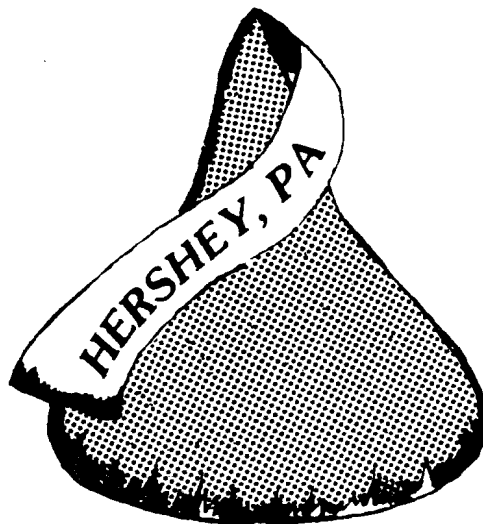


**INSTITUTIONAL RESEARCH  
AND PLANNING  
IN THE NEXT DECADE**

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**CHOICE AND CHANGE**



**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: 6:00pm - 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

Social Hour: 9:00pm - 10:00pm (Suite G) BDF

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 Spiro, 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 Grosset, 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

"The Impact of Leadership on the Planning Process," by Janyce Napora, University of Massachusetts System Office

**Cocoa 5** - Computer Literacy  
 "Enabling Administrators to Use Micro-computers," by Ernest Anderson, University of Massachusetts, Amherst  
 "The Changing Concept of Computer Literacy: Faculty Training Paradigms for the Future," by Leah Hutten, Tufts University

**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 Central Office  
 "Private Fund-Raising: A Comparative Study with Larger & Smaller Institutions," by John Dunn & Leah Hutton, Tufts University  
 "The Impact of Market Forces on Institutional Decision-Making in a Time of Turbulence for Higher Education," Donald Hester, SUNY at Albany

**Cocoa 4** - PANEL: "Institutional Analysis & Organizational Decision Making"  
 Richard Pattenade, SUNY at Binghamton  
 Robert Grose, Amherst College  
 Marvin Cook, Boston University

**Cocoa 5** - Retention/Attrition  
 "College Student Retention: Measurement of the Relative Importance of Causal Factors," Norman Aitken, University of Massachusetts, Amherst  
 "Types of Data Helpful in Mounting a Campus-wide Retention Effort," by James Yess, 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 - 1:15pm**

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 Suskie & Mark Eckstein, SUNY at Oswego  
 "Academic Advising and the Nontraditional Student: Collecting, Planning, Management & Marketing Information from Student Intake Forms," by Edward Roke, Marilyn Draxl, & David Karlson, University of Maryland  
 "Registration: A System for Monitoring Course Enrollments," by Daniel Rosenthal & Charles Tantillo, Stockton State College

**Cocoa 4** - Potpourri  
 "Majority - Minority Differences in SAT Scores," by Julie Wakstein & Robert Lay, Boston College  
 "The Campus Newspaper as an IR Dissemination Mode," by Lawrence Kojaku, SUNY at Buffalo  
 "Determinants of Academic Promotion in Undergraduate Departments," by Gloria Dyer, Fairleigh Dickinson University

*Moderator*  
**Cocoa 5** - Panel: "2+2=4: Issues, Implications, and Analysis for Transfer Articulation"  
 Pauline Lichtenstein, Hofstra University  
 Marjorie Raab, Nassau Community College  
 Faith Ripps, Nassau Community College  
 Carol Wurster, SUNY at Old Westbury

**Session 6: 3:30pm - 5:00pm**

**Cocoa 2/3** - Departmental Studies  
 "Applying Strategic Planning in Academic Departments: Implications for IR," by Sidney Micek, 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 Juba, Brookdale Community College  
 "An Econometric Model for Packaging Financial Aid," by Robert Lay & Paul Combe, Boston College  
 "Characteristics of High School Seniors in New York State," by Glenwood Rowse, 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 5)

**TUESDAY, OCTOBER 18th**

**Breakfast Meeting: 7:15 a.m. - 8:15 a.m. (Hearth Restaurant)**  
 Old and new officers and steering committee members

*Local arrangements*

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 Micek, Syracuse University & Darryl Bullock, Mercy College

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

Cocoa 2/3 - Micro-computer Applications

- "A Financial Analysis Model," by Janyce Napora & Ellen O'Connor, University of Massachusetts System Office
- "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 Staatse, Mercer Community College
- "A Study of Second Baccalaureates," by Diane Lampe, Edward Roke, & 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