Conference Planning Team

President:
HEATHER KELLY

Program Chair:
BRUCE SZELEST

Associate Program Chair:
CATHERINE ALVORD

Pre-Conf Workshop Coordinator:
NICOLE MARANO

Best Paper Chair:
MELANIE SULLIVAN

Evaluation Coordinator:
TERRY HIRSCH

Newcomer/Mentor Coordinator:
PAULA MAAS

Poster Session Coordinator:
PAULA MAAS

Proposal Peer Review Coordinator:
MARK ECKSTEIN

Publications Coordinator:
BETH FREDERICK

Local Arrangements Chair:
JACQUELINE ANDREWS

Exhibitor Coordinator:
GURVINDER KHANEJA

AV Coordinator:
NORA GALAMBOS

Dine Around Coordinators:
HIROSUKE HONDA & KRISTINE ALTUCHER

Local Arrangements Coordinator:
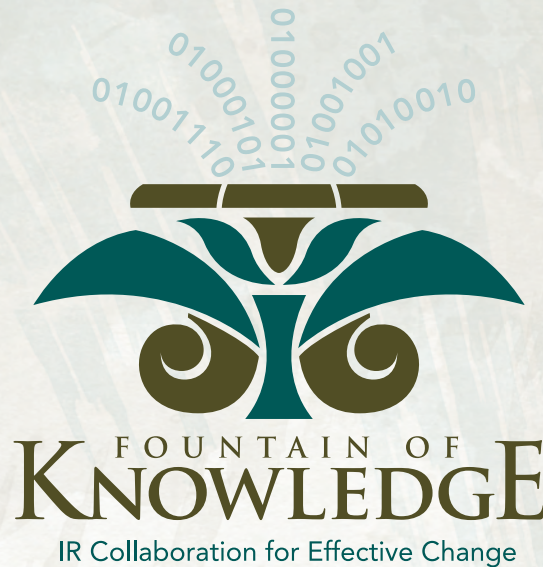PATRICIA FRANCIS

Website Chair:
MARK PALLADINO

Conference Website Coordinator:
CHRISTOPHER CHONCEK

Administrative Coordinator:
BETH SIMPSON

FOUNTAIN OF KNOWLEDGE

IR Collaboration for Effective Change

37TH ANNUAL CONFERENCE

NOVEMBER 13 – 16, 2010

The Saratoga Hilton, Saratoga Springs, New York

NEAIR OFFICERS & STEERING COMMITTEE

Heather Kelly
President

Gayle Fink
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Emily Dibble
Member-At-Large

Paula Maas
Member-At-Large

Bruce Szelest
Program Chair

Jacqueline Andrews
Local Arrangements Chair

Welcome to Saratoga Springs and the 37th Annual NEAIR Conference!

The greatest asset of NEAIR is our members. With this in mind, this year's conference will provide you ample opportunity to share and gain important and useful information from your institutional research and higher education colleagues. This year's *Fountain of Knowledge: IR Collaboration for Effective Change* will help prepare you for the ever-changing landscape we experience on a regular basis.

The Conference Program team led by Program Chair Bruce Szelest and Associate Program Chair Cathy Alvord are offering a program filled with plenty of variety which will be evident as you turn the page. In addition to the very interesting concurrent sessions, we have three speakers. The opening plenary will take place Sunday evening featuring Scott Jaschik who will explore the "hot issues" in higher education and how research is or isn't being used. Monday morning's keynote address features Michael Middaugh who will emphasize the changing landscape of institutional research. The closing plenary will take place Tuesday morning featuring Randy Swing who will focus on the institutional research professional as an agent of change.

Local Arrangements Chair Jackie Andrews and her team have been hard at work coordinating hotel logistics and making sure we all enjoy the local flavors and activities Saratoga Springs has to offer. We believe you will find Saratoga Springs to be an enchanting town. While it will be hard to pull yourself away from the conference program, I hope you find the time to stroll down Broadway and soak up the culture, try an eatery or two, or get some retail therapy. If you are really adventurous, the historic Roosevelt Baths and Spas or the Saratoga mineral springs are things not to miss.

The conference begins with our well-subscribed professional development workshops which take place on Saturday and Sunday. The *Fountain of Knowledge* welcome reception on Saturday evening will give you a chance to connect with old friends and colleagues, as well as meet new ones. Scott Jaschik's opening plenary on Sunday evening will be followed by a reception and our annual banquet. Monday will begin with Michael Middaugh's keynote address. Please plan to attend the annual business luncheon as we will be voting on changes to the Constitution. New this year will be *Data and Dessert* on Monday afternoon where we will announce the Best Visual Award. And, be sure to check out what new tools and resources the Exhibitors have to offer this year. The conference concludes on Tuesday with a coffee break provided by the local Lakeside Farms, Randy Swing's closing plenary, and our annual raffle.

Take advantage of all the great information we have to share with one another. My hope is that you leave the conference feeling rejuvenated, inspired, and with more friends and colleagues who will become invaluable resources long after you return home. Drink deeply from this year's *Fountain of Knowledge*!

I look forward to collaborating with you,

Heather Kelly

NEAIR President

NEAIR Presidents List with Conference Locations and Themes

Year	President	Location	Conference Theme
2010	Heather Kelly	Saratoga Springs, NY	Fountain of Knowledge: IR Collaboration for Effective Change
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	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, NY	
1975		New Haven, CT	Coping in the 70's
1974		Williamstown, MA	

NEAIR
North East Association for Institutional Research

Officers:

President	Heather A. Kelly
President-Elect	Gayle Fink
Recording Secretary ('08-'11)	Nancy Ludwig
Treasurer ('08-'11)	Eleanor Swanson

Steering Committee Members:

Past President	Mitch Nesler
Program Chair	Bruce Szelest
Local Arrangements Chair	Jackie Andrews
Member-At-Large ('07-'10)	Mark Palladino
Member-At-Large ('07-'10)	Allison Walters
Member-At-Large ('08-'11)	Ellen Boylan
Member-At-Large ('08-'11)	Michael Dooris
Member-At-Large ('09-'12)	Emily Dibble
Member-At-Large ('09-'12)	Paula Maas

Administrative Coordinator (ex-officio)   Beth Simpson

Standing Committees

Program Committee

Chair	Bruce Szelest
Associate Program Chair	Cathy Alvord
Pre-Conf Wrkshp Coord	Nicole Marano
Best Paper Coordinator	Melanie Sullivan
Evaluation Coordinator	Terry Hirsch
Newcomer/Mentor Coord.	Paula Maas
Peer Review Coordinator	Mark Eckstein
Poster Session Coord.	Paula Maas
Publications Coordinator	Beth Frederick

Professional Development Services Committee

Chair	Gayle Fink
Member - Program Chair-Elect	Nicole Marano
Member ('08-'11)	Ellen Boylan
Member	Michelle Appel
Member	Paula Maas
Member	Linda Mallory

Technology Committee

Chair ('08 – '10)	Mark Palladino
Conf Web Coordinator	Annemarie Bartlett
Member	Chad May
Member	Chris Choncek
Member (ex officio)	Beth Simpson
Program Chair(ex officio)	Bruce Szelest
LAC (ex officio)	Jackie Andrews

Listserv Manager   **Fred Cohen**

Local Arrangements Committee

Chair	Jackie Andrews
Exhibitor Coordinator	Gurvinder Khaneja
AV Coordinator	Nora Galambos
LAC Coordinator	Patty Francis
Dine Around Coords	Hirosuke Honda
	Kris Altucher

Membership Committee

Chair ('08 – '10)	Allison Walters
Chair-elect	Paula Maas
Member	Eileen McDonnell
Member	Laura Uerling

Site Selection Committee

Chair	Gayle Fink
NEAIR Treasurer	Eleanor Swanson
Member	Michael Dooris
Member	Steve Thorpe
Member	Mark Palladino
Member	Jessica Shedd

Nomination Committee

Chair	Mitch Nesler
4 YR Public Sector	Braden Hosch
Member	Erin Ebersole
Member	Maren Hess
Member	Jeff Himmelberger
Member	Ingrid Skadberg
Member	Shannon Lichtinger

NEAIR
North East Association for Institutional Research

Ad Hoc Committees

Finance Committee		**Grants Committee**	
Chair	Emily Dibble	**Chair**	Michael Dooris
Treasurer	Eleanor Swanson	Chair-Elect	Emily Dibble
Member	Rebecca Brodigan	Member (2008 - 2011)	Cathy Alvord
Member	Alan Sturtz	Member (2007 – 2010)	Diane Petruccio
Member	George Rezendes	Member (2007 – 2010)	Ingrid Skadberg
		Past Chair (ex officio)	George Rezendes

Conference Proposal Peer Reviewers
Mark Eckstein, Peer Review Coordinator

Govind Acharya	Marianne Guidos	Tiffany Parker
Lou Attinasi	Phil Handwerk	George Rezendes
Becky Bell	Matthew Hendrickson	Cheryl Rollins
Felice Billups	Jill Hirt	Millie Savidge
Kim Bridgeo	Braden Hosch	Karen Schreiner
Cristi Carson	Patricia Hulsebosch	Jessica Shedd
Peggye Cohen	Melanie Jenkins	Marian Sherwood
Ted Coladarci	Ethan Kolek	Yan Shi
Lisa Daniels	Arthur Kramer	Ingrid Skadberg
Cherry Danielson	Elisabeth Lackner	Jacki Stirn
Kathryn Doherty	Melanie Larson	Steve Thorpe
Karen Durkin	Mary Lynch	Shannon Tinney
Ricka Fine	Chad May	Laura Uerling
Patty Francis	Daniel McCollum	Christopher Vinger
Michael Goldberg	Peggy McKernan	Lynn Wallace
Cheryl Goldstein	Pat Mizak	Michael Whitcomb
Lynne Govatos	Kevin Murphy	Bill Wilson
Joan Graham	Louise Murray	Lillian Zhu

2010 Program Schedule	
SATURDAY, November 13ᵗʰ, 2010	
Conference Registration	Noon - 6:30 pm *Lower Lobby*
Newcomers to Institutional Research - Part I This workshop is designed for new practitioners and addresses key components of IR including: defining critical issues; identifying data sources; developing standard institutional information/reports; and conducting effective assessment/evaluation activities. The instructors have extensive experience in public and private higher education institutions, and in national education policy. Pre-Conference Workshop	1:00 pm - 4:00 pm *Broadway 1* **Jessica Shedd** NCES **Terra Schehr** Loyola College in Maryland
Assessing General Education Outcomes This workshop examines general education and how to assess it. Participants will review institutional Gen Ed issues and challenges, learn strategies that assesses Gen Ed courses and programs, identify the Gen Ed Outcomes recommended by the AAC&U, discuss Gen Ed assessment methods, measures, and instruments. Pre-Conference Workshop	1:00 pm - 4:00 pm *Broadway 2* **J. Fredericks Volkwein** Pennsylvania State University
Geographic Information Systems (GIS) for Institutional Effectiveness This workshop will discuss and demonstrate Geographic Information Systems (GIS). A "hands on" portion will allow participants to access a GIS application using demographics related to higher education in order to focus on how using GIS can enhance decision making within higher education through geography and geographic functions. Pre-Conference Workshop	1:00 pm - 4:00 pm *Broadway 3* **Brian Smith** GeoDecisions
Introduction to Dashboards in Excel 2007 This workshop covers the basics of creating high quality dashboards using Excel 2007. Topics covered include design theory, dashboard layout, graphs, formatting options, scaling and the use of color. The skills here will allow users to created their own dashboard. Pre-Conference Workshop	1:00 pm - 4:00 pm *Broadway 4* **Craig Abbey** University at Buffalo
Facilitating the Strategic Planning Process: An Important Role for IR As opportunities for institutional researchers to facilitate and lead strategic planning processes expand, this workshop introduces participants to the various tools they can employ to support, facilitate and lead planning efforts on their campuses. Process oriented tools are examined (e.g., SWOT, TOWS, how to set and write goals, build consensus, monitor implementation, etc.) as are tools of a more analytical nature (e.g., external and internal factor analyses summaries, quadrant analyses, dual utility/bottom line analyses, etc.). This is hands-on workshop in which participants will employ several of these tools in a series of simulations. Pre-Conference Workshop	1:00 pm - 4:00 pm *Travers* **James Trainer** Villanova University

SATURDAY, November 13th, 2010

Welcome Reception - - 5:30 pm - 6:30 pm
Gallery

Saturday Evening Dinner Groups - - 6:30 pm
(Sign up at Conference Registration Table; Meet in Lower Lobby)

SUNDAY, November 14th, 2010

Conference Registration	8:00 am - 6:15 pm *Lower Lobby*
Newcomers to Institutional Research - Part II This workshop is designed for new practitioners and addresses key components of IR including: defining critical issues; identifying data sources; developing standard institutional information/reports; and conducting effective assessment/evaluation activities. The instructors have extensive experience in public and private higher education institutions, and in national education policy. Pre-Conference Workshop	9:00 am - Noon *Broadway 1* **Jessica Shedd** NCES **Terra Schehr** Loyola College
IPEDS Data and Benchmarking - Module 1 Module 1 of this all- day workshop 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. Exercises and resources will demonstrate processes to establish key performance indicators and identify variables to refine comparison groups. AIR/NEAIR Co-hosted IPEDS Workshop	9:00 am - Noon *Broadway 2* **Mary Ann Coughlin** Springfield College
A Basic Toolbox for Assessing Institutional Effectiveness - Part I A broad range of strategies, methodologies, and tools for assessing institutional effectiveness will be examined and discussed. The workshop will focus on measuring effectiveness of institutional processes affecting students, faculty and staff, issues related to academic productivity and cost containment, administrative effectiveness, and tools for clearly communicating institutional effectiveness. Pre-Conference Workshop	9:00 am - Noon *Broadway 3* **Michael Middaugh** University of Delaware
Advanced Dashboards in Excel 2007 This advanced workshop will cover how to create a dashboard that dynamically selects and updates data and handle mutliple reporting units. Additionally, attendees will learn how to work with traffic light performance indicators and create graphs with a variable number of data points. Pre-Conference Workshop	9:00 am - Noon *Broadway 4* **Craig Abbey** University at Buffalo

SUNDAY, November 14th, 2010

What Do I Do With It Now?: Analyzing Open-Ended Survey Data Surveys often include open-ended items which are never analyzed. The goal of this session is to provide information/practice to participants in thematic analysis of such items. By the end of the session, participants will complete a thematic analysis of open-ended data and understand how results might be shared. *Pre-Conference Workshop*	9:00 am - Noon *Travers* **Carol VanZile-Tamsen** University of Buffalo
Tips and Tricks for Supporting Enrollment Management from the Trenches: A Survival Guide The workshop covers a variety of practical techniques, tools, and data that institutional researchers use to support our admissions, financial aid, and budget offices. We will focus on many advanced features available in Excel, and apply them to practical examples of enrollment reporting, modeling and forecasting. *Pre-Conference Workshop*	9:00 am - Noon *Alabama* **James Fergerson** Carleton College
Improving College Course Placement Practices and Enhancing the Effectiveness of Institutional Interventions for Underprepared Students Hundreds of colleges use placement tests to assess the academic readiness of incoming students, often without considering the merit of other measures for improving college course placement decisions. An empirical approach for improving course placement practices and enhancing the effectiveness of institutional interventions for underprepared students will be presented. *Pre-Conference Workshop*	9:00 am - Noon *Phila* **Alan Whitcomb** Mount Ida College
Lunch Break (lunch on your own)	Noon - 1:00 pm
Exhibitor Displays	10:00 am– 5:00 pm *Gallery*
Posters on Display for Informal Viewing	Noon - 7:00 pm *Gallery*

SUNDAY, November 14th, 2010	
IPEDS Data and Benchmarking - Module 2 Module 2 of this all day workshop 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 the types of comparison groups and key performance indicators that could address each. Participants will also learn how to extract and analyze data using the IPEDS Data Center. This module also presents useful techniques for effectively communicating data results to various constituencies. AIR/NEAIR Co-hosted IPEDS Workshop	1:00 pm - 4:00 pm *Broadway 2* **Mary Ann Coughlin** Springfield College
A Basic Toolbox for Assessing Institutional Effectiveness - Part II A broad range of strategies, methodologies, and tools for assessing institutional effectiveness will be examined and discussed. The workshop will focus on measuring effectiveness of institutional processes affecting students, faculty and staff, issues related to academic productivity and cost containment, administrative effectiveness, and tools for clearly communicating institutional effectiveness. Pre-Conference Workshop	1:00 pm - 4:00 pm *Broadway 3* **Michael Middaugh** University of Delaware
What are the Chances? Introduction to Probability Probability is the foundation for all inferential statistics. This workshop will provide a basic overview of probability concepts, including discrete probabilities (binomial, hypogeometric and Poisson) as well as continuous probabilities, the normal distribution, and the p-value. The workshop is hands-on with discussion, demonstration, and exercises illustrating IR applications. Pre-Conference Workshop	1:00 pm - 4:00 pm *Broadway 4* **Linda Mallory** US Military Academy at West Point
Taking the Next Step: (mid) Career Management in IR Institutional research is a hot field – career opportunities abound. What do you need to do to take the next step? Will you be ready? In this highly interactive workshop, career management issues will be addressed. Prerequisite: 7 or more years of work experience in institutional research/higher education. Pre-Conference Workshop	1:00 pm - 4:00 pm *Travers* **Mitchell Nesler** Empire State College
Using the National Student Clearinghouse - How, When and Why National Student Clearinghouse data, when carefully considered in conjunction with institutional data, can be used to answer a variety of frequently asked questions. This workshop will provide a Clearinghouse overview as well as tips and tricks for running analyses and unduplicating records. Pre-Conference Workshop	1:00 pm - 4:00 pm *Alabama* **Michelle Appel** University of Maryland **Chad Muntz** University System of Maryland
Managing Your Projects with Free Software Tools Managing IR projects is challenging. This workshop will demonstrate how tools commonly used in the development of open source software may be applied to IR projects. These tools can contribute to overall project quality by facilitating good management practices, improving project documentation, and increasing awareness among project stakeholders. Pre-Conference Workshop	1:00 pm - 4:00 pm *Phila* **Daniel Nugent** Pennsylvania State University

SUNDAY, November 14th, 2010	
Mentor Program & Newcomers Reception	4:10 pm - 4:50 pm *High Rock*
OPENING PLENARY Asking the Right Questions -- A Look at the Hot Issues in Higher Education, and How Research is Being Used (or Ignored) to Answer Them **Scott Jaschik** Editor and Co-Founder of *Inside Higher Ed*	5:00 pm - 6:15 pm *Saratoga Ballroom*
Reception	6:15 pm - 7:00 pm *Gallery*
Adirondack Banquet	7:00 pm - 9:00 pm *Saratoga Ballroom*

MONDAY, November 15th, 2010	
Continental Breakfast	7:30 pm - 8:45 am *Saratoga Ballroom*
Conference Registration	8:00 am - 4:30 pm *Lower Lobby*
Posters on display for informal viewing	8:45 am - 5:00 pm *Gallery*
KEYNOTE ADDRESS The Changing Landscape of Institutional Research: A Look Back and a Look Ahead **Dr. Michael Middaugh** Associate Provost for Institutional Effectiveness University of Delaware, and Chair of the Middle States Commission on Higher Education	9:00 am - 10:15 am *Saratoga Ballroom*
Exhibitor Displays	8:00 – 12:40pm 2:00 – 6:00 pm *Gallery*
"Energize Me" Coffee Break	10:15 am - 10:30 am *Gallery*

MONDAY, November 15th, 2010

Building a Bridge Over Troubled Waters: Collaborating to Connect Secondary and Postsecondary Data ☺
 	
To bridge the gap between secondary and postsecondary Career and Technical Education data, SUNY Institutional Researchers and P-12 Data Analysts from the Greater Capital Region Career Pathways Consortium have collaborated to develop a longitudinal data system. This process, its challenges, and the technology solutions used to move forward will be discussed.
 	
Workshare
	10:30 am - 11:25 am
	Broadway 1
	
	Nicole Catapano
	    WSWHE BOCES
	Liz Fisk
	    WSWHE BOCES
	Tom Wright
	    Columbia-Greene CC

Leave Your Cell Phones On! Engaging Your Presentation Audience ☺ This session will demonstrate how using a live, cell phone/web-based, polling service may make presentations more engaging for the audience and provide real-time feedback to the presenters. Topics covered will include benefits and drawbacks of use, voting options, incorporation of - results into presentations, analysis of poll results, and service costs. Techshare	10:30 am - 11:25 am *Broadway 2* **Phil Handwerk** Law School Admission Council
Collaboration, Coordination, Cooperation: Using Mixed Methods Research to Inform Strategic Decision-making on Campus ☺ A longitudinal study of undergraduate educational intentionality is used to facilitate participants' understanding of the purpose, rationale, and benefits of conducting mixed methods research. Included in the discussion is how the findings have been shared to inform decision making and to solicit feedback to inform subsequent stages of the study. Workshare	10:30 am - 11:25 am *Broadway 3* **Shannon Tinney Lichtinger** Loyola University Maryland
From Bean Counter to Information Partner: The Journey of One IR Office ☺ This session outlines the journey of one institutional research office as it transitions from data compilation and basic reporting to anticipatory data analysis and knowledge generation, in support of the university's institutional effectiveness. Major strategies will be shared as well as supporting factors, strengths, and continuing challenges. Workshare	10:30 am - 11:25 am *Broadway 4* **Joan Graham** Rochester Institute of Technology

A Hierarchical Linear Modeling Approach to Higher Education Instructional Costs ☺
 	
Using the 2008-2009 Delaware Study data, this project utilizes HLM techniques to explore how level 2 predictors such as institution mission contribute to the explanation of instructional costs and whether multilevel modeling will provide substantially different estimations for level 1 cost factors from those based on OLS regression modeling.
 	
Workshare
	10:30 am - 11:25 am
	Travers
	
	Qin Zhang
	    University of Delaware
	Allison Walters
	    University of Delaware

☺ Session of value to newcomers   ☑ Session focuses on assessment

MONDAY, November 15th, 2010

Assessing the Impact of Faculty and Staff Support on First Year College Outcomes ☺ ☑ Based on 2009 Your First College Year (YFCY) survey results, this research assesses the impact of faculty and staff support on first year college experiences and outcomes. Significant relationships were found between support and growth in academic knowledge (r=.27), academic adjustment (r=.24), and satisfaction with the college experience (r=.44). Contributed Paper	10:30 am - 11:25 am *Alabama* **Anne Marie Delaney** Babson College
The Development of Social Activism During College There is a need for higher education to become active participants in citizenship development and empower individuals to initiate positive change in their communities. Using hierarchical linear models, this session describes the development of social activism and explains the demographic, academic, and pre-college characteristics that influence individuals' trajectories during college. Contributed Paper	10:30 am - 11:25 am *Phila* **Meredith Billings** Tufts University
America's Best Colleges: What Just Happened and What's Ahead? The presentation reviews the 2011 Edition of America's Best Colleges and discusses new initiatives and previews changes being contemplated for the next ranking. *Note: Bruce Szelest is the AIR Higher Education Data Policy Committee (HEDPC) liaison to the AIR/US News Research Advisory Committee.* Invited Speaker	10:30 am - 11:25 am *High Rock* **Bruce Szelest,** on behalf of **Robert Morse & Sam Flanagan** U.S. News & World Report
WEAVEing it all Together – Addressing Multiple Needs with One Solution Does it seem like the processes and reporting of several efforts on campus end up being redundant? In WEAVEonline assessment, planning, general education, and accreditation can work together. Please join us for a discussion of ways to streamline and get more out of what you have (and need!). Exhibitor Showcase	10:30 am - 11:25 am *Whitney* **Amber Malinovsky** WEAVEonline
Outcomes in College: Assessing the Impact of Programs and Practices ☺ ☑ This presentation will examine data from a national administration of the Cooperative Institutional Research Program's (CIRP) three student surveys. Using matched data from three points in time, this presentation will look at what program participation and student behaviors predict change in three areas of outcomes: academic, civic, and diversity-related. Contributed Paper	11:35 am - 12:30 pm *Broadway 1* **John Pryor** Higher Education Research Institute at UCLA
Managing Your Projects with Free Software Tools ☺ Managing IR projects is challenging. This presentation will demonstrate how tools commonly used in the development of open source software may be applied to IR projects. These tools can contribute to overall project quality by facilitating good management practices, improving project documentation, and increasing awareness among project stakeholders. Techshare	11:35 am - 12:30 pm *Broadway 2* **Daniel Nugent** Pennsylvania State University

☺ Session of value to newcomers   ☑ Session focuses on assessment

MONDAY, November 15th, 2010

Higher Education Opportunity Act Update ☺ NCES staff will present an update on several aspects of the 2008 Higher Education Opportunity Act. Topics will include the net price calculator disclosure requirement, the college affordability and transparency lists, results of the GAO study of IPEDS reporting burden, and the Committee on Measures of Student Success. Workshare	11:35 am - 12:30 pm *Broadway 3* **Janice Plotczyk** National Center for Education Statistics (NCES) **Jessica Shedd** National Center for Education Statistics (NCES)
Making It Digestible: One College's Efforts to Summarize and Apply Course Evaluation Data ☺ ☑ Cambridge College is in the fortunate position of having several years' of historical course evaluations at our disposal. In the past, decision-makers logged into the system and decided how to use individual evaluation information. This year, as part of a larger change, we began creating summary reports for decision-makers. Workshare	11:35 am - 12:30 pm *Broadway 4* **Melanie Larson** Cambridge College
Collaboration Between Student Affairs and Institutional Research: A Model for Successful Assessment of Students' Collegiate Experience ☑ This paper will highlight the collaborative efforts between Student Affairs and Institutional Research at the University at Albany. These efforts include continuing and open dialogue, consultative scheduling and promotion of assessments, and the sharing of findings and outreach efforts to the campus community. Contributed Paper	11:35 am - 12:30 pm *Travers* **Michael Christakis** University at Albany – SUNY **Joel Bloom** University at Albany – SUNY
An Introduction to Analyzing Qualitative Data Using NVivo ☺ ☑ The techshare will introduce participants to the basics of the qualitative data analysis software, NVivo, and explore how NVivo can be used for assessment projects. Topics discussed will include coding and analyzing interview transcriptions in NVivo, querying the data using additional imported data, and presenting the data in various formats. Techshare	11:35 am - 12:30 pm *Alabama* **Cristin Bates** Bates College
What Community Colleges Don't Know: What Did Our Students Do in High School and How Can We Use This Data? Describes the process and shares results of a collaborative project between a community college and a local high school. This data-sharing project gave us a rare look at the high school data for some of our entering students. But what does it mean and how do we put it to use? Workshare	11:35 am - 12:30 pm *Phila* **Glynis Daniels** Lehigh Carbon Community College

☺ Session of value to newcomers   ☑ Session focuses on assessment

MONDAY, November 15th, 2010	
An Investigation of Student Characteristics, Experiences and Activities Impacting Retention at Eastern Connecticut State University - *NEAIR Research Grant Recipient* ☺ ☑ This qualitative study investigates characteristics and behaviors of "matched pairs" of FTFT students who left a four year public college and similarly-situated retained students. Students selected had enrolled in both first year semesters (Fall 2008 and Spring 2009), completing twenty or more credits with a GPA of 2.0 or higher Contributed Paper	11:35 am - 12:30 pm *High Rock* **Lauren Friedman** Eastern Connecticut State University
CampusWide Assessment Management and Reporting System This presentation will focus on how Tk20's CampusWide systems will assist institutions in managing their student learning outcomes and outcomes-based assessments for the purpose of measuring institutional effectiveness. The CampusWide systems allow for the specifications of the institutional mission, outcomes, generation of assessment plans and tracking of program improvements through comprehensive reporting. Exhibitor Showcase	11:35 am - Noon *Whitney* **Amy Levy** Tk20
Best Practices Business Intelligence: A Foundation for Collaboration and Change Participants will learn how they can use the process of Business Intelligence solution design and implementation to engage their organization to create a culture of collaboration, consensus and results. Presented by Chris Rouse of Incisive Analytics, the engaging session describes and discusses how you can apply best practices to create both technical and strategic BI solutions for your organization. Exhibitor Showcase	12:05 pm - 12:30 pm *Whitney* **Chris Rouse** Incisive Analytics
Luncheon and Business Meeting	12:40 pm - 2:00 pm *Saratoga Ballroom*
IR, Assessment and the IRB: Ethics on the Fringe of Regulation ☺ This session explores the ethics behind the regulation of research involving human subjects with particular focus on how these regulations apply to institutional research and assessment of student learning outcomes. This session will provide practitioners with good solid evidence from the regulations for how their IRB's should view IR/assessment activities. Contributed Paper	2:15 pm - 3:10 pm *Broadway 1* **Curtis Naser** Fairfield University
Life Beyond PowerPoint: A New Tool for Presenting Information ☺ Last year's 'Presidential Address' demonstrated a new tool IR professionals can use as an alternative to the same old tired PowerPoint. In this techshare, you will see how to use this free software. Techshare	2:15 pm - 3:10 pm *Broadway 2* **Mitchell Nesler** Empire State College

☺ Session of value to newcomers   ☑ Session focuses on assessment

The Delicate Balance between Awarding Institutional Grants to Students (Tuition Discounts), Enrollment, and Net Tuition Revenue at Tuition Dependent, Private Colleges ☺ Private colleges that are dependent upon student tuition for operating revenue must carefully consider the size of their institution's financial aid awards or tuition discounts. Critically important issues that impact these discounts, enrollment, and revenue will be discussed. A Maximization-of-Net-Tuition approach will be illustrated for implementation at participants' institutions. Workshare	2:15 pm - 3:10 pm *Broadway 3* **Alan Whitcomb** Mount Ida College **Jay Titus** Mount Ida College
The National Common Data Standards Initiative: Why Now and What Does this Mean for Me? ☺ The State Higher Education Executive Officers, the Council of Chief State School Officers and USED are collaborating to develop voluntary P-20 data standards. The goal is voluntary data standards that enhance policy-making and student achievement. This session will present an overview and review the first draft of the standards. Workshare	2:15 pm - 3:10 pm *Broadway 4* **Hans Peter L'Orange** State Higher Education Executive Officers (SHEEO)
High Stakes for Institutions, Low Stakes for Students: Student Motivation and Standardized Assessment ☑ In order to meet demands for accountability, many institutions have turned to standardized measures of student learning. While results are critical to institutions, there is little incentive for students to perform. Based on interviews with students who participated in value-added pilot-tests, this study examines student motivation on low-stakes assessments. Contributed Paper	2:15 pm - 3:10 pm *Travers* **Thomas McGuinness** University of Michigan
Conducting Salary Equity Studies: Methods and Stability ☺ We describe how the Blinder-Oaxaca decomposition can be used for estimating salary equity based on gender. This technique can be used to decompose an estimated salary difference into explained and unexplained components. We further explore how to access the stability of an estimated gender effect obtained with the Blinder-Oaxaca decomposition, by conducting a bootstrap simulation analysis within the framework of Monte Carlo simulations. Contributed Paper	2:15 pm - 3:10 pm *Alabama* **Sally Lesik** Central Connecticut State University **Carolyn Fallahi** Central Connecticut State University
Organizing StudentTracker Results with SPSS Have you ever struggled to organize and analyze your StudentTracker results? This presentation will walk you through a demonstration of how SPSS syntax can help you restructure you StudentTracker results into a "one record per student" structure that is more conducive to conducting data analyses and easier to use. Techshare	2:15 pm - 3:10 pm *Phila* **John Runfeldt** William Paterson University

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MONDAY, November 15th, 2010	
NEAIR Your Membership and Member Benefits ☺ Have you taken advantage of the new features available at www.neair.org? Our new website gives members a variety of networking opportunities and resources...all at your fingertips. The Membership Committee will highlight these features and provide assistance to those with specific questions during this 25 minute session. Techshare	2:15 pm - 2:40 pm *High Rock* **Allison Walters** University of Delaware **Paula Maas** College of New Jersey
TaskStream - Advancing Educational Excellence Building a sustainable practice of continuous improvement involves more than gathering data and documentation. It also requires a defined process, community involvement, quality assurance, and transparency. Learn how institutions use TaskStream's web-based software to support their assessment, accreditation, and strategic planning initiatives and build a sustainable culture of improvement. Exhibitor Showcase	2:15 pm - 2:40 pm *Whitney* **Lauren McCarty** TaskStream
Classroom-Based Assessment Tracking with Apperson Apperson offers an affordable and user-friendly solution for classroom-based assessments that provide instant feedback to instructors through OMR technology. Our session will educate you on how to track your class and student proficiency levels through embedded and formative assessments by tying individual test questions to your learning objectives. Exhibitor Showcase	2:45 – 3:10 pm *Whitney* **Glenda Baclig** Apperson Print Resources.
Data and Dessert/Coffee Break	3:10 pm - 4:00 pm *Gallery*
Formal Poster Session *Presenters will be available from 3:10-4:00pm* **Presentation of Best Visual Display Award (3:45 pm)**	3:10 pm - 4:00 pm *Gallery*
Charter Oak State College's Online Course Evaluation System ☺ ☑ In the last year, Charter Oak State College has planned, developed and implemented a new online course evaluation system. This poster will address this process and the challenges of developing this type of system. Poster	3:10 pm - 4:00 pm *Gallery* **David Hemenway** Charter Oak State College
Evaluating At-Risk Incoming Students ☺ Homegrown model used to identify who and why incoming students are at-risk prior to attending their first class. Poster	3:10 pm - 4:00 pm *Gallery* **Pat Mizak** Canisius College

☺ Session of value to newcomers   ☑ Session focuses on assessment

Evaluating Predictive Models for Student Retention: A Case Study ☺ We focus on predicting undergraduate enrollment persistence in a private university. We discuss how we aggregate and create useful features for model construction. We evaluate the utility of popular models and show how to improve the utility of these models using boosting, ensemble, and cost-sensitive learning. Poster	3:10 pm - 4:00 pm *Gallery* **Jack Chongjie Xue** Fordham University
Every Dollar Matters: Examining Young Alumni Giving Behavior *Recipient of the NEAIR 2009 Best First Paper Award* In the current economic climate, colleges and universities need to successfully target new donors and understand how to cultivate philanthropic alumni. This poster 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. Poster	3:10 pm - 4:00 pm *Gallery* **Meredith Billings** Tufts University
From Smart Car to NASCAR: Assessing Institutional Effectiveness Using a KPI Dashboard - *NEAIR's 2009 Best IR & Practitioner Report* ☺ ☑ 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. This poster outlines basic terminology, uses of dashboards, and provide models of effective dashboards for the audiences IR serves. Poster	3:10 pm - 4:00 pm *Gallery* **Marie Wilde** Cedar Crest College
Measuring Student Success in Non-Traditional Colleges ☑ Institutional researchers at non-traditional colleges have a challenging task to measure student success in their colleges which often enroll students many times during the year. A group of non-traditional colleges have worked together to establish metrics that accurately measure student success. Poster	3:10 pm - 4:00 pm *Gallery* **David Hemenway** Charter Oak State College **Eileen McDonnell** Empire State College **Lisa Daniels** Excelsior College **Jim Miller** Excelsior College
One Stop Shop: Building an Interactional Database for National and World Rankings To create a single centralized electronic repository in which information about historic and new rankings will be entered and stored. This repository will be built in a series of phases with each phase offering the additional functionality required to track, analyze and report on a particular set of rankings. Poster	3:10 pm - 4:00 pm *Gallery* **Pamela Phillips** University of Maryland **Michael Passarella George** University of Maryland

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Seeking the Empty Middle: Measuring Variability in Student Responses to Paper and Online Course Evaluations Now and Zen ☑ Institutions see advantages to online course evaluations but faculty are concerned that only students with strong positive or negative opinions will be motivated to submit responses to these surveys. We will examine multiple approaches to examine variability and score compression in paper and online course evaluations. Poster	3:10 pm - 4:00 pm *Gallery* **Laura Benson Marotta** University at Albany – SUNY **Bruce Szelest** University at Albany – SUNY
Syllabi as the Driving Force to the Institutional Assessment Plan ☺ ☑ The purpose of this poster presentation is to demonstrate that the construction and use of course syllabi can close the assessment loop. Syllabi can drive the assessment plan, beginning with the identification of student learning outcomes, review of the outcomes and the use of collected data to drive change. Poster	3:10 pm - 4:00 pm *Gallery* **Steven Goldsmith** Lincoln College of New England **Hans Kuss** Lincoln College of New England
The Assessment Loop: Answers Create Questions ☺ ☑ Assessment of a developmental math Title III/Achieving the Dream Learning Community showed remarkable success, but reviewing the data with faculty presented more questions. After further analysis, a new accelerated math pairing is being offered limited to students testing into the upper level of developmental writing or freshman composition. Poster	3:10 pm - 4:00 pm *Gallery* **David Leavitt** Bunker Hill Community College
The Queensborough Community College Assessment Protocol for Freshman Academies and Its Findings After the Initial Year of Implementation. ☑ Queensborough Community College integrated high impact experiences, support services, and learning outcomes to improve student experiences, academic acheivement, and rates of credit completion, retention and graduation for first-time, full-time freshmen. DVP-PRAXIS created a research design assessing its effectiveness. Preliminary findings suggest that freshmen benefit from the program. Poster	3:10 pm - 4:00 pm *Gallery* **Victor Fichera** Queensborough Community College (CUNY)
Transforming Dashboard Metrics into a Strategic Planning Focused Balanced Scorecard ☑ This presentation will chart an institution's process transforming an unfocused, lengthy list of dashboard metrics into a Balanced Scorecard concisely focused around initiatives identified in a recently-developed strategic plan. Recommendations for formatting the scorecard, identifying appropriate metrics for strategic plan initiatives, and creating custom "index" metrics will be included. Poster	3:10 pm - 4:00 pm *Gallery* **Laura Uerling** Stonehill College **Jean Hamler** Stonehill College **Kara Delorey** Stonehill College **Stephen Beauregard** Stonehill College

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Using Data Mining to Model Student Success ☺ In an effort to assist higher education institutions in determining ways to best leverage their resources, this study explores the use of data mining on higher education unit record data to develop a decision tree classification model of student success. Poster	3:10 pm - 4:00 pm *Gallery* **Becky Geltz** Youngstown State University
Visual Displays of Institutional Planning ☺ My poster will share with others valuable information about graphic portrayals of planning processes. Most of the information will be ideas that I collected as I endeavored to create such a graph at my institution. After viewing my poster, NEAIR members will have tools for depicting planning on their campuses. Poster	3:10 pm - 4:00 pm *Gallery* **Brian Lashley** Eastern Connecticut State University
Issues in Web Surveys of Student Populations: Response Rates and Post-Stratification Weighting. ☺ ☑ I present results from 6 response rate experiments, finding that using personalized solicitations improves response rates, but changes in subject line and use of e-mail pre-notification do not. Next, I discuss use of post-stratification weighting to correct for differences between the student population and survey respondents, finding no impact. Contributed Paper	4:10 pm - 5:05 pm *Broadway 1* **Joel Bloom** University at Albany – SUNY
Course Evaluation Transformation via Electronic Delivery. Improvements in What (rates, richness) & How (efficiencies) – wonderful; in When (timeliness) & Breadth of Formative Use – priceless! ☺ ☑ Our on-line transformed course evaluation system gathers input from more students and delivers - at modest cost - richer data to undergraduate faculty, in timeframes and formats affording and encouraging formative assessment. We demonstrate our improved efficiencies, response rates, and concrete examples of improved use by a widely accepting faculty. Workshare	4:10 pm - 5:05 pm *Broadway 2* **Janet Easterling** Seton Hall University **Connie Beale** Seton Hall University **Stephen Deutsch** Seton Hall University
Leveraging University-Wide Technology Ecosystems to Inform Decision Making and Assess Student Learning ☺ ☑ With the implementation of various platforms such as blogs, podcasting and wikis at Penn State University, student 'footprints' are captured frequently in these systems and can be combined with institutional data to assess if the platforms are making an impact on student learning and inform decision making for administrators. Workshare	4:10 pm - 5:05 pm *Broadway 3* **Barton Pursel** Penn State University **Hui Xie** Penn State University
How To Create Presentation Quality Reports with SAS Proc TABULATE and ODS ☺ Very often the IR professional needs to create presentation quality reports for distribution among senior administration. This workshop will demonstrate how institutional researchers can use SAS Proc TABULATE and the ODS ExcelXP tagset to answer their specific reporting needs. Techshare	4:10 pm - 5:05 pm *Broadway 4* **Althea Oenga** Pace University **Karen Egypt** Georgetown University

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Using Python with SPSS and OMS to Optimize the Productivity of an IR Office This techshare demonstrates the use of SPSS's OMS command syntax and the free SPSS add-on, Python, to optimize the production of yearly analyzes that may normally involve multiple steps that are difficult or time consuming to achieve with SPSS alone. *Techshare*	4:10 pm - 5:05 pm *Travers* **Barry Smith** Baptist Bible College and Seminary
HEOA Net Price Calculator Requirement: Implementation Issues ☺ Session will provide an overview of obstacles and issues that may be encountered when implementing the Department of Education's Net Price Calculator. This session will benefit IR professionals, financial aid professionals and any other groups in charge of implementing a net price calculator. *Workshare*	4:10 pm - 5:05 pm *Alabama* **Paula Bunce** Central Connecticut State University **Kathy Chung** Central Connecticut State University
Statistically Significant, but is it Significant? Evaluating and Presenting Results that are Meaningful ☺ Decades of controversy over the use of null hypothesis significance testing (NHST) have resulted in recommendations for the greater use of effect sizes and confidence intervals in reporting and evaluating the magnitude of differences. A meta-analytic view of published research is facilitated when effect sizes are combined with NHST. *Workshare*	4:10 pm - 5:05 pm *Phila* **Nora Galambos** Stony Brook University
Measuring Success for All Students ☺ ☑ Currently student success is measured by the achievement of first-time, full-time, degree seeking students. This metric excludes the majority of students attending college. This paper presents a new model for measuring student success for all students. *Contributed Paper*	4:10 pm - 5:05 pm *High Rock* **David Hemenway** Charter Oak State College **Sarah Hemenway** U California - Santa Cruz
Evisions Argos Enterprise Reporting Solution Do you need a reporting solution that helps you collect, analyze, and distribute data and information related to the general operation of your institution? Argos, an enterprise reporting solution designed specifically for colleges and universities is easy to use and gives you quick access to the quantitative and qualitative data you need with output options you require. Use OLAP and data cubes to analyze your students, faculty, staff, curriculum, course offerings, and learning outcomes. Use Dashboards to report your results to executives, government, and the public. Schedule reports to run automatically or let users run them when they want. Argos has the rich features you need in a user-friendly tool. Come see how other institutions are using Argos to help enhance and support institutional research. *Exhibitor Showcase*	4:10 – 5:05 pm *Whitney* **Wendy Cordon** Evision
Banner Users SIG This session will provide an opportunity to continue conversation with your NEAIR/Banner colleagues. It is 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. *Special Interest Group*	5:15 pm - 6:10 pm *Broadway 1* **Margaret Cohen** George Washington University

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The National Study of Instructional Costs and Productivity (The Delaware Study) and Out-of-Classroom Faculty Activity Study This SIG will provide the opportunity to ask questions and discuss all aspects of the Delaware Study. Special Interest Group	5:15 pm - 6:10 pm *Broadway 2* **Allison Walters** University of Delaware
Catholic Higher Education Research Cooperative (CHERC) Institutional researchers in Catholic higher education discuss current member research, new challenges, and plans for the CHERC Forum 2011 in Chicago April 10-11. Non-members welcome. Special Interest Group	5:15 pm - 6:10 pm *Broadway 3* **Ellen Boylan** Marywood University
Virtual College SIG Charter Oak State College, Empire State College, Excelsior College, Granite State College, and Thomas Edison State College have formed a adult serving virtual- on line- college special interest group. We would like to start a SIG to facilitate information sharing. Special Interest Group	5:15 – 6:10 *Broadway 4* **David Hemenway** Charter Oak State College
COFHE Update Get together for members of the Consortium on Financing Higher Education (members only please) to discuss current and planned consortial projects. Special Interest Group	5:15 pm - 6:10 pm *Travers* **Stephen Minicucci** COFHE
Assessment Network of New York This session will focus on the formation of the Assessment Network of New York (ANNY), a group of assessment professionals involved in all aspects of assessment in higher education. Members are invited from all institution types. Special Interest Group	5:15 pm - 6:10 pm *Alabama* **Patricia Francis** SUNY Oneonta
Mentor, by Axiom Education: Assessment at the Point of Learning! Mentor, by Axiom Education is a fully integrated online course management, e-portfolio and assessment system. This presentation will provide an overview of these components, as well as additional features that make up the Mentor system: a faculty activity reporting system, a document management system, and an IRB management system. Exhibitor Showcase	5:15 – 6:10 *Whitney* **Curtis Naser** Axiom Education
Higher Education Data Sharing (HEDS) Consortium This is an opportunity for members of HEDS to discuss ongoing and proposed HEDS activities with other HEDS colleagues. All HEDS members are welcome. Special Interest Group	5:15 pm - 6:10 pm *High Rock* **Sandy Atkins** Higher Education Data Sharing (HEDS) Consortium
Monday Evening Dinner Groups **(Sign up at Conference Registration Table; Meet in Hotel Lobby)**	6:30 pm *Hotel Lobby*

TUESDAY, November 16th, 2010	

Continental Breakfast	7:30 pm - 8:45 am *Saratoga Ballroom*
Conference Registration	8:00 am - 11:00 am *Lower Lobby*
Exhibitor Displays	8:00 – 11:00 am *Gallery*
Greater Philadelphia Association for Institutional Research Join IR colleagues from the Greater Philadelphia area as we discuss topics of interest to those in the Philadelphia area. Our SIG provides opportunities to meet new faces and catch up with old ones. Special Interest Group	7:30 am - 8:45 am *Saratoga Ballroom* **Mark Palladino** Philadelphia University **Steve Thorpe** Widener University **Chad May** The Richard Stockton College of New Jersey
Jenzabar SIG A number of NEAIR members use the Jenzabar information system. We would like to start a SIG to discuss our Jenzabar information systems. Special Interest Group	7:30 am - 8:45 am *Saratoga Ballroom* **David Hemenway** Charter Oak State College
SUNY AIRPO Join your SUNY colleagues for a conversation over breakfast. Special Interest Group	7:30 am - 8:45 am *Saratoga Ballroom* **Carol Runge** Cayuga Community College
Focus Group (by invitation only)	7:30 am - 8:45 am *Broadway 4*
Carnegie Elective Classification for Community Engagement: What, Why, How, Who? This Table Topic is to informally discuss the Carnegie 'Community Engagement' classification and to encourage the sharing of institutional experiences in applying for and earning the designation. The moderator is at an institution submitting information to Carnegie in summer 2010 for the classification. Table Topic	7:30 am - 8:45 am *Saratoga Ballroom* **Pam Roelfs** University of Connecticut
Birthing a Survey: Catholic/Jesuit Values in an Introductory Course. ☑ This paper details the collaborative process between a religious studies faculty member and an institutional researcher to develop an assessment instrument for an introductory religious studies course. Table Topic	7:30 am - 8:45 am *Saratoga Ballroom* **Pat Mizak** Canisius College **Patrick Lynch, SJ** Canisius College
Complexities and Nuances in Banner Reporting ☺ Banner schools experience problems with reporting due to unique university processes and Banner's orneriness. We will investigate three examples - identifying international students, determining permanent address, selecting initial application major and explain our office's solution. For attendees , some familiarity with relational databases and SQL is helpful. Table Topic	7:30 am - 8:45 am *Saratoga Ballroom* **Stephen Deutsch** Seton Hall University

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TUESDAY, November 16th, 2010

Creating a Culture of Assessment Using the Early Adopter Paradigm ☑ "Early adopters" are credible sources that try out new ideas. The more successful of the initiatives to engage faculty and staff in assessment tend to align with the "Early Adopter Model" of innovation. Those initiatives with recommendations on implementation are the focus of this presentation. Table Topic	7:30 am - 8:45 am *Saratoga Ballroom* **Mary Lou D'Allegro** Penn State Berks
An Accountability Framework For Community Colleges, by Community Colleges ☺ ☑ Community College IR professionals and leaders, with the American Association of Community Colleges, are defining metrics to appropriately gauge the effectiveness of our colleges and provide accountability. This session will provide the theoretical overview of the Voluntary Framework of Accountability (VFA) and its development, and present the definitions and measures that are being proposed for inclusion in the framework. Attendees are encouraged to give input and ask questions. Workshare	9:00 am - 9:55 am *Broadway 1* **Kent Phillippe** American Association of Community Colleges **Keith Guerin** Raritan Valley Community College
Assessment and Improvement of Student Service Quality ☺ ☑ Case study of a 12 year longitudinal study of service quality at a nontraditional distance education college. Benefits of a comprehensive and detailed assessment will be presented, along with service enhancements introduced as a result. The college has been able to improve service consistently with each assessment. Workshare	9:00 am - 9:55 am *Broadway 2* **Lisa Daniels** Excelsior College
Opening Minds or Closing Doors? The Impact of Adjunct Instructors and Teaching Assistants on Student Success After controlling for background and academic factors, the distribution of instructional effort among tenure track faculty, adjunct faculty, and teaching assistants had no effect on grades or retention. These results did not support the conventional wisdom that the increased use of part-time instructors impedes undergraduate success. Contributed Paper	9:00 am - 9:55 am *Broadway 3* **Lauren Young** University of Buffalo
The Right Tool for the Job: Three Technical Solutions to IR Tasks ☺ What do you do when no existing technical product meets your needs? You find an alternative! For us that meant locally developing solutions for administering on-line student ratings and for coding verbatim survey responses, and being the pioneers in implementing an unused portion of Peoplesoft for sharing confidential data. Techshare	9:00 am - 9:55 am *Broadway 4* **Barbara Yonai** Syracuse University **Julie Hall** Syracuse University **Deborah Snow** Syracuse University

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Institutional Research in Support of First-Year Experiences ☺
 	
Two institutional case studies will describe how Institutional Research can support initiatives relating to First-Year Experiences. Presenters from a small, private college and a large, public research university will share various approaches that inform institutional planning and understanding of first-year retention.
 	
 Workshare
	9:00 am - 9:55 am
	Travers
	
	Jerold Laguilles
	   Springfield College
	Mary Ann Coughlin
	   Springfield College
	Michelle Appel
	   University of Maryland
	Sharon La Voy
	   University of Maryland

IPEDS Update ☺
 	
NCES staff will present a general update on the Integrated Postsecondary Education Data System (IPEDS) and review recent and upcoming changes. Topics for discussion will include data collection changes for 2011-12 and beyond, training opportunities, and a short update on new and improved IPEDS data use tools.
 	
 Workshare
	9:00 am - 9:55 am
	Alabama
	
	Janice Plotczyk
	   National Center for
	   Education Statistics
	Jessica Shedd
	   National Center for
	   Education Statistics

Using Structural Equation Modeling to Describe the Infusion of Civic Engagement on the Campus Culture
 	
This study assesses whether the campus culture was successful at infusing civic-mindedness in undergraduates. Civically-minded undergraduates are students who were involved in civic activities as well as those who held civic values. Using a structural equation model, the findings reveal significant positive effects of the campus culture on civic outcomes.
 	
 Contributed Paper
	9:00 am - 9:55 am
	Phila
	
	Meredith Billings
	   Tufts University
	Dawn Terkla
	   Tufts University

NEAIR - Your Membership and Member Benefits ☺
 	
Have you taken advantage of the new features available at www.neair.org? Our new website gives members a variety of networking opportunities and resources...all at your fingertips. The Membership Committee will highlight these features and provide assistance to those with specific questions during this 25 minute session.
 	
 Techshare
	9:00 am - 9:25 am
	High Rock
	
	Allison Walters
	   University of Delaware
	Paula Maas
	   College of New Jersey

Enterprise-class software for web-based surveys and online course evaluations In this session, eXplorance presents a Blue demonstration. Blue is enterprise-class software that fully automates your organization`s web based surveys and online course evaluation processes. The main topics covered in this session include the tasks of creating and managing surveys and course evaluations; as well as information gathering and reporting capabilities of the system. Exhibitor Showcase	9:00 am - 9:25 am *Whitney* **Samer Jaffer** eXplorance Inc.

ETS Presents…
 	
The discussion will address the unique virtues of standardized assessments and how these complement institutionally-developed assessments in generating a more complete picture of program performance for accountability, accreditation, and institutional research as well as in forging a continuous improvement process.
 	
 Exhibitor Showcase
	9:30 am - 9:55 am
	Whitney
	
	Laura Plemenik
	   Educational Testing
	   Service

☺ Session of value to newcomers   ☑ Session focuses on assessment

TUESDAY, November 16th, 2010

'Critical Thinking' as Student Learning Outcome: What are We Assessing? ☺ ☑ "Critical Thinking" is an important learning outcome for higher education, yet the definitions used on campuses and national assessment instruments vary. This paper analyzes the alignment between campus-based (and faculty-driven) definitions of critical thinking and the critical thinking emphases of four national assessment tools. Contributed Paper	10:05 am - 11:00 am *Broadway 1* **Martha Stassen** UMass Amherst
IR Project Management Database: An Example Created With MS Access In 2004, the Office of Institutional Research at Ithaca College adapted a paper data request form into a project management database created in MS Access. The intent of this session is to inform and inspire the creation of project management databases in other IR offices. Workshare	10:05 am - 11:00 am *Broadway 2* **Claire Borch** Ithaca College
Direct vs. Indirect Measures of Student Learning: A Comparison of Matched Results from CLA and NSSE ☺ ☑ This paper examines matched unit-record results of 229 students who took both the Collegiate Learning Assessment (CLA) and the National Survey of Student Engagement (NSSE) over a three-year period at a public Master's-Larger Programs institution in the Northeast. Preliminary results indicate only small relationships between test scores and survey items. Contributed Paper	10:05 am - 11:00 am *Broadway 3* **Braden Hosch** Connecticut Department of Higher Education
Realize Productivity Gains in Your IR Office with SAS Macros ☺ If you are a SAS user you may have discovered that the macro facility is the hidden gem in the software. In this techshare I will demonstrate some IR applications of SAS macros that can help you realize increased productivity, accuracy, and efficiency. Techshare	10:05 am - 11:00 am *Broadway 4* **Althea Oenga** Pace University
Assessing Our IR Publications and Reports ☑ How can we receive meaningful feedback from those who use our IR products? This question has been asked in one form or another by many IR offices. The author will present a model for soliciting feedback regarding the quality and usability of IR publications and reports using proven assessment strategies. Workshare	10:05 am - 11:00 am *Travers* **Karen Egypt** Georgetown University
Social Network Analysis and Interstate Mobility Using data from IPEDS, Social Network Analysis will be used to explore student migration patterns (aka migration). SPSS and the statistical project 'R' are used for data preparation and analysis. Emphasis will be placed on how to create the analysis using the software listed above. Workshare	10:05 am - 11:00 am *Alabama* **Matthew Hendrickson** Bentley University **Brock Tibert** Bentley University

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TUESDAY, November 16th, 2010

How New Race/Ethnicity Questions Changed the Demographics of Law School Admission Test (LSAT) Takers A recent LSAT administration showed how changes to the collection of race/ethnicity data might affect the demographics for institutions of higher education in 2010-2011. Test takers registered using the previous, single-selection categories, but indicated the new, multiple-selection categories on their LSAT answer sheets. Contributed Paper	10:05 am - 11:00 am *Phila* **Phil Handwerk** Law School Admission Council **Lisa Stilwell** Law School Admission Council
Using R and LaTeX for Automating Reporting ☺ This workshop will provide an overview as well as hands-on exercises for using R and LaTeX to perform data analysis and report generation. Participants will learn to perform basic statistical analyses in R and to generate reports with LaTeX in spreadsheet, presentation, and document formats. Techshare	10:05 am - 11:00 am *High Rock* **Jason Bryer** Excelsior College
Cutting Edge Innovations in QEP Automation and Collaboration 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. Learn how to encourage stakeholders to take ownership of QEP issues while integrating workflows and data between the various leadership roles. The advancements in internet systems demonstrated in this session will guide attendees to increase transparency, enable stakeholders to participate in QEP efforts and prepare for accreditation review automatically by managing the component issues as a regular part of institutional management. Exhibitor Showcase	10:05 am – 10:30 am *Whitney* **John Hand** Think Education Solutions
Lakeside Farms Applefest Coffee Break	11:00 am - 11:15 am *Foyer*
CLOSING PLENARY **Nudges, Switches, and Momentum:** **IR Officers as Agents of Change** **Dr. Randy Lee Swing** Executive Director Association for Institutional Research	11:15 am - 12:30 pm *Saratoga Ballroom*
Conference Closing & Annual Raffle	12:30 pm - 1:00 pm *Saratoga Ballroom*

Thank you for coming.   See you next fall in Boston, MA!!

Your NEAIR 2010 Conference Leadership Team

NEAIR THANKS OUR PLATINUM SPONSORS
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WEAVE is proud of its mission and commitment to enrich education through better assessment and planning. Over the past decade, more than 150 member institutions of higher learning have used WEAVE online to enhance learning. WEAVE now provides comprehensive assessment and planning services that includes software, consulting services, and professional resources. For more information visit: www.weaveonline.com

Showcase Monday, 11/15 @ 10:30 am

Axiom Education is pleased to introduce Mentor, the only fully integrated online course management and assessment system. In Mentor, assessment of student learning is built right into the fabric of online course management and our integrated e-portfolio system. Leverage the work faculty and students are already doing in their courses and make use of that information directly for assessment purposes. Sample student files directly from the course management system and apply programmatically defined rubrics to evaluate that work. Track programmatic learning outcomes at the assignment level and provide faculty with the tools to define their own rubrics for grading and classroom assessment. These are just a few of the unique features of the Mentor system. To find out more, visit us at: www.axiomeducation.us

Showcase Monday, 11/15 @ 5:15 pm

Evisions has been building great products and delivering fantastic service since 1995. Our products include Argos, an Enterprise Reporting Solution, IntelleCheck, a Payment Processing Solution and FormFusion, a Document Enhancement & Distribution Solution. At Evisions, our highly experienced team is passionate about working with our clients to find the best solution. Our clients drive everything we do – our research, products, service, and support. Evisions has over 800 clients worldwide mostly in Higher Education. We understand what Higher Education institutions need in regards to reporting, payment processing and document handling. For more information about Evisions, our products and our services, please visit: www.evisions.com.

Showcase Monday, 11/15 @ 4:10 pm

Established in 1955, Apperson enables you to quickly capture the data and information you need to accurately assess performance and measure success. Best known for their affordable scanner and software solutions, Apperson also offers a full-service, menu-approach solution to outsourcing your institutional research projects. Menu options include; printing, fulfillment, data collection, reporting, and more. For more information visit: www.appersoninc.com; www.appersonedu.com

Showcase Monday, 11/15 @ 2:45pm

Nonprofit ETS is dedicated to advancing quality and equity in education by providing fair and valid assessments, research and related services. Institutions of higher education rely on ETS to help them make admissions decisions, demonstrate student learning outcomes, and promote both student success and institutional effectiveness. To learn more, visit www.ets.org/highered.

Showcase Tuesday, 11/16 @ 9:30 am

eXplorance provides companies, educators, government, and non-profit organizations with Web-enabled software for enterprise-class feedback management processes. Blue automates your web-based surveys, online course evaluations, 360 degree feedback reviews, performance appraisals, and other feedback management processes. Conscious of the increased need for convergence amongst various IT systems within many organizations, eXplorance set out to create a system, called BlueT, that reaches across the entire organization to facilitate the process of information dissemination, gathering, analysis, and reporting. To learn more: visit: www.eXplorance.com

Showcase Tuesday, 11/16 @ 9:00 am

To support success, it is essential that your organization's data is accurate; available when you need it; and presented in the right form for every audience. An experienced, established, full life-cycle higher education business intelligence and data governance consulting firm we collaborate with your team to design and deliver solutions that support transformational results and insights. Clients comment they know more about their organization after we leave than before they engaged us. Our team provides full life-cycle business intelligence and data governance solutions: needs discovery, tool selection, technical design, construction, implementation that support your organization's migration into a 'culture of analytics." To learn more visit:
 www.IncisiveAnalytics.com

Showcase Monday, 11/15 @ 12:05 Pm

TaskStream
Advancing Educational Excellence

TaskStream empowers institutions to go beyond compliance and establish a culture of continuous improvement. We provide the highest quality web-based software and supporting services to efficiently plan and manage assessment processes, facilitate the demonstration of learning achievement, and systemically address accreditation requirements. For more information, please visit: www.taskstream.com

Showcase Monday, 11/15 @ 2:15 Pm

Strategic Planning Online™
Empower Your Planning Process®

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. Learn how to encourage stakeholders to take ownership of QEP issues while integrating workflows and data between the various leadership roles. The advancements in internet systems demonstrated in this session will guide attendees to increase transparency, enable stakeholders to participate in QEP efforts and prepare for accreditation review automatically by managing the component issues as a regular part of institutional management. For more information visit: www.thinkeducationsolutions.com

Showcase Tuesday, 11/16 @ 10:05 am

Tk20
Proven Assessment Solutions

Tk20 was founded in 2002 in Austin, Texas, for creating assessment, reporting and accreditation-based solutions for higher education. The founders of Tk20 created comprehensive systems that provided extensive abilities for in-built assessment. Tk20's systems provide built-in ability for assessments as a part of courses, electronic portfolios, field experiences, surveys, student advising, course evaluations and various other direct and indirect means. In addition, data imports from student information systems, external test scores and other sources provide a comprehensive view of information by which student learning and program quality can be assessed. For more information visit: http://www.tk20.com

Showcase Monday, 11/15 @ 11:35 am

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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

Compliance Assist! is a web-based project management solution that simplifies and integrates accreditation, planning, assessment, and program reviews. Over 165 institutions use Compliance Assist! for regional and program accreditations; faculty credentials and course matching; to document goals, projects and learning outcomes; and reporting. For more information, visit the site: www.dataliant.com

EMSI provides high-quality employment data and economic analysis via web tools and custom reports to a growing number of organizations in higher education, economic/workforce development, government, and the private sector. The company's flagship product, Analyst, currently is used by nearly 3,000 professionals across the U.S. For more information visit: www.economicmodeling .com/

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. Easily generate analysis reports and graphs with Remark Quick Stats, a built-in analysis component. Free demos available at: www.gravic.com

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 visit: www. nuventive.com

Scantron helps organizations of higher education measure and improve effectiveness and meet accreditation standards with assessment and survey solutions. We provide colleges and universities tools for course evaluations, general surveys, learning outcome assessment, test item banking, test generation, and test scoring, using our Class Climate, ParSystem, and Prosper solutions. For more information visit: www.scantron.com

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