BOSTON CONFERENCE TEAM

President:
GAYLE FINK

Program Chair:
NICOLE MARANO

Associate Program Chair:
CHAD MUNTZ

Pre-Conf Workshop Coordinator:
MARK PALLADINO

Evaluation Coordinator:
LAURA UERLING

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MARY GOODHUE LYNCH

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PAULA MAAS

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GURVINDER KHANEJA

AV Coordinator:
CHAD MUNTZ

Local Arrangements Coordinators:
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Conference Website Coordinator:
CHRISTOPHER CHONCEK

Administrative Coordinator:
BETH SIMPSON

LEADING THE CHARGE

FOR INSTITUTIONAL RENEWAL

NEAIR 38th ANNUAL CONFERENCE

December 3–6, 2011

The Boston Park Plaza Hotel, Boston, Massachusetts

NEAIR OFFICERS & STEERING COMMITTEE

Gayle Fink
PRESIDENT

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PRESIDENT – ELECT

Heather Kelly
PAST PRESIDENT

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MEMBER-AT-LARGE '11

Emily Dibble
MEMBER-AT-LARGE '12

Paula Maas
MEMBER-AT-LARGE '12

Mary Goodhue Lynch
MEMBER-AT-LARGE '13

Ann Marie Senior
MEMBER-AT-LARGE '13

Chad May
TECHNOLOGY CHAIR

Nicole Marano
PROGRAM CHAIR

Melanie Larson
LOCAL ARRANGEMENTS CHAIR

your Third Place

The third place is a term used in the concept of community building to refer to social surroundings separate from the two usual social environments of home and the workplace. In his influential book *The Great Good Place*, Ray Oldenburg (1989, 1991) argues that third places are important for civil society, democracy, civic engagement, and establishing feelings of a sense of place. (Wikipedia)

This year, NEAIR is introducing this concept of a "Third Place" to our members and applying the principle to our conference format. If the hotel guest room and planned sessions are analogous to work and home, the Third Place at the NEAIR Conference is your informal social outlet. Inside the Third Place, the conference planning team created a comfortable social space where NEAIR members can socialize and network in a relaxed atmosphere complete with complimentary coffee and internet access.

**Welcome to Boston, Massachusetts and the
NEAIR 38th Annual Conference!**

On behalf of the Steering Committee and the Conference Planning team, I welcome you to the NEAIR 38th Annual Conference *Leading the Charge for Institutional Renewal*. This year's conference examines our integral role in the advancement of higher education and provides you with a forum for collaboration and the exchange of ideas, which will contribute to your growth as a successful IR professional.

The Conference Program Team, led by Program Chair Nicole Marano and Associate Program Chair Chad Muntz, is offering a program filled with marvelous variety. You will have some hard decisions when selecting between concurrent sessions! There are also two speakers and a panel session addressing pressures facing our institutions. The opening plenary will take place Sunday evening and features Dr. Daniel Hastings, Dean of Undergraduate Education, who will explore the struggles of diversity at MIT. Monday morning's keynote panel features Casey Recupero, (Year Up Boston), Kelly Glew, (The Steppingstone Foundation) and Dr. Joe Lee, (Cambridge College) addressing increased access and opportunity issues for underrepresented populations. The closing plenary takes place Tuesday morning with Hans L'Orange, SHEEO, addressing trends and challenges facing institutional research professionals.

Local Arrangements Chair Melanie Larson and her team have been working closely with the historic Boston Park Plaza hotel on conference arrangements, as well as making sure conference attendees have the opportunity to enjoy the holiday flavor of Beantown. Check out the latest après conference events with your smart phone using the QR Code in your program or visit at http://www.neair.org/?page=conftips. In addition, NEAIR members will be hosting evening dinner groups Saturday and Monday nights at a number of Boston establishments. After the Sunday reception and dinner in the beautiful Imperial Ballroom, we hope to see you in the hotel's Irish pub MJ O'Connor's for a nightcap reminiscent of "Cheers."

The conference begins with our well-subscribed professional development workshops on Saturday and Sunday. The *Leading the Charge* reception on Saturday evening gives you an unparalleled networking opportunity, given the wide geographical range of conference attendees. In addition to the Sunday reception and dinner, we hope you will attend the annual business luncheon when we will ask the membership to endorse incorporation. Again this year, we will continue our *Data and Dessert* on Monday afternoon, featuring an anticipated 16 posters and the announcement of the *Best Visual Award.*

New this year is the *NEAIR Third Place*, which we hope enhances the opportunity for connections that make NEAIR conferences invaluable. The *Third Place* is in the Georgian Room, a pleasant space offering a fireplace and couches. Use the free wireless Internet access, browse poster presentations, and enjoy some coffee in your *Third Place* where you can chat with exhibitors and your NEAIR colleagues.

Please take advantage of all we have to share with one another this year. My hope is that you will finish our conference feeling energized, having capitalized on this unique opportunity to network with friends and new colleagues, who will likely become invaluable resources long after you have returned home.

Cheers!
Gayle Fink
NEAIR President

NEAIR Presidents List with Conference Locations and Themes from 1981 – 2011
(Please see NEAIR website for complete listing)

Year	President	Location	Conference Theme
2011	Gayle Fink	Boston, MA	Leading the Charge for Institutional Renewal
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	Doing Institutional Research: A Focus on Professional Development
1981	Patrick Terenzini	Princeton, NJ	

NEAIR
North East Association for Institutional Research

Officers:

President	Gayle Fink
President-Elect	Steve Thorpe
Recording Secretary ('08-'11)	Nancy Ludwig
Treasurer ('11-'14)	George Rezendes

Steering Committee Members:

Past President	Heather A. Kelly
Program Chair	Nicole Marano
Local Arrangements Chair	Melanie Larson
Technology Chair	Chad May
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
Member-At-Large ('10-'13)	Ann Marie Senior
Member-At-Large ('10-'13)	Mary Goodhue Lynch

Administrative Coordinator (ex-officio)   Beth Simpson

Standing Committees

Local Arrangements (Standing Committee)

Chair	**Melanie Larson**
Exhibitor Coordinator	Gurvinder Khaneja
AV Coordinator	Chad Muntz
LAC Coordinators:	Elizabeth Avery
	Doris Chow-Hannon
	Matthew Hendrickson
	Heather Roscoe

Membership (Standing Committee)

Chair	**Mary Goodhue Lynch**
Chair-elect	TBD
Member	Laura Uerling
Past Chair (ex officio)	Paula Maas

Nominations (Standing Committee)

Chair	**Heather Kelly**
Member – 4 YR Private Sector	Jane Kimble
Member	Kelli Armstrong
Member	Rommel Guadalupe
Member	Chad Muntz
Member	Denise Nadasen
Member	C. Ellen Peters

Prof Development Services (Standing Committee)

Chair	**Steve Thorpe**
Member - Program Chair-Elect	Mark Palladino
Member	Michelle Appel
Member	Ellen Boylan
Member	Paula Maas
Member	Linda Mallory

Program (Standing Committee)

Chair	**Nicole Marano**
Associate Program Chair	Chad Muntz
PCW Coordinator	Mark Palladino
Evaluation Coordinator	Laura Uerling
Mentor Coordinator	Mary Goodhue Lynch
Newcomer Coordinator	Paula Maas
Peer Review Coordinator	Mark Eckstein
Poster Session Coord.	Paula Maas
Publications Coordinator	Cristi Carson

Site Selection (Standing Committee)

Chair	**Steve Thorpe**
Treasurer	George Rezendes
Member	Tracey Barnes
Member	Michael Dooris
Member	Jessica Shedd
Admin coord (ex officio)	Beth Simpson

Technology (Standing Committee)

Chair	**Chad May**
Conf Web Coordinator	Chris Choncek
Member	Dan Nugent
LAC (ex officio)	Melanie Larson
Program Chair (ex officio)	Nicole Marano
Admin Coord. (ex officio)	Beth Simpson

Ad Hoc Committees

Finance Committee

Chair	**Emily Dibble**
Treasurer	George Rezendes
Member	Rebecca Brodigan
Member	Alan Sturtz
Past Treasurer	Eleanor Swanson

Grants Committee

Chair	**Michael Dooris**
Chair-Elect	Ann Marie Senior
Member	Cathy Alvord
Member	Diane Petruccio
Member	Ingrid Skadberg
Past Chair (ex officio)	George Rezendes

Incorporation Committee

Chair	**Heather Kelly**
Member	Michael D'Alessandro
Member	Mitchell Nesler
Treasurer	George Rezendes
Member	Jessica Shedd
Member	Sean Simone
Past Treasurer	Eleanor Swanson
Admin Coord. (ex officio)	Beth Simpson

Conference Proposal Peer Reviewers
Mark Eckstein, Peer Review Coordinator

Henry C Alphin Jr	Phil Handwerk	Tiffany Parker
Louis Attinasi	Matthew Hendrickson	Barton Pursel
Meredith Billings	E. Jill Hirt	Cheryl Rollins
Felice Billups	May Hser	Heather Roscoe
Jason Canales	Elizabeth Johnston-O'Connor	Timothy Rupright
Betsy Carroll	Lisa Keating	Stephen Sheridan
Cristi Carson	Ethan Kolek	Yan Shi
Marlene Clapp	Arthur Kramer	Sri Sitharaman
Elizabeth Clune-Kneuer	Marco Krcatovich	Jacquelyn Stirn
Theodore Coladarci	Elisabeth Lackner	Alan Sturtz
Lisa Daniels	Pamela Lamborne	Kristen Sullivan
Cherry Danielson	Gregory LaPointe	Bruce Szelest
Monica Defendorf	Shannon Tinney Lichtinger	Steve Thorpe
Emily Dibble	Linda Mallory	Laura Uerling
Suhua Dong	Chad May	Carol VanZile-Tamsen
Karen Durkin	Pat Mizak	Lynn Wallace
Nora Galambos	Dale Mort	Michael Whitcomb
Cheryl Goldstein	Kevin Murphy	Alexander Yin
Joan Graham	Mitchell Nesler	Lillian Zhu
Jennifer Gray	Doug Nutter	

SATURDAY, December 3rd, 2011

Conference Registration	Noon - 6:30 pm *Georgian Coatroom*
Your Third Place – Internet Café Open	2:00 pm – 7:00 pm *Georgian Room*

Course Embedded Assessment 101: Helping Faculty Link Course and Program Levels of Assessment This session provides IR staff with tools and language to work with faculty regarding embedding assessment in their courses. Participants will clarify the relationship between course-level and program-level assessment. They will explore ways to implement that relationship and help faculty to discover how existing coursework might accomplish that. Pre-Conference Workshop	1:00 pm - 4:00 pm *Cambridge Room* **Cherry Danielson** Carleton College
Geographic Information Systems (GIS) for Institutional Effectiveness In this workshop Geographic Information Systems (GIS) will be discussed and demonstrated. The workshop will demonstrate how GIS is being used throughout industry and provide an introduction to the technology as well as brief hands on experience. Open discussion will allow participants to ask questions about the technology and how to apply GIS to higher education. Pre-Conference Workshop	1:00 pm – 4:00 pm *Franklin Room* **Brian Smith** GeoDecisions
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 *White Hill Room* **Jessica Shedd** National Center for Education Statistics **Terra Schehr** Loyola University Maryland
Taking the Next Step: Career Management in IR This workshop is designed to assist those mid-career professionals in IR to consider career management issues in a highly interactive format. Various types of critical skills and experiences will be discussed. Pre-Conference Workshop	1:00 pm - 4:00 pm *Stuart Room* **Mitchell Nesler** Empire State College
Advanced Statistics for IR This workshop will provide an overview of the applications of Analysis of Variance and Factor Analysis in institutional research. Pre-Conference Workshop	1:00 pm - 4:00 pm *Whittier Room* **Mary Ann Coughlin** Springfield College

Welcome Reception - 5:30 pm - 6:30 pm
Georgian Room

Saturday Evening Dinner Groups - 6:30 pm
(Sign up at Conference Registration; Meet in Georgian Room)

SUNDAY, December 4th, 2011

Your Third Place – Conference Registration and Internet Cafe	8:00 am – 7:00 pm *Georgian Room*

IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness – Module 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. Exercises and resources will demonstrate processes to establish key performance indicators and identify variables to refine comparison groups. AIR/NEAIR Co-Hosted Pre-Conference Workshop	9:00 am - Noon *Arlington Room* **Jennifer Dunseath** Rhode Island School of Design **Braden Hosch** Connecticut Department of Higher Education
IR, Assessment & the IRB This workshop will examine in detail the relationship between IR, assessment and the human subjects review process of IRB's. We will examine in depth the regulations and how they do and do not apply to typical IR and assessment activities. Return to your camps prepared to educate your IRB! Pre-Conference Workshop	9:00 am - Noon *Clarendon Room* **Curtis Naser** Fairfield University
An Introduction to Dashboards in Excel This workshop covers how to create a dashboard in Excel 2007/2010 with various layouts and formatting options, including high quality graphs. Pre-Conference Workshop	9:00 am - Noon *Cambridge Room* **Craig Abbey** University at Buffalo
An Introduction to R and LaTeX for Institutional Research 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. Pre-Conference Workshop	9:00 am - Noon *Franklin Room* **Jason Bryer** Excelsior College
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 workshop will be taught by persons with experience in public and private higher education institutions and in national education policy. Pre-Conference Workshop	9:00 am - Noon *White Hill Room* **Jessica Shedd** National Center for Education Statistics **Terra Schehr** Loyola University Maryland

Using Environmental Scanning and Forecasting to Improve Strategic Planning Participants will have knowledge and skills for understanding, conducting and effectively using environmental scanning which results in improved strategic plans. Pre-Conference Workshop	9:00 am - Noon *Stuart Room* **Joel Lapin** The Community College of Baltimore County
Testing For Moderating and Mediating Effects Using Regression Analysis Intervening variables (moderators and mediators) must be considered when testing models using regression. This workshop will explain the theory behind these variables and show participants how to test for them with regression analysis Pre-Conference Workshop	9:00 am - Noon *Whittier Room* **Betsy Carroll** York College of Pennsylvania
Lunch Break (lunch on your own)	Noon - 1:00 pm
Exhibitors and Posters on Display for Informal Viewing	Noon - 5:00 pm *Georgian Room*
IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness – Module 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 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 Pre-Conference Workshop	1:00 pm - 5:00 pm *Arlington Room* **Jennifer Dunseath** Rhode Island School of Design **Braden Hosch** Connecticut Department of Higher Education
Preparing for Accreditation Two experienced NEASC and Middle States evaluators will provide an overview of the accreditation process and will focus on the 5th year report and the Self-study with a special emphasis on expectations around assessment issues. This workshop will not cover standards for technical or career colleges. Pre-Conference Workshop	1:00 pm - 4:00 pm *Clarendon Room* **Rebecca Brodigan** Bowdoin College **Karen Froslid Jones** American University
Advanced Dashboards Using Excel In this workshop, students will learn how to create dashboards in Excel 2007/2010 that dynamically update as new data are added, create interactive charts and incorporate traffic light performance indicators! Pre-Conference Workshop	1:00 pm - 4:00 pm *Cambridge Room* **Craig Abbey** University at Buffalo
Keeping Your Projects Under Control: Managing Your Projects with Free Software Tools Readily available and easy-to-use tools can simplify and improve version control and issues tracking throughout the "life cycle" of IR projects. This workshop will show how software tools can be used to track changes to documents and programs; strengthen documentation; and enhance communication among IR staff who collaborate on projects. Pre-Conference Workshop	1:00 pm - 4:00 pm *Franklin Room* **Daniel Nugent** Pennsylvania State University

SPSS Basic Tips and Tricks for IR This workshop will introduce users to the basic features in SPSS that can be helpful for Institutional Researchers. We'll cover using SPSS Syntax for automating tasks including opening datasets, inspecting and recoding data and performing analysis. Participants will also learn how to use the Custom Tables module for summarizing complex datasets. Attendees will explore other features like the Define Multiple Response Sets, Merge Files, and Identify Duplicate Cases features in SPSS all of which can be helpful in getting the most out of SPSS. Pre-Conference Workshop	1:00 pm - 4:00 pm *White Hill Room* **Mark Palladino** Philadelphia University

Colloquium for Experienced IR Practitioners
 	
Please join us for a session in which seasoned IR professionals will share their war stories from the past year, offer support and advice after hearing yours, and provide the camaraderie which gives NEAIR its "NEAIRiness." "Seasoned" is a qualitative term – use your best judgment.
 	
 Pre-Conference Workshop
	1:00 pm - 4:00 pm *Stuart Room*
	Mitchell Nesler
	   Empire State College
	Maren Hess
	   Saint Vincent College
	Michael Dooris
	   Pennsylvania State University

Qualitative Analysis or, What to Do With Comments This workshop will teach a structured method for analyzing comments from surveys or interviews. The instructor will provide a set of data, and will guide participants in the process of identifying relevant categories, coding the responses, and interpreting the results. Pre-Conference Workshop	1:00 pm - 4:00 pm *Whittier Room* **Carol Trosset** Hampshire College
Mentor Program & Newcomers Reception	4:10 pm - 4:50 pm *Berkeley Room*
OPENING PLENARY **Struggles About Diversity and the Use of Data in Institutional Decision Making at MIT** **Dr. Daniel Hastings** Dean of Undergraduate Education, *Massachusetts Institute of Technology*	5:00 pm - 6:00 pm *Plaza Ballroom*
Exhibitor Lightning Talks	6:00 pm – 6:15 pm *Plaza Ballroom*
Leading the Charge Reception and Banquet	6:30 pm – 8:30 pm *Imperial Ballroom*

MONDAY, December 5th, 2011

Your Third Place – Conference Registration, Exhibitors, Internet Café, and Posters on Display for Informal Viewing	8:00 am – 7:00 pm *Georgian Room*
Continental Breakfast	7:30 am – 8:45 am *Imperial Ballroom*
KEYNOTE ADDRESS **Access and Opportunity: Closing the Divide** **Kelly Glew**, President & Chief Operating Officer *The Steppingstone Foundation* **Casey Recupero**, Executive Director *Year Up Boston* **Dr. Joe Lee**, Provost & Vice President for Academic Affairs *Cambridge College*	9:00 am - 10:15 am *Imperial Ballroom*
Coffee Break	10:15 am - 10:30 am *Georgian Room*
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 college affordability and transparency lists, the net price calculator disclosure requirement, results of the GAO study of IPEDS reporting burden, the Committee on Measures of Student Success, and the HEOA impact on College Navigator. ☺ ☑ Workshare	10:30 am - 11:15 am *Arlington Room* **Jessica Shedd** National Center for Education Statistics **Colleen Lenihan** National Center for Education Statistics
You're Graduating, Now What? Predictive Modeling of Achievement of Post-Baccalaureate Outcomes In light of the recent economic downturn, it is understandable that students and their families might focus college-going decisions and goals on outcomes that will improve students' likelihood of succeeding in the labor force upon graduation. This study utilizes three separate logistic regression models to predict post-baccalaureate success. ☑ Contributed paper	10:30 am - 11:15 am *Berkeley Room* **Thomas McGuinness** University of Michigan
Developing a "Culture of Assessment" in Student Affairs The University at Albany's Division of Student Success empowers staff to conduct assessments, share and utilize findings to continually improve programs and services. Leveraging staff's interest in assessment and passion for making program enhancements, the culture of assessment emphasizes broad-based buy-in and a supportive assessment infrastructure. ☑ Contributed paper	10:30 am - 11:15 am *Clarendon Room* **Michael Christakis** University at Albany-SUNY

☺ Session of value to newcomers   ☑ Session focuses on assessment

Institutional Mission in the Minds of Faculty and Staff: Perceptions of Constructs and Identity This research assesses levels of faculty and staff perception of mission and identity at two religiously-affiliated postsecondary institutions. Discussed are ways these perceptions are fostered and strengthened on campus. Uses of data for reporting and programming are discussed, as are suggestions for enhancing the mission review process with these respondent groups. Workshare	10:30 am – 11:15 am *Cambridge Room* **Ellen Boylan** Marywood University **Kim Pavlick** The University of Scranton
Using a Longitudinal Study to Evaluate and Improve Advising At Bowdoin, there was a perception that advising was 'broken'. As part of a longitudinal study of the Class of 2010, we are using survey data to evaluate and improve advising. We implemented a new advising program,and continue to use the longitudinal approach to evaluate results. ☺ ☑ Workshare	10:30 am - 11:15 am *Franklin Room* **Rebecca Brodigan** Bowdoin College
"A Port in the Storm": IR's Role as the Data Anchor in Strategic Planning This session will demonstrate how each one of us has circumvented institutional challenges in order to make our own unique and valuable contribution to the success of strategic planning at our respective institutions. Collectively, we represent the two-year public, four-year private, and four-year public 'system' higher education entities. ☺ ☑ Workshare	10:30 am - 11:15 am *White Hill Room* **Neena Verma** University of Massachusetts **Kelli Armstrong** Boston College **Ingrid Skadberg** Quinsigamond Community College **Barbara Velardi** University of Massachusetts
Dear IR Diary-Building an IR Office from Scratch, the First 180 Days The author will share her first 180 days on a campus that has never had an Institutional Research Office and describe how she 'stood on the shoulders of IR giants' and used their experiences and advice to begin transforming a 'culture of data mistrust' into a 'culture of evidence'. ☺ Workshare	10:30 am - 11:15 am *Stuart Room* **Cristi Carson** University of Southern Maine
An Electronic Data Dashboard System from Design to Implementation This presentation provides an overview of the process and the technology requirements to develop the New York City College of Technology (City Tech) Electronic Data Dashboard System (EDDS). ☺ Techshare	10:30 am – 11:15 am *Whittier Room* **Raymond Moncada** New York City College of Technology-CUNY
Bring on the Accreditors! Need to prepare for an accreditation visit or interim review? Struggling to coordinate and maintain program-level assessment? Find out how TaskStream can help you implement a sustainable process, collect consistent documentation, engage stakeholders across academic and non-academic programs, collect and manage faculty credentials – and be ready for the big day! NEAIR Member & Exhibitor Presentation	10:30 am - 11:15 am *St. James Room* **Trudy Milburn** TaskStream

☺ Session of value to newcomers   ☑ Session focuses on assessment

Refocusing Student Success: Addressing Current Metric Limitations with a Student Learning Progress Model A Student Learning Progress Model has been developed as an alternative to traditional student success metrics. Panelists, who are participants in a national beta test of the project and represent Northeast public and private institutions, will describe the model, discuss implementation, present initial findings, and describe its institutional impact. ☑ Workshare	11:30am - 12:15pm *Arlington Room* **Jerold Laguilles** Springfield College **Mary Ann Coughlin** Springfield College **Jeff Lashbrook** The College at Brockport - SUNY **Joseph Bjerklie** University of Maine at Fort Kent
Save Paper and #2 Pencils: An Overview of Web-Based Survey Software This presentation will demonstrate the capabilities and the survey development procedures of four web-based survey software packages. Current users of the software will outline the good points and bad points of each package and offer recommendations for those thinking of moving to a web-based survey approach. ☺ ☑ Techshare	11:30am - 12:15pm *Berkeley Room* **Ron Uroda** Association of Independent Colleges and Universities of Pennsylvania **Gayle Funt Baker** Association of Independent Colleges and Universities of Pennsylvania **Erin Ebersole** Immaculata University **Yenny Anderson** Lehigh University **Annemarie Bartlett** Saint Joseph's University
Aiding Assessment: Disseminating Student Survey Results to Frontline Faculty and Staff Two common problems arise when disseminating student survey data: accessibility and ease of use. These problems arise when data is distributed to a select few who must then mine through countless pages of a report. During this session, we will demonstrate a program we have developed that addresses both concerns. ☺ ☑ Techshare	11:30am - 12:15pm *Clarendon Room* **Patrick McDonald** Medaille College **Mary Lindstrom** Medaille College
Data Driven and Student Steered: From Key Indicators to Strategic Initiatives Senior surveys provide nine indicators on the university's Dashboard. When several key measures declined, IR used statistical analysis to identify possible factors and focus groups to probe students' thinking. The rich combination of quantitative and qualitative data yielded a nuanced picture of student concerns and prompted new tactical and strategic initiatives. ☺ ☑ Workshare	11:30am - 12:15pm *Cambridge Room* **Ann Stehney** Fairfield University

☺ Session of value to newcomers   ☑ Session focuses on assessment

The Road Taken: Charting a Critical Path for IR in a Large Research Institution The role of an IR office can include course evaluation, faculty activity reporting, varied assessment activities, and active participation in campus student success activities. To be a campus player sometimes requires innovative management thinking and breaking traditional spans of control. This presentation will examine ways to move beyond "we're the numbers people" to valued campus movers. ☺ ☑ Workshare	11:30am - 12:15pm *Franklin Room* **Mona Levine** University of Maryland
Making Enrollment Data Useful: What Decision-Makers Need to Know about Admission and Financial Aid The final year-end numbers most often reported by institutional researchers are not the most useful data for making real-time admission and financial aid decisions. Neither are same-date comparisons to previous years. This presentation examines enrollment data from the decision-maker's point of view and recommends certain modeling strategies. ☺ Workshare	11:30am - 12:15pm *White Hill Room* **Carol Trosset** Hampshire College **Steven Weisler** Hampshire College
Selecting Peer Institutions for a Multi-Campus University This session describes the quantitative and qualitative approaches used to select peer institutions for a private, metropolitan university. The selection process was aided by the tools available from the IPEDS Data Center. ☺ Workshare	11:30am - 12:15pm *Stuart Room* **Steve Thorpe** Widener University
Sharing Ownership of a University Data Warehouse: Insights to a Blended Model of IR and IT Data Warehouse Management This session presents a model which blends IR and IT resources to more effectively manage the institution's data warehouse. Highlights include (a) policy development between the two groups, (b) the critical role of quality assurance, and (c) an overview of the utility of the BI tool Cognos. ☺ Techshare	11:30am – 12:15pm *Whittier Room* **Rebecca Mathews** Boston College **Monica Mendoza** Boston College **Carol Pepin** Boston College **Jessica Greene** Boston College
Using Tk20 Software to Optimize Outcomes Assessment: A Case Study Universities are under pressure from accreditation agencies and stakeholders to provide evidence based measures of performance. This case study examines the experience of a private university in selecting a software package and using it to implement a comprehensive outcomes assessment plan for all programs. NEAIR Member & Exhibitor Presentation	11:30 am – 12:15 am *St. James Room* **John Rogers** American International College **Amy Levy** Tk20, Inc.
Luncheon and Business Meeting	12:30 pm - 2:00 pm *Imperial Ballroom*

☺ Session of value to newcomers   ☑ Session focuses on assessment

Using the National Student Clearinghouse for Statewide Collaboration
 	
This paper showcases an integrated statewide approach to using the National Student Clearinghouse to examine postsecondary attendance patterns and outcomes of public high school graduates from northeastern states. How statewide workshops for local leaders aimed at improving educational outcomes were informed by this information will also be discussed.
 	
 Contributed Paper
	2:15 pm - 3:00 pm
	Arlington Room
	Braden Hosch
	   Connecticut Department
	   of Higher Education

Analysis and Presentation of Survey Results Methods for planning and analyzing surveys are presented. Topics covered include sample size and power calculations, evaluating bias, handling missing data, choosing analysis methods, and succinctly presenting results of long surveys. Longitudinal methods for multi-year surveys will be explained and a discussion of factor analysis methods will detail the satisfaction of assumptions. ☺ ☑ Workshare	2:15 pm - 3:00 pm *Berkeley Room* **Nora Galambos** Stony Brook University

Delaware Study Data Collection Process: Making the Most of a Data Warehouse and Multiple Data Sources
 	
No University of Delaware data in the Delaware Study? After implementing PeopleSoft and a data warehouse, we needed to revise our data collection processes to once again participate in the Delaware Study. This presentation will describe how we developed a report package in our new data environment. ☺
 	
 Workshare
	2:15 pm - 3:00 pm
	Clarendon Room
	Allison Walters
	   University of Delaware
	Denise Lindsey
	   University of Delaware

Building an Enrollment Calculator Using Excel
 	
This session will step through the construction of an enrollment projection calculator. Some examples that served as inspiration will be followed a demonstration of how we built a simple calculator in Excel. The use of Excel tools to add more detail, and more data, will be explained and illustrated.
 	
 Techshare
	2:15 pm - 3:00 pm
	Cambridge Room
	Joseph Bjerklie
	   University of Maine at Fort
	   Kent

Assessment in Higher Education: How to Feel the Love Learn how to feel the love when it comes to developing student learning outcomes in higher education by attending this presentation. Keystone College needed to complete this task very quickly. ☺ ☑ Workshare	2:15 pm - 3:00 pm *Franklin Room* **Bonnie Thomas** Keystone College

Updating NSSE: What's Been Done and Where Are We Heading
 	
An updated version of the National Survey of Student Engagement – NSSE 2.0 – will launch in 2013. This discussion will review the rationale for the update, the revision process, as well as 2011 pilot survey content and selected results. Session attendees will be encouraged to provide feedback and ask questions. ☑
 	
 Workshare
	2:15 pm - 3:00 pm
	White Hill Room
	Shimon Sarraf
	   Indiana University at
	   Bloomington

☺ Session of value to newcomers   ☑ Session focuses on assessment

Using Direct Assessment to Support ABET Accreditation Standards This presentation will provide a detailed process of how an engineering department at New York City College of Technology uses direct assessments to support Accreditation Board for Engineering and Technology (ABET) accreditation standards utilizing the College's Continuous Quality Improvement Model (CQI). ☺ ☑ Techshare	2:15 pm - 3:00 pm *Stuart Room* **Rachel Tsang** New York City College of Technology - CUNY **Tammie Cumming** New York City College of Technology - CUNY **Iem Heng** New York City College of Technology - CUNY
Engaging Minority Students: Different Patterns of Student Engagement and Impact on Student Success Utilizing National Survey of Student Engagment (NSSE) data, this study examines differences in student engagement between minority students and their white peers in a predominantly white undergraduate student population. The study then explores the impact of ethnicity and different engagement patterns on student success measured in terms of culmulative GPA and retention. Various multivariate data analysis techniques will be employed. ☑ Workshare	2:15 pm - 3:00 pm *Whittier Room* **Qin Zhang** University of Delaware **Heather Kelly** University of Delaware
Transform Your Strategic Planning, Assessment and Accreditation Efforts with Campus Labs At Campus Labs, we know that institutional research and effectiveness plays an essential role in the success and growth of a college or university and requires a robust, specialized platform built specifically to suit your campus needs. Come learn how the Campus Labs comprehensive suite of products and services will allow you to achieve success in your mission-critical tasks in the most efficient and resourceful way possible. You'll get a tour of our web-based tools for planning, accreditation, and program review, as well as data collection and reporting, including course evaluations and hear firsthand from a Member Campus about how these tools have helped them achieve their assessment goals. NEAIR Member & Exhibitor Presentation	2:15 pm - 3:00 pm *St. James Room* **Michael Weisman** Campus Labs **Annemieke Rice** Campus Labs
Data and Dessert/Coffee Break – Includes Formal Poster Session *Presenters will be available from 3:15-4:00pm* **Presentation of Best Visual Display Award (3:45 pm)**	3:15 pm - 4:00 pm *Georgian Room*
Benchmarking On-Line Non-Traditional Colleges- A Case Study of Four Colleges Charter Oak State College, Excelsior College, Empire State College and Granite State College have worked together to benchmark their institutions. This poster session will show the results of this collaborative effort. ☺ Poster	3:15 pm - 4:00 pm *Georgian Room* **David Hemenway** Charter Oak State College

☺ Session of value to newcomers　　☑ Session focuses on assessment

Building a Productive Partnership Between Student Affairs and Institutional Research Faced with declining enrollments, UMFK expanded efforts at recruitment and retention. Student Affairs traditionally executed strategies to increase retention, while IR reported on outcomes. Understaffing spurred dialogue, leading to greater teamwork. IR and Student Affairs now jointly gather data and interpret answers; we ask better questions, with more fruitful answers. ☺ Poster	3:15 pm - 4:00 pm *Georgian Room* **Joseph Bjerklie** University of Maine at Fort Kent **Ray Phinney** University of Maine at Fort Kent
Buttoning Up Response Rates: Does the Type of Response Button Affect Web Survey Response Rates? This poster will highlight the results of a split-sample experiment in which one group took a web survey with small "radio buttons" and another took an otherwise identical survey with larger "gif" buttons. I test whether the larger buttons lead to higher completion rates, overall and item response rates, and shorter completion times. ☺ Poster	3:15 pm - 4:00 pm *Georgian Room* **Joel Bloom** University at Albany-SUNY
Contemporary Issues in Asian Education *Recipient of a NEAIR 2010 Ambassador Grant* The author attended the 2010 Asian Conference on Education with support from the NEAIR Ambassador Grant. This poster displays current issues in Asia discussed at the conference and explains the paper I presented on Asian students in American Higher Education. Poster	3:15 pm - 4:00 pm *Georgian Room* **Stephen Deutsch** Seton Hall University
Implementing a Software Based Assessment Plan Universities are under pressure from accreditation agencies and stakeholders to provide evidence based measures of performance. The author examines the experience of a private university in selecting a software package and using it to implement a comprehensive outcomes assessment plan for all programs. ☺ ☑ Poster	3:15 pm - 4:00 pm *Georgian Room* **John Rogers** American International College
Initial Results for American Research Universities from the Global Research Benchmarking System This proposal will share initial results from a project sponsored by The Center for Measuring University Performance and the United Nations University. The first part of this partnership focuses on publication and citation benchmarking data by discipline and sub-discipline with measures focused on output volume and quality. Poster	3:15 pm - 4:00 pm *Georgian Room* **Craig Abbey** The Center for Measuring University Performance
Keep it Simple: Fall 2010 Graduation and Retention Rate Analysis Report at Boston University Starting in the fall of 2010, Boston University Institutional Research began a multi-page report and analysis on undergraduate graduation and retention rates across the university's schools and colleges. This report helped address national reporting needs as well as data requests of deans and executive officers. ☺ Poster	3:15 pm - 4:00 pm *Georgian Room* **Marco Krcatovich II** Boston University

☺ Session of value to newcomers   ☑ Session focuses on assessment

National Trend of Bachelor's Degrees Awarded by Public Institutions: A Mixed Effects Model The total number of bachelor's degrees awarded from the IPEDS database was analyzed to determine the relative importance of each institution and institution class in the temporal dynamics of this variable. The results show great variability between institutions in the growth rate of bachelor's degrees awarded. ☺ Poster	3:15 pm - 4:00 pm *Georgian Room* **J.R. Robles** SUNY-Empire State College
NEASC Reaccreditation Evidence Room – Creating interactive Resources for Visiting Committees and the University Community The Evidence Room (a requirement of the NEASC Reaccreditation) was changed from a physical room where large documents were stored, to a webpage that was easy to navigate and helped identify available information and resources. This addressed initiatives to reduce paper and reduce workload by putting more information online. ☑ Poster	3:15 pm - 4:00 pm *Georgian Room* **Marco Krcatovich II** Boston University
Second-Year Retention in Residence Halls: Why the Decline? Occupancy in residence halls reached a record low prompting a look at retention rates. The implications are concerning. On campus students have more developmental gains, success, and satisfaction leading to increased persistence. Results from NSSE, EBI, home-grown survey instruments, and student success measures are identified to help reverse the trend. ☺ ☑ Poster	3:15 pm - 4:00 pm *Georgian Room* **Karen DeMonte** University of Delaware **Heather Kelly** University of Delaware
Survey Clearinghouse: Early Experiences from a Liberal Arts College This presentation will provide some insights about the challenges and opportunities (technological and institutional) of creating an all-college survey clearinghouse. ☺ Poster	3:15 pm - 4:00 pm *Georgian Room* **Govind Acharya** Ithaca College
The Challenges and Rewards of Conducting Qualitative Research: Report on NEAIR 2010 Research Grant Award *Recipient of a NEAIR 2010 Research Grant* This paper addresses institutional conditions that affect educational outcomes of two groups of part-time community college students: new students and students nearing graduation. Challenges and rewards of using qualitative research will be discussed. Challenges include sample selection and recruitment. Rewards include in-depth conversations with study participants. ☺ Poster	3:15 pm - 4:00 pm *Georgian Room* **Rhonda Gabovitch** Bristol Community College
Tips, Tools, and Trade Secrets for Creating a Successful CLA Testing Environment Miami University conducted the Collegiate Learning Assessment (CLA) during the 2010 – 2011 academic year. In the process, Miami University staff discovered that nothing prepares you for the CLA like actually running the CLA. We share the unexpected challenges we encountered and tips for ensuring that your CLA runs as smoothly as possible. ☑ Poster	3:15 pm - 4:00 pm *Georgian Room* **Andrea Bakker** Miami University

☺ Session of value to newcomers   ☑ Session focuses on assessment

Using a Data Warehouse to Provide Academic Departments with PhD Program Profile Assessments and Measures of Doctoral Cohort Survival This poster describes how the IR Office used the Data Warehouse to move beyond the SED measure of median time-to-degree to compute a more precise measure of time to PhD. Once completed, this metric was added to a comprehensive "Program Profile Assessment" assembled for each doctoral department. ☑ Poster	3:15 pm - 4:00 pm *Georgian Room* **Jack Mahoney** Rensselaer Polytechnic Institute **Jasmine Yang** Rensselaer Polytechnic Institute
Using SPSS to Organize StudentTracker Results *Recipient of the NEAIR 2010 Best IR Practicioner Award* Have you ever struggled to organize and analyze your StudentTracker results? This presentation will give some examples 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. Poster	3:15 pm - 4:00 pm *Georgian Room* **John Runfeldt** William Patterson University
What Do I Do With It Now? Beginning and Advanced Analyses Techniques for Open-Ended Survey Data Open-ended survey items are often never analyzed. This poster outlines a simple process of thematic analysis for such items and demonstrates how to derive the "big picture" to effectively inform campus decision-making. Areas of emphasis will include theme refinement, identification of relationships among themes, group comparisons, and presentation of results. ☺ ☑ Poster	3:15 pm - 4:00 pm *Georgian Room* **Carol VanZile-Tamsen** The University at Buffalo-SUNY

The Value of a Multi-Institution, Multi-Method Longitudinal Study of Liberal Arts Colleges Seven liberal arts colleges have been part of a five-year study that was externally funded and multi-method. Representatives from several of these institutions will talk about lessons learned. ☺ ☑ Workshare	4:15 pm - 5:00 pm *Arlington Room* **Rebecca Brodigan** Bowdoin College **Ellen Peters** Bates College **Cristin Bates** Bates College **Emily Pagano** Smith College
Tracking Student Retention with Updating Information This paper describes the results of a project that uses logistic regression and survival analysis to predict student retention throughout a student's undergraduate career. This approach incorporates the newest information available for each student, which allows one to identify high-risk students and how key factors relevant to the retention decision change over time. ☺ Contributed Paper	4:15 pm - 5:00 pm *Berkeley Room* **Tom Gutman** New York University

☺ Session of value to newcomers   ☑ Session focuses on assessment

Developing Multipurpose Grade Reports Using Excel Pivot Tables A recent presentation about grade inflation led to faculty demands for more and better reporting about grading standards at all levels: trends, reporting for department reviews, by subject, by instructor, and by student type. The presentation will show how we developed a variety of standard and customized grade reports using Excel pivot tables to address and monitor these concerns. ☺ ☑ Techshare	4:15 pm - 5:00 pm *Clarendon Room* **James Fergerson** Carleton College
More Credits, More Work? Assessing the Move to 4-Credit Gen Ed Courses Using "pre/post" analyses of both quantitative and qualitative indicators of students' engagement in their learning, this workshare describes the methodological tools we are using to study the impact of the recent three to four credit conversion of our Gen Ed courses. ☺ ☑ Workshare	4:15 pm - 5:00 pm *Cambridge Room* **Martha Stassen** University of Massachusetts Amherst
Are Students Dropping Out or Dragging Out the College Experience? Our results indicate 30 and 55% of the raw graduation rate differential for those from more disadvantaged backgrounds is attributable to differences in academic preparation/ability. Hispanics are less likely to have graduated after six years because they are still persisting. First generation students are at greater risk of dropping out. ☺ Contributed Paper	4:15pm - 5:00 pm *Franklin Room* **James Wetzel** Virginia Commonwealth University **Leslie Stratton** Virginia Commonwealth University
Using Technology to Refocus the IR Research Agenda Montgomery County Community College has leveraged technology to provide end users greater access to College data. This presentation will showcase two of these technology tools. The use of these tools has permitted the Institutional Research office to be more engaged in addressing complex research questions which affect the institutional planning. Techshare	4:15 pm - 5:00 pm *White Hill Room* **H. Leon Hill** Montgomery County Community College
'A Win-Win Situation': How IR Offices Can Use Employee Surveys to Collect, Gain Trust, and Build Rewarding Relationships with Colleagues This presentation will highlight the benefits of creating a 'Culture of Assessment' in regard to employees (faculty, administrators, and staff). Immaculata maintains a three-year rotating cycle for assessment of each group's needs and satisfaction. We will discuss the wide-ranging benefits of creating an employee assessment process and share our success (example surveys will be shared). ☺ ☑ Workshare	4:15 pm - 5:00 pm *Stuart Room* **Erin Ebersole** Immaculata University **Lisa McCauley** Immaculata University
Completing the Voluntary Framework of Accountability Pilot Using Data Warehouse Technology Bunker Hill Community College participated in the Voluntary Framework for Accountability (VFA) 2011 pilot and IR staff used a data warehouse and reporting system in completing the template. We will examine the usefulness of a data warehouse in working with student cohorts for reporting requirements, using the VFA cohort compilation as an example. ☺ Techshare	4:15 pm - 5:00 pm *Whittier Room* **David Leavitt** Bunker Hill Community College **Karalynn O'Rourke** Bunker Hill Community College

☺ Session of value to newcomers   ☑ Session focuses on assessment

Building and Utilizing Predicitve Enrollment Models Institutional Researchers play a critical role in how an institution uses its data to inform decisions. Predictive modeling is playing an ever increasing role in this data informed decision making. This presentation will walk through the process of building and utilizing a model to predict enrollment probabilities for applicants. Starting from raw data, the presenter will walk through the steps including data preparation and exploratory analysis, through model building and model validation. After building and validating a model, the presenter will set up a process for scoring applicants and using the model to project enrollment and financial outlay. Also discussed will be typical data issues and roadblocks. NEAIR Member & Exhibitor Presentation	4:15 pm - 5:00 pm *St. James Room* **Julie Crawford** Rapid Insight, Inc. **Mike Laracy** Rapid Insight, Inc.
U.S. News Rankings & Update U.S.News & World Report offers a robust website, <u>usnews.com</u>, as well as comprehensive education rankings and guides. Robert Morse continues to lead the data research team which has produced the rankings since 1983. In addition, we have just launched U.S. News Academic Insights, <u>ai.usnews.com</u>, a new analytics dashboard. Utilizing high-level graphing capabilities and data visualizations, the dashboard features historical archives of U.S. News's rankings and ranking data." Workshare	5:15 pm - 6:00 pm *Arlington Room* **Robert Morse** U.S. News & World Report **Evan Jones** U.S. News & World Report **Chris Petrie** U.S. News & World Report
Consortium on Financing Higher Education Update for Institutional Researchers Discussion of plans for the coming year and other matters. Session is open only to attendees from COFHE member institutions and their guests. SIG	5:15 pm - 6:00 pm *Berkeley Room* **Stephen Minicucci** COFHE
Higher Education Data Sharing (HEDS) Gathering for members of the Higher Education Data Sharing Consortium; opportunity to discuss new organizational developments. SIG	5:15 pm - 6:00 pm *Clarendon Room* **Carol Trosset** Hampshire College
NSSE 2.0: An Opportunity to Contribute In the spirit of continuous improvement, "NSSE 2.0" will launch in 2013. This focus group discussion will provide an opportunity for NEAIR members to contribute to the development process by discussing a variety of questions related to the revised instrument's content and reports. Focus Group	5:15 pm - 6:00 pm *Cambridge Room* **Shimon Sarraf** Indiana University at Bloomington **Jillian Kinzie** Indiana University at Bloomington

☺ Session of value to newcomers   ☑ Session focuses on assessment

Graduate Education The structure of post baccalaureate education programs that award masters and doctorate degrees (as well as professional degrees) are complex and have provided challenges for institutional researchers. This special interest group will focus on the challenges of assembling comparative data for these programs. SIG	5:15 pm - 6:00 pm *Franklin Room* **Lydia Snover** Massachusetts Institute of Technology
SUNY Association of Institutional Research and Planning Officers (AIRPO) Join your SUNY colleagues for informal conversation about assessment and institutional research issues particular to the SUNY system. SIG	5:15 pm - 6:00 pm *White Hill Room* **Bruce Szelest** University at Albany – SUNY
Greater Philadelphia Association for Institutional Research Join IR colleagues from the Greater Philadelphia 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.. SIG	5:15 pm - 6:00 pm *Stuart Room* **Mark Palladino** Philadelphia University **Steve Thorpe** Widener University **Chad May** Holy Family University
Jenzabar Users Group This is a SIG for Jenzabar information system users. SIG	5:15 pm - 6:00 pm *Whittier Room* **David Hemenway** Charter Oak State College
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. SIG	5:15 pm - 6:00 pm *St. James Room* **Margaret Cohen** George Washington University
Monday Evening Dinner Groups **(Sign up at Conference Registration; Meet in Georgian Room)**	6:30 pm *Georgian Room*

☺ Session of value to newcomers   ☑ Session focuses on assessment

Your Third Place – Conference Registration, Exhibitors, and Internet Café	8:00 am – 11:00 am *Georgian Room*
Breakfast **Note: SIGS will be held in the breakout rooms listed below and Table Topics will meet at designated tables in the Imperial Ballroom during breakfast.** **Please eat breakfast prior to joining a SIG.**	7:30 am – 8:45 am *Imperial Ballroom*
A Tale of Two Analysts: Learning to Acclimate to an IR Office Learn how two analysts with similar skill-sets but hired three years apart became acclimated to one IR office. By learning from the first analyst's tribulations, the transition for the second analyst became easier as the office incorporated documentation into their processes. ☺ Table Topic	8:00 am – 8:45 am *Imperial Ballroom* **Alexander Yin** Pennsylvania State University **Daniel Nugent** Pennsylvania State University **Nicholas Warcholak** Pennsylvania State University
Co-Leading the Charge of Learning Outcomes Assessment As student learning outcomes assessment and accountability become increasingly important, engaging college communities in this work can be daunting and threatening. This discussion will focus on concrete strategies for implementing college-wide assessments of student learning outcomes in a manageable and collaborative fashion, without compromising rigor. ☑ Table Topic	8:00 am – 8:45 am *Imperial Ballroom* **Yves Salomon-Fernandez** MassBay Community College
From Binders and Workbooks to a One-Stop Resource Starting in the Fall of 2007, Boston University Institutional Research began shifting information and resources from workbooks and emailed files to a single website. That site has since grown into a way to collect data, compile larger documents and reports, and give university officials the latest information for making decisions. Table Topic	8:00 am – 8:45 am *Imperial Ballroom* **Marco Krcatovich II** Boston University
Innovation – What Is It and How Can We Measure It? Innovation is a hot topic--we hear about it every day on the news. What does it mean for an academic institution to be innovative? For its graduates to be innovative? How can we measure innovation? Concepts from business and management can provide a starting point, but new concepts may be needed for higher education--bring your ideas! ☑ Table Topic	8:00 am – 8:45 am *Imperial Ballroom* **Ann Schaffner** Franklin W. Olin College of Engineering
Reconciling Department Classifications Through the Use of Local Data Warehouse Lookup Tables The author presents a method of reconciling department classifications with the creation of "Reporting Categories." At Boston College, these categorizations are stored and edited in the data warehouse without the need for sources system changes. ☺ Table Topic	8:00 am – 8:45 am *Imperial Ballroom* **Daniel Riehs** Boston College

☺ Session of value to newcomers   ☑ Session focuses on assessment

U.S. News Rankings & Update
*Note: Repeat presentation
 	
U.S.News & World Report offers a robust website,usnews.com, as well as comprehensive education rankings and guides. Robert Morse continues to lead the data research team which has produced the rankings since 1983. In addition, we have just launched U.S. News Academic Insights, ai.usnews.com, a new analytics dashboard. Utilizing high-level graphing capabilities and data visualizations, the dashboard features historical archives of U.S. News's rankings and ranking data."
 	
Workshare
	8:00 am – 8:45 am
	Arlington Room
	
	Robert Morse
	    U.S. News check & World Report
	Evan Jones
	    U.S. News check & World Report
	Chris Petrie
	    U.S. News check & World Report

The National Study of Instructional Costs & 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 the Delaware Study. ☺
 	
SIG
	8:00 am - 8:45 am
	Berkeley Room
	
	Allison Walters
	    University of Delaware
	Heather Kelly
	    University of Delaware

Catholic Higher Education Research Cooperative (CHERC) This session is for those interested in discussing issues, opportunities, and challenges in Catholic Higher Education. All are welcome, not just those from Catholic institutions. We will use our time together to share updates and information, and to continue to advance our collective research agenda and plan for future CHERC meetings. ☺ SIG	8:00 am - 8:45 am *Clarendon Room* **James Trainer** Villanova University

Data Governance Issues (DGI)
 	
Developing a data governance policy to ensure accurate, reliable, and consistent institutional data is important for an institution, but it may not be perceived that way by colleagues and leadership. We would like to help define IR's role in this area, identify the key issues, and facilitate a discussion of how others have addressed the challenges of data governance. ☺
 	
SIG
	8:00 am - 8:45 am
	Cambridge Room
	
	Christopher Hourigan
	    Johnson & Wales University
	Jane Zeff
	    William Paterson University

On-line Non-Traditional College This SIG is for on-line non-traditional colleges serving adult students. ☺ SIG	8:00 am - 8:45 am *Franklin Room* **David Hemenway** Charter Oak State College
Academic Analytics Users and Prospective Users Attendees will discuss how they are using Academic Analytics on their respective campuses and share examples of reports generated. Data definitions as well as challenges users are facing will be discussed as well. ☑ SIG	8:00 am - 8:45 am *Stuart Room* **Marilyn Blaustein** University of Massachusetts Amherst
NEAIR Focus Group **Note: By Invitation Only** Focus Group	8:00 am – 8:45 am *Whittier Room*

☺ Session of value to newcomers   ☑ Session focuses on assessment

NEASC Reaccreditation Evidence Room – Creating Interactive Resources for Visiting Committees and the University Community The Evidence Room (a requirement of the NEASC Reaccreditation) was changed from a physical room where large documents were stored, to a webpage that was easy to navigate and helped identify available information and resources. This addressed initiatives to reduce paper and reduce workload by putting more information online. ☺ Workshare	9:00 am - 9:45 am *Arlington Room* **Marco Krcatovich II** Boston University
The "Art and Science" of Developing Institutional Peers: Methods of Exploring and Determining Peer Institutions Dimensions of finance, size, complexity, and quality are captured in the peer group development process used by a public research university. In addition to contrasting traditional rank/distance methods with a cluster analysis approach, data integrity/limitations and campus political considerations shape the "art and science" of developing institutional peers. ☺ Contributed Paper	9:00 am - 9:45 am *Berkeley Ballroom* **Joanna Musial-Demurat** University at Albany-SUNY **Bruce Szelest** University at Albany-SUNY
It Takes a Village: A Case Study in "Bottom-Up" Strategic Planning At their best, "bottom-up" methods in strategic planning encourage stakeholders at all levels of the organization to share wisdom, and result in the entire community feeling invested in the plan. The presenters will share a case study and will discuss strengths and weaknesses intrinsic to "bottom-up" methods of planning. ☺ Workshare	9:00 am - 9:45 am *Clarendon Room* **Melanie Larson** Lasell College **Gregory LaPointe** Cambridge College
Measuring All Students: An Alternative Method for Retention and Completion Rates Retention and completion rates are frequently reported as measures of an institutions' success. However, the current method defined by IPEDS is often insufficient for institutions that serve transfer students, continuously enroll students, or have non-traditional academic calendars. This paper outlines an alternative method that includes a larger proportion of students.. Contributed Paper	9:00 am - 9:45 am *Cambridge Room* **Jason Bryer** Excelsior College **Lisa Daniels** Excelsior College
Federal Financial Aid and Student Outcomes: Comparison of National Indicators with a Cohort of Non-Traditional College Students at a Public Institution The study compares results from a cohort of non-traditional students with a NCES report of outcomes for PELL grant recipients. The results show a similar pattern of association between PELL grants and attainment in the national and local cohorts. Additional results show complex relationships between PELL awards and learning outcomes. Contributed Paper	9:00 am - 9:45 am *Franklin Room* **J.R. Robles** SUNY- Empire State College
Designing a Web Site for HEOA Compliance Many of us have the task of ensuring institutional compliance with the new disclosure and reporting requirements of the HEOA. Distinctions among types of requirements are explained, key resources identified, campus players named, and a framework proposed for presenting disclosure items in one public, sustainable place on an institution's web site. Workshare	9:00 am - 9:45 am *White Hill Room* **Charlotte Woodward** Marywood University

☺ Session of value to newcomers   ☑ Session focuses on assessment

Beyond Descriptive Statistics: Using Logistic Regression to Measure the Effectiveness of an Advising Program This session will present how to apply logistic regression analysis to measure the effect of a new student advising program on its intended outcome measures of student success (higher grades and retention rates), after controlling for certain student characteristics. Both the methodology and findings will be presented with practical implications. ☺ Workshare	9:00 am - 9:45 am *Stuart Room* **Stacey Kadish** 　Quinsigamond Community 　College **Ingrid Skadberg** 　Quinsigamond Community 　College
Benchmarking of Student Learning Outcomes Using Case Examples Recent developments in the concept and theory of benchmarking has led to questions about its application to student learning outcomes. The etiology of benchmarking is discussed and recommendations for cautioning users are put forward using case examples from two and four colleges. ☺ Contributed Paper	9:00 am - 9:45 am *Whittier Room* **Thomas Judd** 　United States Military 　Academy **Christopher Pondish** 　City University of New York **Charles Secolsky** 　County College of Morris
Using Snap Online Surveys to Improve IR Data Collection: A User's Experience This presentation will demonstrate how one IR office has used Snap online survey software to collect accurate and timely data with greater efficiency. Specific examples that will be demonstrated include: seeding a course evaluation survey project with student data to change the look of an online survey; using seeded data for questionnaire routing to customize the respondent experience; and creating iterative surveys to manage a common evaluation for multiple courses. A representative from Snap Surveys will then point out additional features of the software that can be used to address common needs and tasks in an IR setting. NEAIR Member & Exhibitor Presentation	9:00 am - 9:45 am *St. James Room* **Stan Smith** 　Snap Surveys **Glynis Daniels** 　Lehigh Carbon Community 　College
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 2012-13, training opportunities, and a short update on new and improved IPEDS data use tools. ☺ Workshare	10:00 am - 10:45 am *Arlington Room* **Jessica Shedd** 　National Center of 　Education Statistics **Colleen Lenihan** 　National Center of 　Education Statistics
Factors Affecting Freshmen and Sophomore Retention and Graduation at a Private University This study examines potential factors that are affecting retention and graduation of first time freshmen full-time students who entered college in Fall 2003 and Fall 2004. Various factors are utilized in identifying important factors affecting student persistence and graduation from the same college they entered within six years. ☺ Contributed Paper	10:00 am - 10:45 am *Berkeley Room* **May Hser** 　George Washington 　University

☺ Session of value to newcomers   ☑ Session focuses on assessment

Creating a Culture of Assessment: From Logistics to Politics Many Institutional Research Offices have heard the call for accountability from policy makers and regional accreditors and many institutions have responded in one way or another. This workshare will provide two case studies describing their approach, solutions to common problems to both assessment of institutional effectiveness and assessment of student learning and points of differentiation. ☺ ☑ Workshare	10:00 am - 10:45 am *Clarendon Room* **Chad May** Holy Family University **Erin Ebersole** Immaculata University
First Year Students Who Fall Short of Their Predicted GPA - A Modeling Approach for a Proactive Retention Strategy Predictive modeling is used to calculate the first semester GPA of FY students to determine which students are not performing to their "potential". Counselor intervention for students with the greatest differential may help to solve issues affecting their academics and thus help to retain them. ☺ ☑ Workshare	10:00 am - 10:45 am *Cambridge Room* **Michael Johnson** Dickinson College
Assessment & Planning Made Easy: UAlbany's Use of Campus Labs Since 2007, the University at Albany has relied on Campus Labs to support its comprehensive assessment agenda. Whether tracking student involvement, conducting program reviews, or assessing student learning, the added capacity Campus Labs has provided UAlbany has been instrumental in establishing a culture of assessment on campus. ☑ Techshare	10:00 am – 10:45 am *Franklin Room* **Michael Christakis** University at Albany-SUNY
Research on a Budget - Using the Free Software Application R for Statistical Analysis The open source application called R offers a no-cost alternative to other more expensive statistical softwares. R is free, flexible, robust, powerful, and well supported. Learn more about this gem of an application from a recent convert to the R community. Techshare	10:00 am – 10:45 am *White Hill Room* **Betsy Carroll** York College of PA
Course Withdrawal, Course Repetition, and Time-to-Degree: Implications for Campus Policy Student attainment of four-year degrees is of increasing concern to educators and politicians. Past research attempts have examined both the causes delayed graduation, as well as interventions aimed at students to decrease time-to-degree. This study explores the impact of lax university policies related to course withdrawals and repetitions on time-to-degree. ☺ Contributed paper	10:00 am – 10:45 am *Stuart Room* **Carol VanZile-Tamsen** University at Buffalo-SUNY
Race/Ethnicity Reporting: How to Use MS Access for Reporting New Race/Ethnic Categories We have been collecting new race/ethnicity data. Now, you have to complete IPEDS with the new categories. Student data is rarely formatted for easy reporting. We will discuss the data obstacles, automating the solutions and reporting using MS Access. Participants will have access to an online video of my demonstration of MS Access to try it out for themselves. ☺ Techshare	10:00 am – 10:45 am *Whittier Room* **John Ingram** Duquesne University

☺ Session of value to newcomers   ☑ Session focuses on assessment

What's New in StudentTracker? 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. Learn more about the new variables included in the student-level data provided by StudentTracker, including class level and enrollment major. NEAIR Member & Exhibitor Presentation	10:00 am – 10:45 am *St. James Room* **Edward Torpy** National Student Clearinghouse **Jason DeWitt** National Student Clearinghouse
Coffee Break	11:00 am - 11:15 am *Imperial Ballroom*
CLOSING PLENARY **Along the Waterfront: A Look at Trends and Challenges of the Data Stream** **Hans P. L'Orange** Vice President for Research and Information Resources, *State Higher Education Executive Officers (SHEEO)*	11:15 am - 12:30 pm *Imperial Ballroom*
Conference Closing & Annual Raffle	12:30 pm - 1:00 pm *Imperial Ballroom*

☺ Session of value to newcomers   ☑ Session focuses on assessment

Thank you for coming. See you next fall in Bethesda, Maryland!!

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mweisman@campuslabs.com, (716) 270-0000
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julie.crawford@rapidinsightinc.com, (603) 447-0240 ext. 5272
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steve.remark@gravic.com, (610) 647-7850
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medwards@iotasolutions.com, (804) 339-0907
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curtn@axiomeducation.com, (203) 414-1132
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Contact: Rich Vesga
rich_vesga@scantron.com, (800) 722-6876 x7784
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Contact: Julia Hawks
julia.hawks@symplectic.co.uk, (412) 221-4348
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Associate Program Chair

KEYNOTE SPEAKERS

Mr. David Bergeron
Deputy Assistant Secretary for Policy, Planning, and Innovation, *US Dept of Education*

Dr. Christina Leimer
Associate VP for Institutional Effectiveness, *California State University, Fresno*

Dr. Erick Brethenoux
Director, *IBM Worldwide Predictive Analytics*

Prof. Andrew Vande Moere
K.U. Leuven University, Belgium

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