Program
Thursday, Oct. 30, 1980

Noon - 6:30 p.m.
Registration
(Registration Desk, Third Floor, Conference Center)

1:00 p.m. - 4:00 p.m.
Conference Seminars
(Special, Advance Registration Required, $10; each three-hour seminar limited to 40 persons)

Institutional Self-Study and the Institutional Researcher: What You Need to Know/Rm. 165-169
H.R. Kells
Professor of Higher Education
Rutgers University

Institutional self-study processes required for reaccreditation have become increasingly sophisticated. H.R. Kells has helped develop some of these approaches and currently is the official self-study trainer for both the Middle States and New England regional accrediting associations. Professor Kells will describe necessary information on process design, procedures, recently emphasized elements and intended outcomes of reaccreditation self-study. The focus will be on the institutional researcher's role. Opportunities for limited consultation will be available. Kells is author of the recently released book, Self-Study Processes: A Guide for Postsecondary Institutions, published by the American Council on Education.

College Student Attrition and Retention/Rm. 174-176
Robert F. Grose
Director of Institutional Research
Amherst College

This session will examine the conduct and value of cohort analyses, student flow studies and the conceptual views of such writers as Astin, Tinto, Cope and Hannah, and Pantages and Creedon. In addition, the seminar will address such questions as: What are useful definitions of retention and attrition? What is an optimal attrition level? Why is integration of effort critical in retention management and how can it be achieved? Dr. Grose was one of the instructors in a recent series of national workshops on this topic, sponsored by the National Center for Higher Education Management Systems (NCHEMS).

Market Research in Higher Education/Rm. 162-175
Larry H. Litten
Associate Director
Consortium on Financing Higher Education
(In collaboration with personnel from the Boston College Office of Admissions)

This session will focus on market research for existing programs: determining the structure of competition in an institution’s market position, student decision-making processes in college selection, information/influence systems, and other market phenomena. Attention also will be given to organizing the research function and to implementing action that effectively utilizes market research. Litten, formerly Coordinator of Institutional Research at Carleton College, has published extensively on this topic, most recently in Research in Higher Education and the Journal of Higher Education.
Many computerized planning models are either too simple, too cumbersome, too expensive, or too specialized to be useful generally. Moreover, most require computer expertise to operate, thus becoming virtual "black boxes" to policy makers. The EFPM is designed to overcome these difficulties by providing a simple modeling language and by offering an institution of any size the flexibility to build its own planning model from the ground up, with its own structure, planning assumptions, and idiosyncrasies. Institutions also can define the relevant variables, the relationships among them, and report contents and formats. The potential problem of local computer incompatibility has been solved by making EFPM available over a national dial-in network to a central computer at Cornell University. Mr. Updegrove first directed the design and development of EFPM and now acts as the principal EFPM consultant. He has given presentations on EFPM at numerous national conferences and meetings and has consulted on the model's use at over three-dozen institutions, varying in size and complexity from Marymount Manhattan College to Harvard University.
Friday, Oct. 31, 1980

8:00 a.m.-10:00 a.m.
Registration: 8:00 a.m.-10:00 a.m.

8:30 a.m.-10:00 a.m.
Student Choice
Rm. 162-175
Moderator:
Pamela J. Roelfs
University of Connecticut

An Analytical Framework for the Investigation of the Student's College Choice Decision
(8:30 a.m.-8:50 a.m.)
Frederick L. Dembowski
Assistant Professor of Educational Administration
State University of New York at Albany

Messages and Media: Toward Enhanced Performance in Marketing Communications Efforts
(8:55 a.m.-9:15 a.m.)
Larry H. Litten
Associate Director
Consortium on Financing Higher Education

The Decision to Go to College: Its Relationship to Student Value Orientation and Perceived Goal Importance
(9:20 a.m.-9:35 a.m.)
Christos Theophilides
Assistant for Institutional Research
State University of New York at Albany

A Systematic Approach to Admissions Yield Analysis—The New Paltz Experience
(9:40 a.m.-10:00 a.m.)
John P. Mandryk
Director of Institutional Research
State University of New York College at New Paltz

9:40 a.m.-10:00 a.m.
Uses of the NCHEMS-CEEB Student Outcomes Questionnaires/Rm. 174-176
Sidney S. Micek
Chairperson, Area of Administrative and Adult Studies, Syracuse University

10:00 a.m.-10:30 a.m.
Break
[coffee, tea] Rm. 163 Complex

10:30 a.m.-Noon
Panel Discussion
Rm. 162-175
Assessing Quality and Excellence in Higher Education
Paul Wing
Coordinator, Postsecondary Research
Information Systems and Institutional Aid
New York State Education Department

10:30 a.m.-9:35 a.m.
Program Evaluation
Rm. 165-169
Moderator:
Michael Sutherland
Hampshire College

Evaluation of Academic Programs: A Practical Model
(8:30 a.m.-8:50 a.m.)
Sigrid Hutcheson
Title XX Training Unit
New York State Office of Mental Health

A Model for Academic Program Evaluation in a Community College (8:55 a.m.-9:15 a.m.)
Debra G. Klinman
Research Associate
Mercer County Community College

Thomas R. Collins
Director of Institutional Research
Mercer County Community College
10:30 a.m.-Noon

Attrition/Retention
Rm. 165-166

Moderator:
Harold O. Bettencourt
U.S. Coast Guard Academy

Student Profiles for Attrition Studies
[10:30 a.m.-10:55 a.m.]
Jean M. Stern
Director of Institutional Planning and Research
Siena College

The Relationship of Academic and Social Integration to College Student Attrition: A Multi-Institutional Study [11:00 a.m.-11:25 a.m.]
David W. Chapman
Assistant Professor of Education
State University of New York at Albany

Russell H. Johnson
University of Michigan

Admissions and Retention: Student Perceptions Before and After Matriculation [11:30 a.m.-Noon]
Robert S. Lay
Program Director, Enrollment Management Research
Boston College

John Maguire
Dean of Admissions, Records and Financial Aid
Boston College

Louise Lonabocker
Admissions, Records and Financial Aid
Boston College

Noon-1:45 p.m.

Conference Luncheon
Amherst Room/Rm. 1009

Long-Range Planning
Dr. Henry Koffler, Chancellor
University of Massachusetts at Amherst

1:45 p.m.-3:20 p.m.

Special Interest Paper Sessions
(Three Tracks)

Track I
Rm. 162-175

Moderator:
Gail Hogan
Ithaca College

Enrollment Planning for the Decade Ahead: An Institutional Methodology [1:45 p.m.-2:05 p.m.]
Edward L. Delaney, Jr.
Director of Institutional Research
Kean College of New Jersey

Design and Application of a Student Environmental Assessment Model for Use in Student Affairs Decision-Making [2:10 p.m.-2:30 p.m.]
James L. Mahon
Assistant Dean of Student Affairs
Bentley College

Thomas H. Zarle
Vice President and Dean of Student Affairs
Bentley College

Beverly A. Joyce
Research Associate
Boston College

Adult Population Pools, Adult Participation Rates, and Projected Adult Credit Enrollment in New York State Colleges [2:35 p.m.-2:55 p.m.]
Eric Braun
Educational Aide, Bureau of Postsecondary Planning
New York State Education Department

Friday
Getting Back to Basics: What the Alumni Say
(3:00 p.m.-3:20 p.m.)
Diana M. Green
Director of Institutional Research
and Analytical Studies
State University of New York College at Plattsburgh
Jean V. Morlock
Associate for Institutional Research
State University of New York College at Plattsburgh

Track II
Rm. 165–169
Moderator:
Peter T. Farrago
Boston University

Program Budgeting for Institutional Research
(1:45 p.m.-2:05 p.m.)
Kathleen E. Kopf
Associate for Institutional Research & Analytical Studies
State University of New York Central Office

The Interrelationship Between Institutional Research
and the Budget Development Process
(2:10 p.m.-2:30 p.m.)
Jill F. Campbell
Analytic Studies Assistant
State University of New York College at Brockport
Edward Kumar
Controller
State University of New York College at Brockport

A Financial Feasibility Model for Higher Education
(2:35 p.m.-2:55 p.m.)
Paul Wing
New York State Education Department
Glenwood L. Rowse
New York State Education Department

Cost Study: Review Through Implementation
(3:00 p.m.-3:20 p.m.)
David L. Rumpf
Manager of Planning
University of Massachusetts at Amherst

Track III
Rm. 174–176
Moderator:
C. Matthew Kelly
Frederick Community College

Automating the Fact Book to Create an On-Line
Planning Database (1:45 p.m.-2:05 p.m.)
Michael E. Baker
Director of Planning
Carnegie-Mellon University

The Use of Standards and Comparative Space Data for
Space Allocation (2:10 p.m.-2:30 p.m.)
Michael E. Baker
Director of Planning
Carnegie-Mellon University
Byron R. Falchetti
Carnegie-Mellon University

Self-Help Financial Aid: A Study of Its Role in
Financing Higher Education (2:35 p.m.-2:55 p.m.)
Beverly A. Joyce
Research Associate
Boston College
Elizabeth M. Haran
Senior Research Associate
Public Affairs Research Institute
John P. Joyce
Director of Financial Aid
Lesley College

Position Control: Rationale and Practicability
(3:00 p.m.-3:20 p.m.)
Ami Meganathan
Planning Associate
Carnegie-Mellon University

3:20 p.m.-3:45 p.m.
Break (coffee, tea, soft drinks)
Rm. 163 Complex
3:45 p.m. - 4:40 p.m.

Adult/Continuing Education
Rm. 162-175
Moderator:
Jo Whitney
University of New Hampshire System

A Statewide Approach to the Analysis of the Continuing Education Market (3:45 p.m. - 4:10 p.m.)
Eric Brown
Network Administrator
New Hampshire College and University Council

The Nontraditional Student and the State University Colleges: Market or Myth (4:15 p.m. - 4:40 p.m.)
Louis M. Spiro
Director of Analytic Studies
State University of New York College at Brockport

Roberta Allis
Analytic Studies Intern
State University of New York at Brockport

3:45 p.m. - 4:40 p.m.

Campus Planning
Rm. 165-169
Moderator:
Jan Napora
University of Massachusetts System

Developing and Effecting an Academic Master Plan (3:45 p.m. - 4:10 p.m.)
Thomas M. Edwards
Director of Institutional Research and Planning
Frostburg State College

Master Plan: New Jersey Institute of Technology (4:25 p.m. - 4:40 p.m.)
Joseph E. Campbell
Department of Planning and Institutional Research
New Jersey Institute of Technology

3:45 p.m. - 4:40 p.m.

Panel
Rm. 174-176

Protecting Ourselves and Our Clients: Institutional Research and the Protection of Human Subjects Legislation (3:45 p.m. - 4:10 p.m.)
Nancy Neville
Director of Career Education Research
Rochester Institute of Technology

Jeffrey Cohen
Human Subjects Research Officer
Office for Research
State University of New York at Albany

Barbara McKee
Research Associate
National Technical Institute for the Deaf
Rochester Institute of Technology

4:45 p.m. - 5:30 p.m.

Annual Business Meeting
Rm. 163 Complex

Robert F. Grose, President

5:30 p.m.

Open Evening

Special Interest Group Meetings
Scheduled as Requested

Dinner and Meeting of EDUCOM Financial Planning Model (EFPM) User Group/Rm. 163 Complex
Saturday, Nov. 1, 1980

7:30 a.m. - 9:00 a.m.

Breakfast Meeting of Old And New Steering Committee
Amherst Room/Rm. 1009

9:00 a.m. - 10:00 a.m.

Community College Presentation
Rm. 162-175

Organizational Development in a Community College: Theory and Practice
Thomas R. Collins
Director of Institutional Research
Mercer County Community College

Debra G. Klinman
Research Associate
Mercer County Community College

Coffee and tea available throughout the morning in Rm. 163 Complex.

9:00 a.m. - 10:30 a.m.

Personnel
Rm. 165-169

Moderator:
Ellen M. Conklin
University of New Hampshire

Effects of Union Exclusion on Intergroup Work Behavior in the Massachusetts State College System
(9:00 a.m. - 9:25 a.m.)
Anthony F. Ceddia
Executive Vice President
North Adams State College

9:00 a.m. - 11:00 a.m.

Faculty Workload
Rm. 174-176

Moderator:
Tommy Annas
State University of New York Central Office

Summary Indicators of Undergraduate Instructional Resource Utilization: Intra- and Inter-Institutional Comparisons (9:00 a.m. - 9:25 a.m.)
Lawrence Kojaku
Director of Institutional Studies
State University of New York at Buffalo

Louis Zrebiec
Institutional Studies
State University of New York at Buffalo

Two Multilevel Faculty Resource Allocation Models for State University Colleges (9:30 a.m. - 9:55 a.m.)
Michael J. Oshier
University Systems Analyst
State University of New York College at Brockport

Louis M. Spiro
Director of Analytic Studies
State University of New York College at Brockport
This program was designed by the Community Relations Office and typeset by the Computing Center of State University of New York at Albany. Type is 9 point Mallard II with 12 point bold heads.