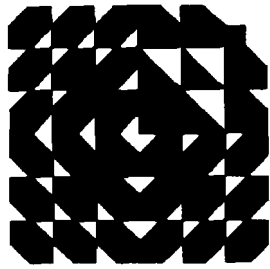


24



**North East
Association for
Institutional
Research**

Twelfth Annual Conference

Institutional Research: Getting to the Core

The Parkview Hilton, Hartford, CT

October 20-22, 1985

**NEAIR ANNUAL MEETING
PROGRAM SUMMARY**

Sunday, October 20

1:00 -	Workshop: DSS for	Workshop: IR for	Workshop: Computing	Workshop: Strategic
4:00	Enrollment Mngment	Newcomers	Cost-of-Living	Planning

4:00 - | Workshares
5:00 |

5:00 | Social Hour

6:00 | Dinner and Keynote Speech

8:00 | Social Evening

Monday, October 21

7:30 | Coffee and Danish

8:30 -	Enrollment-1	Student Outcomes-1	Fundraising-1	Accreditation
10:00				COPA Data Project

10:15 -	International	Fundraising-2	Beyond Institu-	Decision Support
11:45	Enrollment		tional Research	Systems-1

12:00 - | Lunch
1:15 |

1:30 -	Attrition &	Student Outcomes-2	IR Techniques	Decision Support
2:30	Retention			Systems-2

2:45 -	Enrollment-2	Student Outcomes-3	Community College	Student Databases
3:45			IR	

4:00 - | Annual Membership Meeting
5:00 |

5:30 | New England Clambake--Special Event Dinner, Tour, and Music [Optional]

Tuesday, October 22

7:30 | Coffee and Danish

8:30 -	Financial Aid		The IR Role	Computer
10:00				Demonstrations

10:15 -	Enrollment-3	Student Climate	Instructional	
11:45			Measures	

NEAIR 1985 Annual Program

Sunday, October 20

11:15 AM - 12:45 PM **President's Brunch** **Glasshouse**

12:00 AM - 5:00 PM **Registration** **Lobby**

Steering committee, conference workers, and workshop presenters.

1:00 - 4:00 PM **WORKSHOPS**

DSS for Enrollment Management **Colt - A&B**
Robert H. Glover, University of Hartford

[30 persons maximum.] This workshop will outline the Decision Support Systems building strategy at a private, comprehensive university. Included will be a demonstration of enrollment management applications using specific ADDS III features with integration of dBase III on the IBM/PC.

Newcomers to Institutional Research **Elizabeth**
Robert E. Grose, Amherst College

[Maximum enrollment 36, 15-18 per session.] This is an "in-box" workshop for newcomers to the field. There will be handouts, separate work, then debriefing and discussion on Monday, October 21, 10:15 - 11:45 AM.

Strategic Planning **Capital**
Greg Lozier, Pennsylvania State University

This workshop is designed to aid those with responsibility for initiating or reformulating an institution's planning process. It will include conceptual and "hands-on" activities.

Computing Cost-of-Living Measures **Colt - C**
Paige Ireland, Cornell University

This workshop is designed to identify the appropriate data series for computing comparative cost-of-living measures. In addition, an overview and discussion of national statistics suitable for specific cost comparisons will take place.

Sunday, October 20

4:00 - 5:00 PM

WORKSHARES

Preregistration required. Workshares are informal discussions and sharing of work-in-progress. Each participant is expected to share insights and/or samples of work for the workshare topics listed below.

Factbooks as Management Information

Elizabeth

Convener: Paige V. Ireland, Cornell University. Discussion will center around the provision of management information with all forms of management information discussed and shared. Presentation and sharing of fact books, management indicators, and computerized executive information systems will take place.

Quality of Student Life Indices

Elizabeth

Convener: Robert E. Grose, Amherst College. Discussion will revolve around ways to measure quality of student life. Topics will include survey instruments, other techniques for measuring quality of life, new views on the issues and sharing of work-in-progress.

Financial Aid Issues

Bushnell

Discussion will center on the application of institutional research to financial aid issues. Participants will share their current work in this area.

Computer Configurations for IR Offices

Bushnell

Convener: Richard C. Heck, Colgate University. Discussion will include types of equipment, methods of linking hardware, capabilities and limitations. Particular attention will be devoted to relating these items to office management and IR operational issues.

Enrollment Planning

Bushnell

Convener: Jennifer B. Presley, Conn. Dept. of Higher Education. Discussions will be centered on evaluating the success of current projection models at program, institution, and statewide levels; methods of anticipating environmental changes (e.g. unemployment, employer demand, costs, and financial aid); institutional strategies for modifying enrollment patterns in response to planning goals.

5:00 - 6:00 PM

Social Hour

Ballroom Mezzanine

6:00 - 8:00 PM

Dinner & Keynote Speech

Ballroom North

Stephen Joel Trachtenberg, President, University of Hartford

8:00 - 11:00 PM

Social Evening

Capital

Cash bar, complimentary soft drinks.

Monday, October 21

7:00 AM	2nd Annual NEAIR Fun Run	Meet in Lobby
7:30 - 8:30 AM	Coffee and Danish	Lobby
8:00 - 11:30 AM	Registration (cont'd)	Lobby
8:30 - 10:00 AM	Enrollment-1	Bushnell

Moderator: Paul Wing, The Albany Medical College

Demographic Decline: The Slide for Life
John Kraus, University of New Hampshire

The much heralded decline in available high school graduates has seemingly not materialized. A variety of factors may be contributing to that circumstance. Discussion will focus on the certain arrival of decline and what it may mean for the interlocking markets in New England.

Re-Examining the Relationship of High School Graduates and Postsecondary Enrollment in the Northeast
Norman Kaufman, SUNY Binghamton

The two sets of projections of High School Graduates published by the Western Interstate Commission for Higher Education (WICHE) in 1979 and 1984 have been extremely influential in shaping the perceptions of key higher education decision makers with respect to future enrollments in higher education. This presentation, by the co-author of the 1984 study, compares recent high school graduate trends in the northeast with postsecondary enrollment trends and speculates on the permanent realignments that are underway.

8:30 - 10:00 AM	Student Outcomes-1	Colt - A
-----------------	--------------------	----------

Student Outcomes Research: Lessons from the Albany Experience
Patrick T. Terenzini (*Chair*), SUNY Albany
Wendell G. Lorang, Thomas M. Wright, SUNY Albany
Robert F. Grose (*Commentator*), Amherst College
Thomas T. Judd (*Commentator*), Rockland Community College

SUNY Albany has been engaged in an evolving, student-outcomes project over the past seven years. This symposium will explore what has been learned about outcomes research designs, approaches, costs, data base development and management, dissemination techniques, and politics. Successes and failures will be reviewed.

Monday October 21

8:30 - 10:00 AM Fundraising-1 Colt - C

Development Expenditures

John A. Dunn, Jr. (*Chair*), Peter McKenzie, Tufts University
 Larry Litten, Consortium on Financing Higher Education
 Burton Sonenstein, Wellesley College
 Jeffrey Paton, University of Rochester

The question which immediately follows a discussion of fund-raising results is what the institutions spent to achieve those results. This panel discusses what institutions are currently spending, what they should be spending, and how overall institutional planning affects expenditures and the ways they are financed.

8:30 - 10:00 AM Accreditation Elizabeth

Accreditation: Report on the COPA Data Base Project
 Charles M. Cook, New England Association of Schools and Colleges

The Director of Evaluation for the Commission on Institutions of Higher Education (NEASC) will describe the proposed accreditation data collection forms that have been developed through the COPA Data Base Project. Reactions to these proposals will be invited from campus institutional researchers and others who will be using the newly developed data definitions.

10:15 - 11:45 AM Fundraising-2 Colt - C

Research and Planning Topics in Fundraising
 John A. Dunn, Jr., Dawn Terkla, Tufts University
 Rene Blanchette, Michael Connolly, Wesleyan University
 James A. Flynn, Jr., New York University

Development activities are of increasing importance to both public and private institutions as pressures on other funding sources increase. This series of short presentations on comparative performance studies, assessment of giving potentials, and annual fund planning is intended to suggest ways institutional researchers can helpfully be involved.

10:15 - 11:45 AM International Enrollment Colt - A

International Students -- Are They the Solution to a Dwindling Application Pool?
 Jeffrey A. Lang, Beverly A. Joyce, Long Island U./C.W. Post Campus
 Basil Lipachak, L.I.F.E.; Gigi Lamens, New York Polytechnic Institute

This panel will discuss, through its representatives, the international student market -- its potential and drawbacks.

Monday October 21

10:15 - 11:45 AM **Beyond Institutional Research** **Bushnell**

Moderator: Eric Straumanis, Director of Enrollment Research, Suffolk U.

A panel of professionals who have moved from academic and institutional research positions into other roles will discuss what they have learned from their experiences and explore options "beyond institutional research."

Lloyd Suttle, Dean of Students and Administration, Yale College
Beverly K. Firestone, Director of Research, P.M. Haeger & Assoc., Inc.
Lorna Miles, Vice President, Admissions Marketing Group, Inc.

10:15 - 11:45 AM **Decision Support Systems-1** **Elizabeth**

Beyond the BUZZwords: The Policies and Politics of Managing Decision Support Distributed Data Processing
Michael Mills, Robert H. Glover, Richard Whiteside
The University of Hartford

Panel members will discuss issues and politics faced and the policies adopted in their University's move to an Information Center concept and micro-based distributed processing.

10:15 - 11:45 AM **Workshop Debriefing** **Capital**

Newcomers to Institutional Research
Robert F. Grose, Amherst College

Second session of Newcomers to Institutional Research Workshop. Debriefing of "homework" and discussion.

* * * * *

12:00 - 1:15 PM **Luncheon** **Ballroom North**

Monday, October 21

1:30 - 2:30 PM

Attrition & Retention

Bushnell

Moderator: Jeffrey E. Dutton, SUNY Albany

Undergraduate Profiles: Dropouts, Prolongers and Completers
Dawn Geronimo Terkla, Tufts University

The primary objective of this paper is to present descriptive profiles of three groups of undergraduates: dropouts, completers, and prolongers. Findings show that differences exist between dropouts and non-dropouts, based on measures of scholastic aptitude, high school program and educational aspirations.

Modeling Attrition Effects in Longitudinal Databases
Thomas M. Wright, SUNY Albany

This paper presents an analytical technique for testing for the presence of selection bias induced by attrition in longitudinal survey designs. This analytical technique provides for a more rigorous test than standard univariate statistical procedures. Moreover, a latent variable analysis of academic progress is presented.

1:30 - 2:30 PM

Student Outcomes - 2

Colt - A

Moderator: Nancy Neville, Rochester Institute of Technology

Characteristics of College Seniors Who Plan to Enroll in A&S Graduate or Professional Schools in the Fall after Graduation
Elizabeth S. Johnson, Larry Litten
Consortium on Financing Higher Education

Seniors at 22 private colleges and universities (COFHE members) were surveyed regarding their post-baccalaureate plans. Data from the 9 highest response institutions (75%) are included in the analyses which focus on respondents who expected to enroll in A&S graduate or professional schools in the fall after graduation.

A Longitudinal Study of College Impact: Freshmen to Alumni
Jean Morlock, Diana Green, SUNY Plattsburgh

A longitudinal cohort was surveyed while undergraduates and as alumni. The same students were asked the same questions as freshmen, seniors, and alumni, forming the basis for a panel study. The items were designed to measure college impact and importance of various abilities. Significant gains were reported during, but not after, the college years.

Monday, October 21

1:30 - 2:30 PM Student Outcomes - 2 (Cont'd) Colt - A

Success Stories: The Regents College Degrees as a Credential
Elizabeth Taylor, Regents College Degrees & Examinations

This paper discusses the development of a data base for graduates of a non-traditional college setting. Approximately 4800 graduates of Regents College Degrees were surveyed to find out whether their degrees aided them in their pursuit of graduate study or change in occupational status.

1:30 - 2:30 PM IR Techniques Colt - C

Moderator: Richard Lovely, Yale University & John Jay College, CUNY

Management in Transition: Educational Management & Resource Allocation
James C. Berger, John Jay College of Criminal Justice, CUNY

Among the issues facing John Jay College are the conflicting problems of increasing enrollments and no growth budgets. In order to address these, administrators are changing their approaches from traditional ad hoc styles of management to modern ones utilizing computer generated reports, and budgetary and other empirical data analyses.

A Picture is Worth 1000 Numbers: Computer Graphics
Applications in Institutional Research

Lou Spiro, Jill Campbell, SUNY Brockport
Kathy Kopf, SUNY Central Office
Michael F. Middaugh, University of Delaware

This panel examines the use of computer graphics in Institutional Research. Perspectives include geographic marketing applications, the reporting of system-wide data, and presentations to Executive Level management. The flexibility of analysis, widespread availability and the need to communicate succinctly with decision makers makes computer graphics an excellent medium.

1:30 - 2:30 PM Decision Support Systems-2 Elizabeth

Moderator: Paige V. Ireland, Cornell University

Institutional Researchers and Decision Support:
New Roles & Further Erosion of IR Traditions
Michael Mills, The University of Hartford

Outlines the Decision Support roles most commonly suggested for IR professionals and relates those to the organizational structures futurists suggest will accompany the information revolution. Suggests that one role, the DS facilitator, will not be consistent with the traditional objectivity associated with the IR roles.

Monday, October 21

1:30 - 2:30 PM

DSS-2 (Cont'd)

Elizabeth

Information Management and Decision Support: New Demands on Institutional Research

Edward L. Delaney, Southern Connecticut State University

Information technology, particularly low-cost microcomputing, is making major and innovative impacts on the manner in which colleges and universities manage information for planning, decisions and reporting. This presentation will discuss administrative adaptations to these developments for institutional research.

2:45 - 3:45 PM

Student Outcomes-3

Colt - A

Moderator: Darryl F. Bullock, Mercy College

Can a High School Profile Predict Success in College for the Older Student?

Yvonne Freccero, Sandra Price, Smith College

This study will compare the high school profiles of two groups of women who graduated from a highly selective college: one group had interrupted their education for a number of years and were selected on the basis of recent accomplishments, the other groups were selected on the basis of their high school achievements.

Students' Academic Growth in the First Two Years of College

Patrick T. Terenzini, Thomas M. Wright, SUNY Albany

This paper summarizes results of a LISREL analysis of a causal model derived from Tinto's theory of college student attrition, but applied to reported academic skill development in the freshman and sophomore years. These results are contrasted with those obtained using ordinary least-squares regression analysis.

College Student Experiences and Outcomes: An Exploration

Robert F. Grose, Amherst College

In alternate years Amherst College students have four times reported frequencies of certain campus experiences, judged aspects of the college environment, and shared appraisals of what they have gained from college. These data allow exploration of the relations among (a) student characteristics, (b) student experiences, and (c) "value-added" outcomes.

Monday, October 21

2:45 - 3:45 PM

Enrollment-2

Bushnell

**The "Jobs for Connecticut's Future" Project and
Its Relevance for Higher Education Planning**

Jennifer B. Presley (*Chair*), Conn. Department of Higher Education
Hilary Pennington, Jobs for Connecticut's Future

"Jobs for Connecticut's Future" provides a novel approach to assessing the State's long-range employment demand and related educational supply. The approach and findings will be presented together with a critique of the project's relevance for higher education planning.

2:45 - 3:45 PM

Community College IR

Colt - C

Moderator: Wendell G. Lorang, SUNY Albany

**A Conceptual Model of the Institutional Researcher as Initiator,
Facilitator and Resource in a Four Phase Marketing Process**

Robert M. Karp, North Country Community College

This paper will examine three functions of the institutional researcher in a four stage integrated cyclical marketing management process for a regional distinct two year college. Discussion will focus on the generation, interpretation and presentation of demographic and research data ranging from preparing for the process to evaluating its outcomes.

Developing Decision Support: A Case Study in Working Relationships

Tom Wickenden, James Spear, Tompkins Cortland Community College

The purpose of this paper is to describe the development of decision support systems in an institutional research office through interaction with the chief academic officer and other top administrators. It is based upon a case study conducted at Tompkins Cortland Community College in 1984-85.

Monday, October 21

2:45 - 3:45 PM

Student Databases

Elizabeth

Moderator: John A. Dunn, Jr., Tufts University

**Somewhere in Time: Developing and Using
A Longitudinal Student Data Bank**
Ellen Kanarek, Rutgers University

The evolution of a Longitudinal Data Bank of most student records at Rutgers University is described: its inception; its value as a research tool; unforeseen growth in its administrative uses; its changing contents; its future.

**Selecting and Installing an Integrated Student Information System:
Some Points to Keep in Mind**

Thomas E. Gusler, Clarion University of Pennsylvania

This presentation offers some practical advice to institutional research personnel from campuses considering the purchase of a commercially prepared integrated student information system. This non-technical discussion will focus on system selection criteria and the process of coordinating the installation of an integrated system.

* * * * *

4:00 - 5:00 PM

Annual Membership Meeting

Capital

5:30 PM

New England Clambake

Adam's Mill

Special evening: Sunset tour of Hartford, then on to dinner, music, and the opportunity to visit with other conference participants. Bus transportation available.

Tuesday, October 22

7:30 - 8:30 AM	Coffee and Danish	Lobby
8:30 - 10:00 AM	Financial Aid	Colt - C

Current Issues in Financial Aid

Jack Joyce (*Chair*), SUNY Stonybrook
Ann Zartarian, Trinity College; Peter Gibson, Quinnipiac College
Larry Litten, COFHE; Beth Wright, Wheaton College

Recent proposals and continuing debate over the federal budget raise several issues which concern aid administrators and institutional researchers. This panel will outline shifts in national educational policy and philosophy and the challenges they present to recruitment and retention research. Topics will include: the growing need for financial aid research and links to the Congress; the impact of student indebtedness; implications of employment on enrollment; and strategies of pricing. Audience interaction will be encouraged.

8:30 - 10:00 AM	The IR Role	Bushnell
-----------------	-------------	----------

Moderator: Beverly K. Firestone, P.M. Haeger & Associates, Inc.

Educational Decision Making: Rationality, Politics or Organized Anarchy?
Michael F. Middaugh, University of Delaware

This paper examines the literature in organization theory to evaluate and test three paradigms for the decision making process in higher education. The analysis offers alternative explanations for the motivation and momentum behind choices, and offers the institutional researcher a variety of ways of asserting a major role in the making of major institutional decisions.

The Planner as Politician: A Leadership Role in Guiding Change
G. Jeremiah Ryan, Monroe Community College

Institutional researchers should adopt a more forceful political role in the collection, distribution and marketing of information for decision making.

The Role of Institutional Research in Changing the University
Richard Lovely, Yale University & John Jay College, CUNY

Analysis of the role of institutional research and the institutional researcher in organizational change within the university. What is an appropriate role for an institutional research office as a source of change initiatives given the organizational position of the office? When change issues arise, what role conflicts likely face institutional researchers if they act as change agents, catalysts for change, or resistors to change?

Tuesday, October 22

8:30 - 10:00 AM

Computer Demonstrations

Elizabeth

Moderator: Sue Bollman, University of Rochester

An Interactive Planning Exercise for Analyzing a Student's Level of Educational Debt

Jack Pogany, Georgetown University

An automated, interactive student loan planning program will be demonstrated. The planner automatically projects income levels, loan repayment commitments, and after-tax payments across different tax brackets. Each student loan is summarized and a final report relates total loan burden to projected income levels.

Using the Electronic Spreadsheet for Institutional Self-Assessment

Thomas J. Abdella, Tufts University

The electronic spreadsheet has provided a rich medium for data analysis. Tufts University and EDUCOM have been developing tools for institutional self-assessment using the LOTUS 1-2-3 spreadsheet environment. On hand will be a microcomputer and examples of these new spreadsheet tools for conference attendees to "test drive."

10:15 - 11:45 AM

Enrollment-3

Bushnell

Moderator: John Kraus, University of New Hampshire

Trends in Competitive Market Shares: A Geographic Analysis of SUNY Freshmen in the 1980's

Lou Spiro, Jill Campbell, SUNY College at Brockport

New York State has, and will continue, to experience declines in traditional student populations. A microcomputer geographic marketing package has been used to examine competitive shares of high school graduates within the SUNY system. Patterns emerging from this analysis aid in the selection and targeting of specific geographic student markets.

Length of Stay as a Factor in Enrollment Size

Gerard G. Walter, Rochester Institute of Technology

The purpose of this paper is to document the relationship between length of stay in a higher education environment, number of admits and enrollment levels. The findings will provide institutional planners with insights concerning the effects of changing student mixes on overall enrollment size.

Tuesday, October 22

10:15 - 11:45 AM

Enrollment-3 (Cont'd)

Bushnell

Influencing Matriculation Decisions: Pilot Study Results

David L. Rumpf, Ronald F. Perry, Gustavo De la Piedra
Northeastern University

During the Spring of 1985, an attitude survey was mailed to 1000 accepted students. Based on the results of previous studies, the respondents likelihood of matriculation was classified as high, medium or low. A quasi-experimental design evaluated the accuracy of the prediction and the effect of interventions.

10:15 - 11:45 AM

Student Climate & Outcomes

Colt - A

Moderator: Nancy Neville, Rochester Institute of Technology

What Happens to Gifted Black Students?

Kathryn Abels Stratton, Indiana University of Pennsylvania

A recent study by NIE reports that one in eight "high ability" high school Seniors declines college. Of the seven who go, HALF never graduate. Research by the PROGRAM FOR SCHOLARS at Indiana University of Pennsylvania gives insight into what happens to the "gifted" Black student.

Surveying the Campus Environment: Are We Getting to the Core?

William H. Weitzer, Joyce D. Clark, Clifford H. Donath
University of Massachusetts

Eleven years of experience with a campus environment survey is the basis of a critique for this type of research. Three areas of concern and improvement emerge: historical precedence, technical issues in data manipulation, and general issues of usefulness. The focus is on getting the most from a single survey.

A Survey of Health Care Services at Postsecondary Programs in a Seven State Region

Philip P. Kerstetter, Edinboro University

The study reports on a special survey of health care services provided at 60 programs in a seven state region. The programs were selected using a random sample, stratified on the basis of size, location, and control. Data collected and analyzed include size of facility, staffing patterns, estimated revenues and expenses, and proximity to primary care facilities.

Tuesday, October 22

10:15 - 11:45 AM

Instructional Measures

Colt - C

Moderator: Larry Kojaku, SUNY Albany

Estimating Student Demand for Individual Courses and Academic Departments under a New Set of General Education Requirements
Norman D. Aitken, University of Massachusetts

Many institutions of higher education are in the process of revising their general education requirements, which will result in significant changes in student demand across both individual courses and academic departments. This session will (1) present a model for estimating a change in demand by course and (2) will present some empirical results for a large state university which is in the process of changing its general education requirements.

Measuring Instructional Activity at a Major Research University
Victor M. H. Borden, Robert J. DeLauretis
University of Massachusetts - Amherst

A management-focused information system that characterizes instructional activity at a major research university will be described. This system views instruction in the context of the full range of faculty activity, including research, service and other scholarly and creative activities. The system provides information to assist planning and allocating functions.