



North
East
Association for
Institutional
Research

DOING INSTITUTIONAL RESEARCH:
A FOCUS ON PROFESSIONAL DEVELOPMENT

NINTH ANNUAL CONFERENCE
OCTOBER 17 - 19, 1982

THE NEW ENGLAND CENTER
DURHAM, NEW HAMPSHIRE

PRELIMINARY PROGRAM

This year's NEAIR Conference has the potential to be one of our best. Look at these indications:

1. The response to the Call for Papers was very encouraging--we received more proposals this year than ever before. Consequently, we are offering an even wider range of topics and presentation formats. One Symposium, three Conference Workshops, and eight Professional Development Seminars are scheduled, in addition to five panel and 38 paper presentations.
2. We are fortunate to have Peter Rossi, the national authority on evaluation research presenting a workshop. He literally "wrote the book" (Evaluation: A Systematic Approach, with Howard E. Freeman), the first comprehensive work on the subject, and now in its second edition.
3. Many of our members have chalked up years of experience, and are on the cutting edge of research and technology. As our keynote speaker Sunday evening, we will have John McCredie, both an active institutional researcher himself and President of EDUCOM, talking to us about strategies for campus computing.
4. Bob Grose and Bill Lauroesch will be running an innovative workshop for newcomers. Who better to pass on the Association's accumulated experience?
5. In another workshop, Dan Updegrove and Lloyd Suttle will discuss the advances being made in computer hardware and software that can support systematic planning in a variety of educational settings.
6. After that inspiring Symposium in Princeton, Paul Wing will be back this year to stimulate our thinking about how to understand the diversity of institutional missions in higher education.
7. For the final proof, simply look through this program at the seminars, panels, and papers that our members are offering.

You are all invited to attend our Association's primary "raison d'etre:" THE NINTH ANNUAL CONFERENCE OF NEAIR.


PROGRAM CHAIR

PROGRAM
SUNDAY, 17 OCTOBER 1982

NOON - 6:30 P.M.

REGISTRATION

1:30 - 4:30 P.M.

CONFERENCE WORKSHOPS:

(Registration required; indicate on enclosed form)

WORKSHOP I - CRITICAL STRATEGIES WORKSHOP
FOR NEWCOMERS TO INSTITUTIONAL RESEARCH

(1:30 - 4:45 P.M. and MONDAY, 8:30 - 10:00 A.M., Windsor Room)

Robert Grose
Amherst College

William Lauroesch
U Mass - Amherst

WORKSHOP II - METHODS OF EVALUATION
RESEARCH

(1:30 - 3:30 P.M., Charles Room)

Peter Rossi
U Mass - Amherst

WORKSHOP III - COMPUTER PLANNING MODELS

(1:30 - 4:15 P.M., Berkshire Auditorium)

Daniel Updegrove
EDUCOM

J. Lloyd Suttle
Yale University

4:30 - 5:30 P.M.

TRACK I - PAPER PRESENTATIONS

(Windsor Room)

GATHERING QUANTITATIVE AND
QUALITATIVE STUDENT OUTCOMES
INFORMATION VIA COMPLEMENTARY
LONGITUDINAL STUDENT SURVEYS

(4:30 - 4:55 P.M.)

Ann Rice and Darryl Bullock
Mercy College

Sidney Micek
Syracuse University

DOING LONGITUDINAL STUDIES
(5:00 - 5:25 P.M.)

Nancy Neville and Kathy Hulbert
Rochester Institute of Technology

TRACK II - PAPER PRESENTATIONS
(Charles Room)

IMPROVING THE QUALITY OF DATA
OBTAINED THROUGH SURVEY RESEARCH
(4:30 - 4:55 P.M.)

Jane Grosset
Gretchen Boris Community College

ISSUES IN STANDARDIZED TESTING:
AN UPDATE
(5:00 - 5:25 P.M.)

Linda Michaels Suskie
SUNY - Oswego

TRACK III - PROFESSIONAL DEVELOPMENT
SEMINAR

MARKETING STRATEGIES FOR INSTITU-
TIONAL RESEARCH
(4:30 - 6:00 P.M., Bershire Auditorium)

Melissa G. Daston
Defense Intelligence School

Marilynn A. Draxl
University of Maryland

TRACK IV - PROFESSIONAL DEVELOPMENT
SEMINAR

MANAGING AN ONGOING COMPREHENSIVE
INSTITUTIONAL RESEARCH EFFORT:
CONCEPT AND APPLICATION
(4:30 - 5:30 P.M., Kearsarge Room)

Karen M. Daguano and John P. Mandryk
SUNY - New Paltz

6:30 - 7:30 P.M.

SOCIAL HOUR
(Cash Bar, Reception Area)

7:30 - 8:45 P.M.

DINNER
(Ticket required, Main Dining Room)

9:00 - 10:00 P.M.

CONFERENCE ADDRESS

"STRATEGIES FOR CAMPUS COMPUTING"

John W. McCredie
EDUCOM

10:00 - 11:00 P.M.
(Reception Area)

RECEPTION - LET'S GET ACQUAINTED
Everyone is welcome. Newcomers to NEAIR are invite
to meet continuing members and officers of the
Association. Hosted by NEAIR Steering Committee.
Cash Bar.

MONDAY, 18 OCTOBER 1982

PLEASE NOTE: Breakfast is not included in the
Conference fee. You may choose to eat at the Center
or in Durham proper.

8:30 - 10:00 A.M.

REGISTRATION
(Lobby)

8:30 - 10:25 A.M. - PAPER PRESENTATIONS

WORKSHOP I
(Kearsarge Room)

CRITICAL STRATEGIES WORKSHOP CONTINUED
FROM SUNDAY
(8:30 - 10:00 A.M.)

TRACK I
(Windsor Room)

DEVELOPING AN ENROLLMENT PROJECTION
SYSTEM
(8:30 - 8:55 A.M.)

Randy Draper
Johnson State College

ENROLLMENT PROJECTION MODELS:
SEEKING EFFECTIVE PREDICTOR
VARIABLES
(9:00 - 9:25 A.M.)

Ronald F. Perry and Humberto F. Goncalves
Northeastern University

STUDENT COLLEGE CHOICE AND DECISION-
MAKING

(9:30 - 9:55 A.M.)

Richard Pastor
Northern Essex Community College

MODELING COLLEGE STUDENT ADJUSTMENT
AND RETENTION FOR THE INDIVIDUAL
INSTITUTION

(10:30 - 10:25 A.M.)

Norman D. Aitken
U Mass - Amherst

TRACK II

(Charles Room)

A CASE STUDY OF THE PLANNING PROCESS

(8:30 - 8:55 A.M.)

Janyce J. Napora
U Mass - Boston

AN INTEGRATED PLANNING AND BUDGETING
MODEL FOR A CAMPUS WORKING WITHIN A
MULTI-CAMPUS STATE UNIVERSITY SYSTEM

(9:00 - 9:25 A.M.)

Pam L. Chugh
SUNY - Potsdam

CARVING UP PARADISE: POLITICS, DATA,
AND THE ALLOCATION OF SPACE

(9:30 - 9:55 A.M.)

Richard Pattenaude
SUNY - Binghamton

COMPARATIVE FISCAL ANALYSIS

(10:00 - 10:25 A.M.)

David L. Rumpf
U Mass - Amherst

TRACK III

(Berkshire Auditorium)

FROM HARUSPICATION TO INSTITUTIONAL
RESEARCH: THE VALUE OF
PROGNOSTICATION IN HARD TIMES

(8:30 - 8:55 A.M.)

Marilynn A. Draxl
University of Maryland

ACCESS: THE SYSTEM THAT NEVER HAD
A CHANCE TO FAIL

(9:00 - 9:25 A.M.)

Steven H. Gratch and Louis M. Spiro
SUNY - Brockport

BOUNDARY SPANNING: A CONCEPTUAL
FRAMEWORK FOR EXAMINING THE
ORGANIZATIONAL ROLE OF OFFICES OF
INSTITUTIONAL RESEARCH

(9:30 - 9:55 A.M.)

Michael F. Middaugh
SUNY - Utica

THE ROLE OF INSTITUTIONAL RESEARCH -
INITIATIVE OR RESPONSIVE?

(10:00 - 10:25 A.M.)

Loren Gould
Worcester State College

10:30 - 10:45

COFFEE BREAK

(Reception Area)

10:45 - 12:00

TRACK I - PANEL DISCUSSION

(Windsor Room)

WHAT HAPPENS 'TWINX THE CUP AND THE
LIP: DATA TO INFORMATION TO ACTION

John A. Dunn
Panel Coordinator
Tufts University

David Bradley
Boston University

Edward Delaney
Keane College

William Fenstermach
U Mass - Boston

Janyce Napora
U Mass - Boston

Burton Sonenstein
Wesleyan University

TRACK II - PANEL DISCUSSION

(Charles Room)

A COMPREHENSIVE FACULTY EVALUATION
PLAN

Sister Ann C. Luciano
Panel Coordinator
Western New England College

TRACK III - SYMPOSIUM
(Berkshire Auditorium)

INSTITUTIONAL MISSION AND RELATED MEASURES

Paul Wing
NY State Education Department

NOON - 1:45 P.M.

LUNCH
(Ticket required, Dining Room)

1:45 - 3:10 P.M. - PAPER PRESENTATIONS

TRACK I
(Windsor Room)

MEASURING INSTITUTIONAL REPUTATION,
ASSESSING ITS CHANGE OVER TIME, AND
DETERMINING ITS IMPACT ON THE YIELD
OF ACCEPTED APPLICANTS
(1:45 - 2:10 P.M.)

John P. Mandryk
SUNY - New Paltz

USING MULTI-DIMENSIONAL SCALING TO
POSITION THE INSTITUTION
(2:15 - 2:40 P.M.)

David W. Bradley
Boston University

NEW SOFTWARE FOR MARKET SEGMENTATION
ANALYSIS: CHAID
(2:45 - 3:10 P.M.)

Robert Lay
Boston College

TRACK II
(Charles Room)

COMPUTERIZED MODEL OF PROMOTION AND
TENURE
(1:45 - 2:10 P.M.)

Weinship Fuller and Susan Goodwin
University of Lowell

A MODEL FOR ESTABLISHING AND
PROJECTING ATTRITION AND HIRING RATES
AMONG THE NONINSTRUCTIONAL STAFF OF
AN ACADEMIC INSTITUTION
(2:15 - 2:40 P.M.)

Heidi Mahoney
SUNY - Buffalo

THE ROLE OF INSTITUTIONAL RESEARCHERS
IN LABOR CONTRACT ADMINISTRATION
(2:45 - 3:10 P.M.)

Peter Farago
Boston University

TRACK III
(Berkshire Auditorium)

SEXUAL INEQUITY IN CAREER CHOICE:
HOW CAN COLLEGES HELP?
(1:45 - 2:10 P.M.)

Jean V. Morlock
SUNY - Plattsburgh

A COMPARISON OF MINORITY AND NON-
MINORITY FACULTY PERCEPTIONS OF
CAREER OPPORTUNITIES
(2:15 - 2:40 P.M.)

Kenneth W. Boras and G. Gregory Lozier
Penn State University

IMPROVING FACULTY USE OF STUDENT
OUTCOMES INFORMATION
(2:45 - 3:10 P.M.)

Sidney S. Micek
Syracuse University

TRACK IV
(Kearsarge Room)

PAPER PRESENTATION:
PLANNING AND COMPUTING IN THEOLOGICAL
SEMINARIES
(1:45 - 2:10 P.M.)

Alexander M. Jones
EDUCOM

PROFESSIONAL DEVELOPMENT SEMINAR:
ON LINE INTERINSTITUTIONAL DATA
SHARING FOR POLICY ANALYSIS
(2:15 - 3:10 P.M.)

Michael F. McNeish
EDUCOM

3:20 - 4:45 P.M.

TRACK I - PANEL DISCUSSION
(Windsor Room)

TECHNOLOGY AND INSTITUTIONAL
RESEARCH
(3:20 - 4:45 P.M.)

Ami Meganathan
Carnegie Mellon University

Daniel Updegrave
EDUCOM

TRACK II - PROFESSIONAL DEVELOPMENT
SEMINAR
(Charles Room)

USING SPSS EFFECTIVELY
(3:20 - 4:45 P.M.)

Beverly Joyce
Suffolk University

Frank Williams
College Board

TRACK III - PROFESSIONAL DEVELOPMENT
SEMINAR
(Berkshire Auditorium)

COLLEGE AND UNIVERSITY STRATEGIC
PLANNING: A METHODOLOGICAL APPROACH
(3:20 - 4:45 P.M.)

James R. Hollowood
Boston College

TRACK IV - PROFESSIONAL DEVELOPMENT
SEMINAR
(Kearsarge Room)

RESOURCES OF INSTITUTIONAL RESEARCH
(3:20 - 4:45 P.M.)

Patrick T. Terenzini
SUNY - Albany

5:00 - 5:45 P.M.

NEAIR ANNUAL BUSINESS MEETING

PRESIDING:

Helen Wyant, President
1981-82

ALL MEMBERS ARE URGED TO ATTEND

Election of officers, future conference site
selections, and other Association concerns are among
the items that will be covered. Participate in the
future of your Association.

5:45 - ?

SOCIAL EVENING - NO SCHEDULED ACTIVITIES

Avail yourself of local restaurants and attract
You may dine at the New England Center, but you
make your own reservations.

TUESDAY, 19 OCTOBER 1982

9:00 - 10:20 A.M. - PAPER PRESENTATIONS

TRACK I
(Windsor Room)

MEASURING THE IMPACT OF PROPOSED
FINANCIAL AID CUTS: THE PERFECT STUDY
IS ALWAYS TOO LATE
(9:00 - 9:25 A.M.)

Gail Hogan
Ithaca College

THE ECONOMIC CONTRIBUTION OF THE
CONSORTIUM OF UNIVERSITIES TO THE
WASHINGTON METROPOLITAN AREA
(9:30 - 9:55 A.M.)

Edward D. Jordan
Catholic University

ESTIMATING NET COST OF COLLEGE
ATTENDANCE IN NEW YORK STATE
(10:00 - 10:25 A.M.)

Donald Nutter, Susan Silverman, and Paul Wirgin
New York State Education Department

TRACK II

(Charles Room)

PUBLICATION USAGE INDEX (PUI): A
QUANTITATIVE METHOD OF EVALUATING
THE PUBLICATIONS OF SCIENCE FACULTY
(9:00 - 9:25 A.M.)

Gloria J. Dyer
Fairleigh Dickinson University

STRATEGIC PLANNING AND RETRENCHMENT:
WORKING WITH DEPARTMENT CHAIRS
(9:30 - 9:55 A.M.)

Antoinette Iadarola
Saint Joseph College

BREAKING THE "VICIOUS CIRCLE" OF
DECLINE AFTER A FACULTY RETRENCHMENT:
A CYBERNETIC MODEL
(10:00 - 10:25 A.M.)

TRACK III

(Berkshire Auditorium)

SIZE OF THE ADMINISTRATIVE BUDGET
IN COMPARISON TO THE SIZE OF THE
INSTITUTION
(9:00 - 9:25 A.M.)

John A. Dunn, Jr.
Tufts University

LEADERSHIP IN PRIVATE LIBERAL ARTS
COLLEGES
(9:30 - 9:55 A.M.)

Gloria J. Dyer
Fairleigh Dickinson University

STUDENT CHOICES: WHY ARE ELECTIVE
COURSES ELECTED?
(10:00 - 10:25 A.M.)

Robert F. Grose
Amherst College

TRACK IV - PROFESSIONAL DEVELOPMENT
SEMINAR

MICROCOMPUTERS IN INSTITUTIONAL RESEARCH
(9:00 - 10:20 A.M., Kearsarge Room)

Ronald L. Orcutt
EDUCOM

10:30 - NOON

TRACK I - PAPER PRESENTATIONS

(Windsor Room)

AN ACADEMIC MANAGEMENT DATA BASE:
INSTRUCTIONAL UNIT
PROFILES AT SUNY-BUFFALO
(10:30 - 10:55 A.M.)

Lawrence Kojaku
SUNY - Buffalo

INSTITUTIONAL RESEARCH IN AN EXPERI-
MENTAL SETTING: EXPERIENCES WITH THE
NEW YORK STATE REGENTS EXTERNAL
DEGREE PROGRAM
(11:00 - 11:25 A.M.)

Elizabeth Taylor
NY Regents External Degree Program

THE DESIGN AND IMPLEMENTATION OF AN
EVENING STUDENT SURVEY: METHODO-
LOGICAL ISSUES AND PRACTICAL CONSID-
ERATIONS
(11:30 - 11:55 A.M.)

Linda Lyons
Jersey City State College

TRACK II - PANEL DISCUSSION

(Charles Room)

THE TRAINING AND USE OF PEER
CONSULTANTS IN DEPARTMENTAL SELF-
EVALUATIONS
(10:30 - Noon)

Marjorie K. Raab
Panel Coordinator
Nassau Community College

TRACK III - PANEL DISCUSSION

(Berkshire Auditorium)

PROFESSIONAL PERSPECTIVE ON INSTI-
TUTIONAL RESEARCH
(10:30 - Noon)

Hugh M. Dempsey
Panel Coordinator
Saint Vincent College

TRACK IV - PROFESSIONAL DEVELOPMENT
SEMINAR

(Kearsarge Room)

DEVELOPING DATA INTEGRITY AND USER
CONFIDENCE IN CENTRALIZED MANAGEMENT
INFORMATION SYSTEMS

John P. Mandryk
SUNY - New Paltz

Michael Middaugh
SUNY - Utica

1981 NEAIR STEERING COMMITTEE

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Yale University

Robert Lay
Boston College

Paul Wing
New York State
Education Department

Wendell G. Lorang
SUNY - Albany

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Paul Wing, Co-Chair
NY State Education
Department

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John Kraus
University of New Hampshire

CONFERENCE PROGRAM CHAIR:

Robert Lay
Boston College

* PLEASE REMEMBER TO COMPLETE AN
EVALUATION FORM BEFORE LEAVING
THE CONFERENCE



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The logo and symbol of NEAIR were conceived and executed by Sharon Heyenck, M.S. in Communication Design, Rochester Institute of Technology. It symbolizes the affiliation of NEAIR with the international Association for Institutional Research, the networking and cooperation which the Association supports, and the flow of information in and out of an IR office. The northeast quadrant is highlighted to emphasize the close relationships among IR professionals in that area, and their formal association.