INSTITUTIONAL RESEARCH
AND PLANNING
IN THE NEXT DECADE

CHOICE AND CHANGE

HERSHEY, PA

Tenth Annual Conference
of the
Northeast Association
Of Institutional Research

October 16-18, 1983
NORTHEAST ASSOCIATION OF INSTITUTIONAL RESEARCH
TENTH ANNUAL MEETING
SUNDAY, OCTOBER 16th

Preconference Brunch: 11:00am - 12:30pm
Officers, Steering Committee, and Workshop Presenters

Workshop Session: 1:00pm - 4:30pm
Cocoa 2/3 - "Survey Research and Design," by Patrick Terenzini, SUNY at Albany
Cocoa 4 - "Computer Graphics," by Leah Hutten, Tufts University
Cocoa 5 - "Beginner's Guide to Using Statistical Packages," by Frank Williams, The College Board & Beverly Joyce, Suffolk College

Social Hour: 5:00pm - 6:00pm (Outside Aztec Room)

Session 1: 6:30pm - 8:30pm (Aztec Room)
Dinner & Keynote Address:
"Will Higher Education Reemerge as a High Priority?"
T. E. Hollander, Chancellor, New Jersey Board of Higher Education

MONDAY, OCTOBER 17th

Session 2: 8:30am - 10:00am
Cocoa 2/3 - Marketing
"Developing an Inquiry Tracking System for Marketing Purposes," by Gretchen Boris, Community College of Philadelphia
"A Statewide Survey of High School Guidance Counselors," by Jill Campbell & Louis Sprio, SUNY at Brockport
"Predicting the Likelihood of Matriculation for College Applicants," by Ronald Perry & David Rumpf, Northeastern University

Cocoa 4 - IR Administration
"The Effect of Several Information Processing Approaches on the Use of IR Reports," by Jane Grossel, Community College of Philadelphia
"An Evaluation of Boundary Spanning for Examining the Role of IR Offices," by Michael Middaugh, SUNY at Utica & Gordon Purrington, SUNY at Albany
Session 3: 10:30am - 12 Noon
Cocoa 2/3 — External Factors
"The Use of SPSS to Identify Budget Issues & Their Magnitude," by Kathleen Kopf, SUNY Office of the Provost
"Cost Benefit Analysis for Academic Programs Using a Micro-computer," by Marie Genevieve Love, Mount Saint Mary College & Colleen Fennell, SUNY at Albany
"Predictors of Departmental Viability in Periods of Decline," by Jane Robertson, Cornell University
Cocoa 5 — Retention/Attrition
"College Student Retention: Measurement of the Relative Importance of Causal Factors," by Norman Aitken, University of Massachusetts, Amherst
"Types of Data Helpful in Measuring a Campus-wide Retention Effort," by James Yen, Massasoit Community College
"A Study of Attrition in the Regents External Degree Program," by Elizabeth Taylor, New York Regents External Degree Program

Session 4: 12 Noon - 1:30pm
Buffet Lunch (Aztec Room)
"NEAIR's First Decade," remarks by Robert Grose, Amherst College

Session 5: 1:30pm - 3:00 pm
Cocoa 2/3 — Monitoring Students
"Student Patterns in Completing General Education Requirements," by Linda Saxide & Mark Dalstein, SUNY at Oswego
"Academic Advising and the Nontraditional Student: Collecting, Planning, Management & Marketing Information from Student Intake Forms," by Edward Boko, Marilyn Draxl, & David Karbon, University of Maryland
"Registration: A System for Monitoring Course Enrollments," by Daniel Rosenthal & Charles Pantilla, Stockton State College

Session 6: 3:30pm - 5:15pm
Cocoa 2/3 — Departmental Studies
"Applying Strategic Planning in Academic Departments: Implications for IR," by Sidney Wee, Syracuse University
"Cost Benefit Analysis for Academic Programs Using a Micro-computer," by Marie Genevieve Love, Mount Saint Mary College & Colleen Fennell, SUNY at Albany
"Predictors of Departmental Viability in Periods of Decline," by Jane Robertson, Cornell University
Cocoa 4 — Market Research
"Research in Marketing," by Susan John, Brookdale Community College
"An Econometric Model for Packaging Financial Aid," by Robert Lay & Paul Combs, Boston College
"Characteristics of High School Seniors in New York State," by Glenwood Rosnick, New York State Education Department

Business Meeting: 5:15pm - 6:00pm (Cocoa 2/3)
Session 7: 7:30pm - 9:00pm
Micro-computer Users Sharing Session (Cocoa 9)

TUESDAY, OCTOBER 18th
Breakfast Meeting: 7:15 a.m. - 8:15 a.m. (Hearth Restaurant)
Session 8: 8:30am - 10:00am

Cocoa 2/3 — PANEL: "Computer Supported Data Sharing: New Developments"
John Dunn, Tufts University
Daniel Updegrove, EDUCOM
Robert Grose, Amherst College
Thomas Axtell, Wesleyan University

Cocoa 4 — Economic Impact / Outcomes
"A Study of the Economic Impact of the Community Colleges on the State of New Jersey," by Jerry Ryan, Council of County Colleges of New Jersey
"A Comprehensive Approach to Outcomes Studies," by Bayard Baylis, The King's College
"Strategies for Assisting Academic Departments in Student Outcomes Assessment," by Sidney Misek, Syracuse University & Darryl Bullock, Mercy College

Session 9: 10:30am - 12:00 Noon

Cocoa 2/5 — Micro-computer Applications
"Statistical Analysis by Micro-computer," by Ernest Anderson, University of Massachusetts, Amherst
"Estimating 'Net Prices' for Postsecondary Students in New York State: Student Support Sources Model," by Nancy Willie, SUNY at Albany

Cocoa 4 — Potpourri
"New Jersey Cooperative Follow-up Study," by Martin Schwartz, Camden Community College, Anne Hainsworth, Gloucester Community College & Holly Staats, Mercer Community College
"A Study of Second Baccalaureates," by Diane Lampe, Edward Boke, & Marilyn Draxl, University of Maryland
"Institutional Accreditation as a Vehicle for Establishing a Systematic Long-Range Planning, Budgeting, and Evaluation Process: A Case Study," by Peter Cayan & Michael Middaugh, SUNY College of Technology at Utica