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'être:" THE NINTH ANNUAL CONFERENCE OF NEAIR.

PROGRAM CHAIR

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This page contains the program schedule for the NEAIR Conference:

**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, 8:00 - 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

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This page also contains the list of seminars and workshops scheduled:

- Workshop I: Critical Strategies Workshop for Newcomers to Institutional Research
- Workshop II: Methods of Evaluation Research
- Workshop III: Computer Planning Models
- Track I: Paper Presentations
DOING LONGITUDINAL STUDIES  
(5:00 - 5:25 P.M.)  
Nancy Neville and Kathy Halbert  
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 INSTITUTIONAL 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 invited 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  
(10:00 - 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. Cratch 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 'TWIXT 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 Fenstermacher  
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
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

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 Updegrove
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 your future of your Association.

5:45 - ?

SOCIAL EVENING - NO SCHEDULED ACTIVITIES

Avail yourself of local restaurants and attractions. You may dine at the New England Center, but you may 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 W.
10:30 - NOON

TRACK I - PAPER PRESENTATIONS

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 EXPERIMENTAL 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: METHODOLOGICAL ISSUES AND PRACTICAL CONSIDERATIONS
(11:30 - 11:55 A.M.)
- Linda Lyons
  Jersey City State College

TRACK II - PANEL DISCUSSION

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

PROFESSIONAL PERSPECTIVE ON INSTITUTIONAL RESEARCH
(10:30 - Noon)
- Hugh M. Dempsey
  Panel Coordinator
  Saint Vincent College

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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
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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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
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.