With the increasing need for comparisons across campus units, and a student call for access to results, we have transitioned to a campus-wide on-line course evaluation system. The history of this transition will be shared, including the political, administrative, methodological and technological issues we have had to address.</p> <p align="right">Workshare</p>	<p align="right">10:20 am - 11:15 am <i>Severn II/III</i></p> <p>Sharon La Voy Jessica Mislevy University of Maryland</p>
<p align="center">Coffee Break</p>	<p align="right">11:15 - 11:30 am <i>Chesapeake Gallery</i></p>
<p align="center">CLOSING PANEL SESSION</p> <p align="center">Implications of the Higher Education Opportunity Act for Institutional Research</p> <p>Panelists will discuss the new reporting and accountability requirements embedded in the HEOA program, and the implications for institutional researchers.</p>	<p align="right">11:30 am - 12:25 pm <i>Chesapeake Ballroom</i></p> <p>Christine Keller Association of Public and Land-grant Universities Elise Miller National Center for Education Statistics Dawn Geronimo Terkla Tufts University</p>
<p align="center">Conference Closing & Annual Raffle</p>	<p align="right">12:30 - 1:00 pm <i>Chesapeake Ballroom</i></p>

Thank you for coming!

See you next fall in Saratoga, New York

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George Rezendes
Jessica Shedd
Mark Palladino
Allison Walters
Ellen Boylan
Michael Dooris

ADMINISTRATIVE COORDINATOR (ex-officio)

Beth Simpson

Standing Committees

Nomination Committee

Chair

Member – CC Sector
Member
Member
Member
Member
Member

Denise Krallman

Jean Marriott
Annemarie Bartlett
Cristi Carson
Linda Junker
Louise Murray
Ann Marie Senior

Professional Development Services Committee

Chair

Member
Member ('07-'09)
Member ('07-09)
Member ('08-'11)

Heather Kelly

Bruce Szelest
Mark Palladino
Linda Mallory
Ellen Boylan

Site Selection Committee

Chair

Member (NEAIR Treasurer)
Member
Member
Member

Heather Kelly

Eleanor Swanson
Michael Dooris
Jessica Shedd
Allison Walters

Publications Committee

Chair

Michael D'Alessandro

Ad Hoc Committees

Information Technology (Web Advisory) Committee

Chair

Conf Web Coordinator
Member (ex officio)
Program Chair (ex officio)
LAC (ex officio)

Mark Palladino

Annemarie Bartlett
Beth Simpson
Steve Thorpe
Nicole Marano

Grants Committee

Chair

Chair-Elect
Member
Member
Member
Past Chair (ex officio)

George Rezendes

Michael Dooris
Cathy Alvord
Diane Petruccio
Ingrid Skadberg
Heather Roscoe

Mentor Committee

Chair ('08 – '10)

Member
Member
Past Chair (ex officio)

Allison Walters

Eileen McDonnell
Laura Uerling
Jessica Shedd

Finance Committee

Chair

Member
Member
Member

George Rezendes

Eleanor Swanson
Rebecca Brodigan
Alan Sturtz

Listserv Manager - Fred Cohen

2009 Conference Planning Team

Conference Local Arrangements Committee

Chair

Exhibitor Co-Coordinator
Exhibitor Co-Coordinator
LAC Coordinator
LAC Coordinator
Dine Around Coordinator

Nicole Marano

Liz Deignan
Gurvinder Khaneja
Linda Junker
Jean Marriott
Shannon Tinney

Conference Program Committee

Chair

Associate Program Chair
Pre-Conf Wrkshp Coord
Best Paper Coordinator
Peer Review Coordinator
Evaluation Coordinator
Poster Session Coordinator
Program Editor

Steve Thorpe

Gayle Fink
Bruce Szelest
Julie Alig
Jim Trainer
Terry Hirsch
Paula Maas
Beth Frederick

Website, Technology & Member Services

Web Advisory Com Chair
Conf Website Coord
Administrative Coord

Mark Palladino
Annemarie Bartlett
Beth Simpson

Conference Proposal Peer Reviewers

Coordinator

James Trainer

Jacqueline Andrews
Jo-Ellen Asbury
Louis Attinasi
Felice Billups
Kim Bridgeo
Yiting Chang
Elizabeth Clune
Margaret Cohen
Lisa Daniels
Cherry Danielson
Mark Eckstein
Karen Egypt
Kenneth Elliott
Yoanna Ferrara
Lauren Friedman
Karen Frosolid Jones

Donald Gillespie
Jennifer Gray
Marianne Guidos
Philip Handwerk
Bridget Harr
Matthew Hendrickson
Jill Hirt
Larry Hunter
Elizabeth Johnston-
O'Connor
Arthur Kramer
Gregory LaPointe
Melanie Larson
Linda Mallory
Andrew McClurg
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Pat Mizak
Louise Murray
George Rezendes
Cheryl Rollins
Heather Roscoe
Pallabi Roy
Douglas Shapiro
Jessica Shedd
Sridhar Sitharaman
Ingrid Skadberg
Carol Vanzile-Tamsen
Christopher Vinger
Nikisha Williams

NEAIR Presidents List with Conference Locations and Themes

<i>Year</i>	<i>President</i>	<i>Location</i>	<i>Conference Theme</i>
2009	Mitch Nesler	Baltimore, MD	Harbor in the Storm: Institutional Research in the Age of Accountability
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	Doing 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	

A New Member Benefit!

Have an IR question? Who You Gonna Call?

Coming Soon...the NEAIR Member Resource Database

Please consider volunteering to list your name as a resource for your fellow NEAIR members in our new Member Resource Database. This new member benefit will be available on the "Members Only" section of the NEAIR website and is designed to increase networking among NEAIR members and facilitate the sharing of ideas and expertise in institutional research. Once the database is built, members will be able to view the various topic areas and contact you if they are in need of advice or assistance in one of the areas of expertise you've identified. Example topic areas include:

Peoplesoft, Banner, and other administrative data systems
SPSS, SAS, and other statistical software
Accreditation/Self-Studies
Assessment
Federal Reporting Data Collection & Use
Retention Studies
Statistical Methods
Strategic Planning

If you indicated your interest in participating during the conference registration process, you'll be contacted shortly to complete an online form to select the areas where you wish to be listed as a resource contact for the coming year. If you did not sign-up during registration, it is not too late! Members of the NEAIR Mentor Committee will be available at the Data With a Twist reception on Monday evening to answer your questions and sign you up for the database. And you can always feel free to contact Jessica Shedd, of the Mentor Committee, at Jessica.Shedd@ed.gov or visit the NEAIR website at: <http://www.neair.org/members/MemberResourceDatabase.asp>.

Thank you for your interest! We look forward to developing this new NEAIR Member Benefit!

Note: This database will be provided as a resource only. NEAIR does not support or endorse any individual, group, or product.



NEAIR thanks the following exhibitors for supporting the 2009 conference!

Gold Sponsors

Concord USA

Concord is celebrating 25 years providing technology solutions to education institutions and is demonstrating its proven Xitracs™ Accreditation Management System. MSCHE, NEASC and all major program agencies are supported. Use Xitracs™ to manage and publish self-study reports, collect evidence, maintain faculty credentials, create plans, collect outcomes information, manage surveys and more. Visit us on the web at www.xitracs.com.

Showcase Monday, 11/9 @ 12:00 pm

Ed Hanley, Director of Sales, Tel: 770-200-7465 Ext 122, Email: ehanley@concord-usa.com



Dataliant

Dataliant, headquartered in Atlanta, GA, has been in business for over 22 years and specializes in technology solutions for the academic market. All sales, product development, training, and support is done internally by our experienced staff. Dataliant's web-based technology solutions, Compliance Assist! – Accreditation and Compliance Assist! – Planning, are currently in use by over 100 colleges and universities and have helped Institutional Research professionals successfully integrate their strategic planning and accreditation efforts.

Showcase Monday, 11/9 @ 3:00 pm

Patrick Rohde, President at 678-992-1662 or prohde@dataliant.com



eLumen Collaborative

An independent, academic, applied research firm for higher education.

For seven years eLumen has focused exclusively on creating a new platform for organizational attention to student learning outcomes, both expected and actual, in a way that balances faculty choice and coordination across the institution. From their own computers, all users have access to precisely the information and the functions that involve them, both crafting outcomes assessment in their respective settings and generating real-time reports on educational results. Essentially, we enable an academic institution to model itself as a learning-centered organization, drawing on a variety of options. To the extent that an institution makes use of these options, it increases its attentiveness, i.e., its capacity to notice, and respond to, data on actual student achievement and non-achievement, integrating course instruction/assessment, instructional support services, and student support services. Our next milestone (2010) will be "educational GPS": the capacity for the institution to know precisely and in real time where any student, or any set of students, stands relative to any defined set of expected student learning outcomes. (Thus, besides institutional effectiveness and accountability, this is also an American response to the Bologna Process.)

Showcase Monday, 11/9 @ 1:45 pm

David Shupe, david@elumen.info, 1-800-630-2149



Gold Sponsors

Oracle

Crystal Ball software is a leading spreadsheet-based software suite for predictive modeling, forecasting, Monte Carlo simulation and optimization. With over 4,000 customers worldwide, including 85% of the Fortune 500, Crystal Ball is used by customers from a broad range of industries, such as aerospace, financial services, manufacturing, oil and gas, pharmaceutical and utilities. Crystal Ball is used in over 800 universities and schools worldwide for teaching risk analysis concepts.

Showcase Monday, 11/9 @ 4:10 pm

<http://www.oracle.com/crystalball/index.html>



Scantron

For more than three decades, Scantron has helped colleges and universities measure and improve effectiveness with assessment and survey solutions. We provide paper and web-based tools for rapid, accurate and reliable test scoring/reporting, faculty evaluation automation and image-based data collection and processing.

Scanners, Software, Forms... Scantron offers a complete solution.

Showcase Monday, 11/9 @ 11:30 am



Vendors: Monica Ewing, 949-639-7783 or Rich Vesga, 949-639-7784

Taskstream

TaskStream provides easy-to-use web-based solutions to manage outcomes assessment, accreditation and strategic planning. The *Accountability Management System (AMS)* by TaskStream provides an effective way to manage accountability initiatives institution-wide and to demonstrate institutional effectiveness at meeting the goals set forth in its mission. AMS is used by administrators, program coordinators and faculty participating in outcomes assessment, accreditation, program review and other such processes. Academic and non-academic units are able to document and analyze all aspects of the process, including: learning outcomes, operational objectives, assessment plans, strategic and operational plans, curriculum maps, aggregate findings, and actions for improvement. Administrators have the tools they need to oversee the work being done and to provide feedback to all of the participating areas across the institution.

The *Learning Achievement Tools (LAT)* by TaskStream facilitates the demonstration and assessment of student performance with innovative tools for e-portfolios, rubric scoring, robust data reporting and analysis, field placement management and surveying. Using the assessment system in LAT, institutions, programs and faculty are able to: collect student evidence and reflection requirements; evaluate assignments using rubrics and forms; and assess student learning on established learning outcomes, standards and competencies. LAT's robust reporting components allow for aggregation and analysis of student performance data for program and institutional effectiveness purposes, as well as for reporting to accrediting agencies and other external stakeholders. All digitally submitted student work and evaluation data is available to the institution and analysts can "drill down" to obtain a rich picture of student performance over time.

Showcase Monday, 11/9 @ 2:15 pm

<https://www.taskstream.com/pub>



Gold Sponsors

Think Education Solutions - Strategic Planning Online

Strategic Planning Online is designed to help institutions automate strategic planning, budgeting, and assessment cycle. Strategic Planning Online increases the visibility of assessment efforts while coordinating the various facets of planning, budgeting, assessment, and accreditation in an online collaborative environment. Encourage stakeholders to take ownership of QEP issues while integrating workflows and data between the various leadership roles. Enable your institution to tie budget requests directly to strategic plans and assessment efforts, and bring all of the information together for accreditation. Create a culture of planning with a unified understanding of the institutional goals by increasing the transparency of planning efforts while involving the entire institution in the strategic planning process with Strategic Planning Online. Showcase Monday, 11/9 @ 3:30 pm



John Hand – Director of Educational Services

Tk20

CampusWide is a comprehensive assessment and reporting system for collecting and managing your program, departmental, and institutional data, both academic and non-academic, for the measurement of accountability, institutional effectiveness, and accreditation. CampusWide lets you collect your data systematically, plan your assessments, compare them against desired outcomes/objectives, and generate detailed reports for compliance, analysis, and program improvement. Showcase Monday, 11/9 @ 11:00 am



<http://www.tk20.com>

WEAVEonline

WEAVEonline is a hosted subscription service that specializes in the integration of assessment and planning solutions so that universities, colleges, and community colleges can better address these critical processes. WEAVEonline features integrated software, plus supporting webinars, experienced assessment and planning professionals, and a consultative peer learning community. Developed by faculty and administrators to address assessment within the context of accreditation, WEAVEonline focuses on institution and program-level processes for quality assurance and quality enhancement. Showcase Monday, 11/9 @ 10:30 am



<http://www.weaveonline.com/>

Zogotech

About ZogoTech

The aims of ZogoTech are nothing short of revolutionizing the way that educators and administrators use technology. Built through partnerships with institutions of higher education, ZogoTech's Institutional Intelligence software answers the data needs of executives, institutional researchers, faculty and student services personnel. ZogoTech brings an in-depth knowledge of higher education, superior customer support, and software solutions highly-acclaimed for their usability.



Showcase Monday, 11/9 @ 4:40 pm

See <http://zogotech.com/neair> for more information

Silver Sponsors

Gravic

Software for assisting researchers and evaluators collect and analyze data from paper and web forms (surveys, evaluations, assessments). 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>.



Sales Team, Sales@gravic.com, 1-800-858-0860

Higher Education Research Institute at UCLA

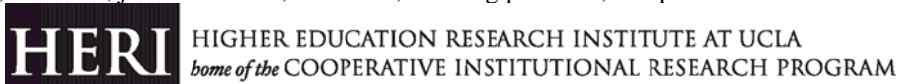
The Higher Education Research Institute (HERI) runs the Cooperative Institutional Research Program (CIRP), a comprehensive longitudinal survey program. Over the last 44 years 1,900 colleges and universities have participated in the CIRP Freshman Survey, Your First College Year Survey, or the College Senior Survey to understand the impact of college. CIRP surveys use research-based questions to provide information on many timely issues such as academic habits and behaviors, student-faculty interaction, civic engagement and diversity. New reporting features such as our CIRP Constructs provide comprehensive information on what higher education research has shown are key areas of the student experience.

The *CIRP Freshman Survey* provides essential information on the characteristics, goals, and expectations of your entering first-year class. Measures academic habits and preparedness, influences in college choice, expectations for college, student goals and values and concerns about financing college.

The *Your First College Year Survey* is the first national survey designed specifically to address the academic and personal development of first-year students. Measures academic habits, student-faculty interaction, academic disengagement, experiences with diversity, campus climate, adjustment in the first year, student goals and values, satisfaction, and student involvement.

The *College Senior Survey* is an exit survey for graduating seniors that examines the comprehensive impact of college. Measures college outcomes, academic achievement and engagement, student-faculty interaction, diversity, civic engagement, student goals and values, post-college plans and degree aspirations.

The HERI Faculty Survey provides colleges and universities with information about the attitudes, experiences, concerns, job satisfaction, workload, teaching practices, and professional activities of faculty.



John Pryor, CIRP Director, 310-825-1925, heri@ucla.edu

National Student Clearinghouse

The National Student Clearinghouse is the nation's trusted source for academic verification and reporting. Over 3,300 colleges, enrolling 92% of US college students, submit updated degree and enrollment records to us several times a year. Our StudentTracker service enables the education community to track student enrollment and degree attainment nationwide.



<http://www.studentclearinghouse.org>

Bronze 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.



Contact one of our product specialists by phone: 603-610-8700 or e-mail: sales@snapsurveys.com

The IDEA Center

The IDEA Center is a nonprofit organization serving colleges and universities committed to improving learning, teaching, and leadership performance. The Center's services are built on an extensive, nationwide research program, supporting the evaluation and development of both programs and people. The IDEA Student Ratings of Instruction system helps faculty solicit feedback and evaluate teaching as it relates to student learning. The IDEA Feedback Instruments for Department Chairs and Administrators allow leaders to assess how their personal and intuitional objectives are realized. The IDEA Center publishes short application-oriented papers related to teaching, learning, and evaluation.



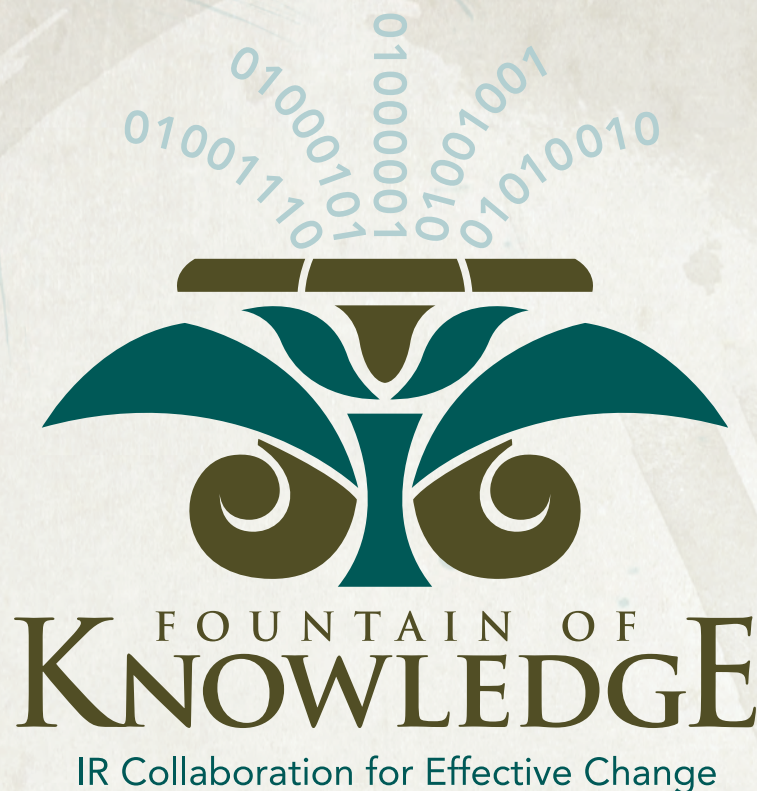
www.theideacenter.org

NEAIR

Gold Sponsors

2009 Conference

The logo for Scanticon features a red curved line above the word "SCANTRON" in a serif font, with a registered trademark symbol (®) at the end.The logo for Concord consists of a blue icon of two interlocking loops followed by the word "Concord" in a bold, sans-serif font.The logo for Think education solutions features a blue spiral icon above the word "Think" in a large, blue, sans-serif font, with "education solutions" in a smaller, blue, sans-serif font below it, all within a blue rectangular border.The logo for Tk20 features a stylized apple icon with a bite taken out of it, followed by the text "Tk20" in a large, bold, sans-serif font, and "Proven Assessment Solutions" in a smaller, italicized, sans-serif font below it.The logo for weave ONLINE features the word "weave" in a bold, sans-serif font, followed by a stylized "X" icon, and "ONLINE" in a smaller, sans-serif font below it.The logo for Compliance Assist! features a green checkmark inside a grey circle, followed by the text "Compliance Assist!" in a large, blue, sans-serif font, and "powered by dataliant" in a smaller, sans-serif font below it.The logo for zogotech features the word "zogotech" in a bold, sans-serif font, with "Innovating Higher Education" in a smaller, sans-serif font below it.The logo for TaskStream features the word "TaskStream" in a bold, sans-serif font, with "Advancing Educational Excellence" in a smaller, italicized, sans-serif font below it.The logo for elumen features a stylized starburst icon above the word "elumen" in a lowercase, sans-serif font.The logo for ORACLE CRYSTAL BALL features the word "ORACLE" in a bold, red, sans-serif font, with "CRYSTAL BALL" in a smaller, bold, black, sans-serif font below it.



SAVE THE DATE

NOVEMBER 13 – 16, 2010

Saratoga Hotel and Conference Center, Saratoga Springs, New York

HEATHER KELLY

President-Elect

BRUCE SZELEST

Program Chair

JACQUELINE ANDREWS

Local Arrangements Chair

CATHY ALVORD

Associate Program Chair

KEYNOTE SPEAKERS

Scott Jaschik, Editor and one of the three founders of *Inside Higher Ed*
Jane Wellman, Executive Director of the Delta Project on Postsecondary Education Costs, Productivity, and Accountability