

North
East
Association for
Institutional
Research

FILE 77-1004

13th Annual Conference

**INSTITUTIONAL RESEARCH:
NEW CHALLENGES TO AN EVOLVING ROLE**

Program

The Philadelphia Hilton
Philadelphia, Pennsylvania

October 26-28, 1986

October 1986

Dear Colleague,

On behalf of the many individuals who responded to our Call for Presentations, Workshops, and Workshares, we have the pleasure to present the final program for the 13th Annual NEAIR Conference.

We hope that you will find the conference a stimulating and rewarding experience, providing the exchange of ideas and experiences with old and new colleagues in the field of institutional research.

We certainly have enjoyed the opportunity of working with many of you in planning the program and conference. Your efforts and interest are very much appreciated.

Enjoy the conference!

Edward Delaney
Program Chair

Susan Shaman
Arrangements Chair

Ron Doernbach
Workshop Chair

Paige Ireland
Workshare Chair

1986 NEAIR CONFERENCE PROGRAM

PROGRAM SUMMARY

Sunday, October 26

12:00 - 5:30 Registration					FOYER
12:30 -	1A Workshop	1B Workshop	1C Workshop	1D Workshop	
3:50	DSS ADDS III	Quest. Design	IR Newcomers	Planning	
4:00 -	2A Workshare	2B Workshare	2C Workshare	2D Workshare	
5:30	Admissions Research	Factbook Mgt. Info.	Factbook Design	ATP Services	
5:30	Social Hour				ASSEMBLY
6:30	Banquet Dinner and Keynote Address				BALLROOM A-B
8:30	Social Evening				ASSEMBLY

Monday, October 27

7:30	Coffee and Danish	FOYER	SIG SUNY AIRPO	SIG IVY IR	
8:30 -	3A IR Theory/	3B Students	3C Enrollment	3D Planning	
10:00	Practice	Assessment			
10:15 -	4A Information	4B Students	4C Faculty	4D Planning	
11:45	Management	Assessment			
12:00 - 1:45	Luncheon and Special Plenary Session				BALLROOM A-B
2:00 -	5A IR Theory/	5B Students	5C Enrollment	5D Planning	
3:00	Practice	Assessment			
3:15 -	6A IR Theory/	6B Students	6C Enrollment	6D IPEDS	
4:15	Practice	Assessment		SIG Penn IR	
4:30 - 5:30	Annual Business Meeting				SALON C
5:45	Special Event Dinner, Tour and Entertainment				[Optional]

Tuesday, October 28

7:30	Coffee and Danish				FOYER
8:30 -	7A IR Theory	7B Workshop	7C Workshop	7D Development	
10:00	Practice	Admissions	IR Newcomers		
10:15 -	8A Workshare	8B Workshare	8C Workshare	8D Development	
11:45	Alumni Surveys	EPS	Computers		
12:15	Post Conference Meeting: HEDS Special Interest Group				

1986 NEAIR CONFERENCE PROGRAM

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Sunday, October 26

11:00 AM - 12:30 PM President's Brunch TERRACE CAFE

Steering committee, conference workers and workshop presenters.

12:00 PM - 5:00 PM Registration FOYER

2:30 PM - 3:50 PM Workshops

Pre-registration required. Workshops are formal professional development training sessions conducted by leaders in the field. The \$15. fee covers the cost of materials. (See additional workshops on Tuesday, 8:30 AM.)

12:30 PM - 3:50 PM 1A Workshop DSS ADDS TEMPLE

ADDs III Demonstration of Distributed Decision Support Systems
Robert Glover, Michael Mills, Timothy Stevens, University of Hartford

This workshop will demonstrate the DSS application development strategy developed at the University of Hartford which uses fourth-generation software for enrollment management and financial planning on the IBM PC.

12:30 PM - 3:50 PM 1B Workshop Questionnaire Design HANCOCK

Designing Effective Questionnaires
Linda Suskie, Millersville University

This workshop focuses on planning, writing, and assembling an effective questionnaire. Included will be discussion and task group work on clarifying objectives, dealing with anonymity, determining strengths and weaknesses of different item types, writing items, assembling items into a questionnaire, and preparing and testing the questionnaire "package".

12:30 PM - 3:50 PM 1C Workshop IR Newcomers ADAMS

Newcomers to Institutional Research
Robert E. Grose, Amherst College and William Lauroesch, UMass Amherst

This is an "in-box" workshop for newcomers to the field. There will be handouts, separate work, and then debriefing and discussion on Tuesday, October 28, 10:15 - 11:45 AM.

12:30 PM - 3:50 PM 1D Workshop Planning DREXEL

Strategic Planning
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.

4:00 - 5:30 PM Workshares

Pre-registration required. Workshares are informal discussions and sharing of work-in-progress. Each participant is expected to share insights and/or samples of work at the workshare session. (See additional Workshare sessions on Tuesday, 10:15 AM.)

4:00 - 5:30 PM 2A Workshare Admissions

~~PENN~~ Drexel

Admissions / Enrollment Research
Conveners: Dawn Geronimo Terkla and Susan Wright, Tufts University

Discussion of data gathering strategies currently employed in understanding the college choice framework, admissions market segments, and overlap competition. Questionnaire design and techniques to improve response rates will be the primary topics of conversation. Please bring samples of survey instruments to the session.

4:00 - 5:30 PM 2B Workshare Factbook Mgt. Info.

~~DREXEL~~ SACO ID

[Factbooks and Management Information
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. Please bring samples of management information documents.

4:00 - 5:30 PM 2C Workshare Factbook Design

~~ADAMS~~ Jefferson

Starting a Factbook
Convener: Allan J. Sturtz, South Central Connecticut Community College

Discussion will focus on data collection and presentation issues as they related to starting a fact book. Please bring samples of fact publications and fact books to the session.

1986 NEAIR CONFERENCE PROGRAM

4:00 - 5:30 PM 2D Workshare ATP Services HANCOCK ✓

College Board Admissions Testing Program (ATP) Services
 Frank Williams, College Board & William Weitzer, UMass Amherst

Discussion will focus on new and recent changes in the College Board's ATP reporting services and options and how institutions are using ATP data in enrollment planning and management. Participants will share their practical concerns and strategies associated with the use of ATP data at the institutional and system levels.

5:30 - 6:30 PM Social Hour ASSEMBLY

6:30 - 8:30 PM Banquet Dinner and Keynote Address BALLROOM A-B

Speaker: Helen O'Bannon, Sr. Vice President, University of Pennsylvania

8:30 - 11:00 PM Social Evening ASSEMBLY

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Monday, October 27

7:00 AM Annual NEAIR Fun Run LOBBY

7:30 - 8:30 AM Coffee and Danish FOYER

7:30 - 8:30 AM SUNY AIRPO SALON C HANCOCK
 Convener: Jill Campbell, SUNY at Brockport

The SUNY Association of Institutional Research and Planning Officers will meet to discuss plans for their spring conference and other developments within the SUNY System. All conference registrants from SUNY and SUNY affiliated campuses are encouraged to attend.

7:30 - 8:30 AM IVY LEAGUE IR ADAMS ✓

* Convener: Judith Dozier Hackman, Yale University

All conference attendees from Ivy League institutions are invited to gather for an informal discussion of common issues. Opportunities for collaborative efforts will be explored.

8:00 - 10:30 AM Registration (continued) FOYER

*See OFFICE special interest
 7:30 - 8:30 am Penn Room*

8:30 - 10:00 AM

3A IR Theory/Practice

TEMPLE ✓

Moderator: John Kraus, University of New Hampshire

Institutional Researcher's Role as Collaborator

D. Green, J. Morlock, J. Edwards, T. Moran, SUNY at Plattsburgh

This panel will discuss the evolution of the institutional researcher's role at SUNY Plattsburgh from information collector and analyst to collaborator in the planning and management process. The factors which led to this transition and to the success of this new role will be discussed.

Changing Role in the 80's of Institutional Research

Frances Edwards, Mercer County Community College

The primary role of institutional research at Mercer County Community College has evolved from merely providing information to the college's administration to making recommendations for administrative action as well. Today researchers are asked to conduct studies that determine and communicate the implications of declining enrollment and recommend appropriate action.

8:30 - 10:00 AM

3B Student Assessment

JEFFERSON ✓

Moderator: Nancy Neville, Rochester Institute of Technology

Course Placement and Academic Success

Jocelyn Clark and Alice Drum, Franklin & Marshall College

For some students, the success of the freshman year may depend on careful course placement. Franklin and Marshall College studied the relationship between course placement and pre-college indicators of academic success. The study suggests that the SAT can be a valuable advising tool, and that more research is needed in this area.

Predicting Academic Success for Men and Women at M.I.T.

Elizabeth S. Johnson, Massachusetts Institute of Technology

The predictive validity of an index heavily weighed toward math/science achievement and used in admission at M.I.T., was found to be stronger for men than for women. Women enter with lower math/science profiles but graduate with equivalent cum's even within the same majors.

Students' Personal Development over the First Two Years of College

Thomas M. Wright, SUNY Albany and Patrick T. Terenzini, U of Georgia

This study sought to model the sources of influence on students' personal development over the first two years of college. A LISREL analysis indicated that students' academic and social integration had both direct and indirect effects on personal development in each year.

8:30 - 10:00 AM

3C Enrollment

HANCOCK *1/12/86*

Moderator: Wendell Lorang, SUNY at Albany

THE STAR SYSTEM: Admissions Database on a Microcomputer
 Jill Campbell and Louis Spiro, SUNY at Brockport

Brockport has implemented the concept of Strategic Tracking of Admissions Records (STAR). This includes weekly data on ten Admissions subgroups. The presentation will focus on the issues of developing a mainframe application on a microcomputer and the advantages and disadvantages of designing systems for other offices.

Strategic Planning Model for Enrollment Management
 Anthony Lolli, University of Rochester

This model is intended to assist persons responsible for enrollment management with strategic planning. It relies upon their knowledge of current practices and policies as a starting point for identifying a mix of marketing practices to meet needs brought to light by market research.

8:30 - 10:00 AM

3D Planning

ADAMS *Selen A*

Moderator: Peter Farago, Bentley College

Planning: Strategic and Operational How They Fit
 Janyce Napora, University of Massachusetts

This presentation draws from case studies at a major multi-campus university, to illustrate the relationship between strategic/campus-wide planning and operational planning. The cases are of two functional areas, Development and Telecommunications, which were highlighted in the plan, and whose successful implementation was crucial to its perceived success.

Role of Institutional Research in University Advancement Activity
 Michael Middaugh, University of Delaware

The University of Delaware has implemented a comprehensive, integrated approach to advancement activity that embraces seven offices across campus. The innovative direction provided by this University Advancement Team enables the University of Delaware to more effectively place itself in an optimal position within the institution environment.

What Should an Institution Spend on Plant Renovation?

John Dunn, Tufts University and Burton Sonenstein, Wellesley College

Colleges and universities spend major sums keeping their physical plant in operating condition and adapting it to changing needs, but few have systematic ways of projecting future expenditures. This paper reviews existing formula approaches, and suggests ways to relate expenditures to funding targets and identify expenditures that should be covered.

10:15 - 11:45 AM

4A Information Management

TEMPLE *Jefferson*

Moderator: Richard Heck, Colgate University

Information Management and the Institutional Researcher:
The Case of Course and Room Scheduling

Wendy Graham, College of Human Ecology, Cornell University

Redesign of course and room scheduling at a major university illustrates the benefits of improved information management. Key problems are described which illustrate general limitations in interpersonal and technical aspects of information system design. Effective information management requires an understanding of organization structure and information system design. The emerging role of the institutional researcher implies a chief function in managing information.

Decision Support Systems for Micros: The Macintosh and Excel
Walter Mullen, Yale University

Institutional researchers can now produce presentation quality reports and charts using microcomputer technology. An application for maintaining integrity of the data will be described using Excel on the Macintosh.

Information Management: Dealing with Imperfect Systems
Laurie Webster-Saft, SUNY Albany and Mark Eckstein, SUNY Binghamton

How two public universities have conceptualized and approached creating PC information systems faced with imperfect means is the focus of this presentation. Specific experiences are generalized into a framework that others may find useful in their particular environment.

10:15 - 11:45 AM

4B Student Assessment

ADAMS ✓

Moderator: Webster Trammell, Brookdale Community College

The Impact of Academic Standards on Student Subgroups
Jane Grosset, Community College of Philadelphia

This paper explores the impact of new academic standards on different student segments of an urban community college. Students are more likely to be dropped for poor scholarship or poor progress if they are financial aid recipients, black, hispanic, enter with low reading or writing skills, enroll in non-selective programs or are between 20 and 24 years old.

An Integrated Longitudinal Approach to the Study of Student Outcomes
Robert Karp, North Country Community College

This paper will summarize an integrated longitudinal approach to the study of student outcomes in a rural community college setting. An institutional model will be presented which incorporates definitions, research design, sampling techniques, tracking procedures, and analytical methods. Discussion will focus on development of appropriate flow charts, instruments, questionnaires and data collection.

10:15 - 11:45 AM

4B Continued

ADAMS ✓

Educational Research at a National Level: Two Pilot Studies
Frank Paoni, Brookdale Community College

A pilot research project was conducted in the Fall of 1986 involving thirteen community colleges in the League for Innovation. Two surveys were given involving over 1700 community college students across the country. Reading and television habits and geography awareness of history and sociology students were sampled.

Entering Student Cohort Studies

Frances Edwards and Holly Staatse, Mercer County Community College

This paper will review the Fall 1980 entering cohort study conducted by Mercer County Community College and discuss changes which took place before repeating the study on the Academic Year 1982-1983 entering cohort. This study is unique for Mercer because prior surveys concentrated on students when they left (non-returners and graduates), whereas this cohort study tracks and surveys an entering class.

10:15 - 11:45 AM

4C Faculty

HANGCOCK *Temple*

Moderator: Lois Torrence, University of Connecticut

Systematic Allocation of Faculty Positions

Kenneth Stewart and Thomas Edwards, Frostburg State College

The course analysis model establishes an ideal class size for each course type. It assigns an ideal class size based on the types of courses offered by each department. The department's actual class sizes are compared to the ideal to determine if the department is over or understaffed.

Decision Support for Contract Negotiation

James Spear and Thomas Wickenden, Tompkins Cortland Community College

Involvement of Institutional Research with the contract negotiation process is a new challenge to an evolving role. Experience at TCCC suggests that a computer-based resource allocation model can be useful in exploring the precise impact of complex, interacting assumptions. However, practical and political considerations will outweigh scientific concerns.

Using Multiple Regression to Illuminate Faculty Salary Comparisons

Dale Trusheim, University of Delaware

This paper explores relationships between faculty salaries and three institutional characteristics (enrollment, tuition and endowment) and compares a college's salaries to a national sample. The study demonstrates a strong statistical association between the three variables and salaries, and uses regression analysis to assess differences between predicted versus observed salary averages.

10:15 - 11:45 AM

4C Continued

HANGCOCK Temple

Computer Modeling and Contract Negotiations: Formula for
Distributing Inequity Funds.

Frank Wunschel and Pamela Roelfs, University of Connecticut

This paper describes how an office of institutional research, acting as an intermediary between union and management, developed an acceptable formula for distribution of service related inequity funds. With FOCUS, a fourth generation programming language, an interactive model was created for rapid on-line testing of many changing parameters during negotiations.

10:15 - 11:45 AM

4D Planning

JEFFERSON

Selow A

Moderator: Martha Highsmith, Connecticut Department of Higher Education

State Regulation and Campus Autonomy (Special Symposium)

J. Fredericks Volkwein (Presenter), SUNY at Albany

Mark Sullivan (Commentator), Southern Connecticut State University

Jennifer Presley (Commentator), University of Massachusetts - Boston

Using data from 49 states, three measures of regulatory controls (budgetary, personnel and academic) which state governments exert over their public universities will be presented. The symposium will then explore the relationship between regulation and various state and institutional characteristics, and examine the evidence that regulation impacts campus cost and quality.

12:00 - 1:45 PM

Luncheon and Special Plenary Session BALLROOM A & B

Panel Debate: Should Institutional Researchers Serve as the Information
Managers for their Institutions?

Judith Dozier Hackman (Moderator), Yale University

Edward L. Delaney (Panelist), Southern Connecticut State University

Charles McClintock (Panelist), Cornell University

Some view the role of information manager as a logical extension of the traditional institutional researcher role, while others see such a role as fraught with problems. The advantages and disadvantages of having institutional researchers serve as information managers for the institution will be debated, and the sentiments of all participants will be sought.

2:00 - 3:00 PM

5A IR Theory/Practice

TEMPLE Adams

Moderator: Diana Green, SUNY Plattsburgh

Organizational Context and Educational Policy Analysis
 Thomas Moran, SUNY Plattsburgh

Institutional researchers are often frustrated by the failure of their efforts to influence policy formulation. This paper will argue that to impact policy, researchers must be explicit about the utility of their studies which can be enhanced by consideration of historical and organizational factors forming the context in which research is undertaken. These factors, and the perspectives they give rise to, will be explored.

2:00 - 3:00 PM

5B Student Assessment

JEFFERSON ✓

Moderator: Michael Connelly, Wesleyan University

Student Indebtedness: A Survey of State University Graduates
 Jennifer Brown, Connecticut State University

Concern with student indebtedness is increasing as dependence on loans grows. This paper will report results of 1985 and 1986 studies of graduating seniors at four campuses of a state university system. Data on student financial aid experience, levels of debt and enrollment patterns will be discussed.

Life After Graduation: Trends in Post-College Activities
 Rena Cheskis-Gold and Beverly Waters, Yale University

Using survey data on plans of Yale seniors after graduation from 1960-1985, trends in graduate and professional study and in employment will be discussed. Differences by gender, percentage continuing on to employment or graduate education, and chosen areas of education/employment will be compared with data from a national sample of private schools, (COFHE) and other public institutions with similar data.

Post-Baccalaureate Plans of the Classes of 1984, 1985, and 1986
 Dawn Geronimo Terkla, Tufts University

The primary objectives of this paper are to present the findings of a study which examined the post-baccalaureate plans of students who graduated from a major private New England university during the past three years and to identify differences among distinct categories of students.

2:00 - 3:00 PM

5C Enrollment

HANCOCK *Temple*

Moderator: Darryl Bullock, Mercy College

Attracting Low-Income Students to a High Priced College
Leah Johnson Smith, Swarthmore College

To encourage diversity of the student body, Swarthmore College has begun a 4-year experiment of lower loans to attract students from families with lower incomes and more diverse educational backgrounds. This paper will discuss loans and other influences on prospective low-income students in their enrollment decision.

Gender Difference in Attrition of Natural Science Majors
Richard Lovely, Yale University & John Jay College, CUNY

This study analyses differences in enrollment patterns and actual majors of males and females who enter Yale College intending to be natural science majors. The use of student records to facilitate analysis of academic policy issues will also be demonstrated.

Factors Related to Acceptance to Medical School
Jocelyn Clark, Franklin and Marshall College

Regression analyses were performed using the grade point averages and standardized test scores of 189 Franklin & Marshall College students who applied to medical school during the years of 1981-85. The results suggest that an ability to solve problems and to deal with concepts in the physical sciences are important determinants in obtaining interviews.

2:00 - 3:00 PM

5D Planning

ADAMS *Seaman*

Moderator: Jill Campbell, SUNY at Brockport

Marketing Strategic Planning
Frank Milligan and G. Jeremiah Ryan, Monroe Community College

Strategic planning on many campuses lacks credibility among faculty. The process is viewed as managerial, creating extra work, and unrelated to academic realities. This presentation will discuss how one college systematically marketed the strategic planning concept and process and gained acceptance with the faculty.

3:15 - 4:15 PM

6A IR Theory/Practice

ADAMS Temple

Convener: Edward L. Delaney, Southern Connecticut State University

Don't Let Your Reports Die on the Shelf

Rodney Lane, Southern Connecticut State University

This presentation will help develop reporting strategies that lead to action. The session will be based on the assumption that if people can be interested in the lightness of a beer or the strength of a paper towel, they can be interested in institutional research reports, which contain a vast reservoir of unimplemented solutions.

3:15 - 4:15 PM

6B Student Assessment

HANCOCK Adams

Moderator: G. Jeremiah Ryan, Monroe Community College

Providing for the Needs of Handicapped Students

William Welsh and Gerard Walter, Rochester Institute of Technology

The effects of federal legislation and the declining enrollments experienced by most colleges and universities has resulted in an increased enrollment of handicapped students in post-secondary settings. This paper will discuss special considerations that are necessary to accommodate handicapped students in order to increase the possibility of program completion.

Self-Evaluation of a Student Service Program

James Richards, Nassau Community College

A model for the review of student service programs will be presented with discussion of the development of instruments and procedures.

Student Attrition: Reasons Why at Brookdale Community College

Martin Murray and Robert Banacki, Brookdale Community College

A survey of 500 course drop-outs at a community college identified the primary reasons for failure to complete course work. College counselors and faculty members utilized the results to improve student retention.

3:15 - 4:15 PM

6C Enrollment

TEMPLE Selena

Moderator: Jennifer Presley, UMASS Boston

Influence of Student Satisfaction on Persistence

Diana Green and Jean Morlock, SUNY at Plattsburgh

Consistent with Tinto's Model of persistence/withdrawal and the findings of Pascarella and Terenzini, attrition was found to be related to satisfaction with academic issues and not to dissatisfaction with college services or other aspects of the college experience.

3:15 - 4:15 PM 6C Continued

TEMPLE *S. 10/21/86*

Estimating Student Flow with Limited Data
David Rumpf, Northeastern University and Stephen Coelen, UMass

A model will be presented which combines econometric and operation research models to provide estimates of student retention based on three yearly data elements: total new freshman, new transfer and total enrollment. Results for three universities will be discussed.

3:15 - 4:15 PM 6D IPEDS

JEFFERSON

Integrated Postsecondary Education Data System
Martin Frankel, U.S. Department of Education

This session will provide a forum to discuss strategies and techniques for generating information required for the various IPEDS reports.

3:15 - 4:15 PM SIG Penn IR

PENN *Herman*

Pennsylvania Institutional Researchers
Convener: Gregory Lozier, Penn State University

Conference attendees from Pennsylvania institutions are invited to this informal meeting to discuss their professional interests and needs. This brainstorming session will also consider whether a Pennsylvania special interest group might be organized.

4:30 - 5:30 PM Annual Business Meeting

Temple

5:45 PM Special Event Dinner, Tour and Entertainment [Optional]

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Temple * * * * *
Tuesday, October 28

7:30 AM Coffee and Danish ASSEMBLY

8:30 - 10:00 AM 7A IR Theory/Practice SALON C ✓

Moderator: Michael Middaugh, University of Delaware

Demonstration of the Higher Education Media Scan (HEMS) Reference System
Jeffrey Dutton, SUNY at Buffalo and
Kathleen Bissonnette, West Virginia University

Presenters will describe/demonstrate the HEMS Reference System. A computer-assisted retrieval system which provides easy and immediate bibliographic reference to articles published in major higher education news publications. As a decision-support tool, HEMS is effective for locating specific data, identifying issues, monitoring trends and cataloging scanning information.

DSS for Planning and Resource Allocation
Robert Glover, University of Hartford

This presentation describes the evolution of strategic planning, financial reporting and decision support systems at a private university over the past five years. Integrated decision support systems are presented using financial planning models and reports prepared for various offices.

8:30 - 10:00 AM 7B Workshop Enrollment Planning TEMPLE ✓

Enrollment Management Using the Enrollment Planning Service (EPS).
Susan Shaman, University of Pennsylvania

Preregistration required. For non-subscribers, new subscribers, and experienced subscribers to the Enrollment Planning Service, this workshop will provide both fundamental and advanced information about using EPS as a tool in managing enrollments through the 1980's.

8:30 - 10:00 AM 7C Workshop IR Newcomers ADAMS & A Suite

Convener: Robert Gross, Amherst College

This is a debriefing session of the Newcomers to Institutional Research Workshop. Review of "homework" and follow-up discussion will take place.

8:30 - 10:00 AM 7D Development Panel JEFFERSON ✓

How Come They're Doing Better Than We Are?:
Comparative Studies in Fund-Raising Achievement
John A. Dunn, Tufts University (Moderator)
Deirdre A. Ling, UMass Amherst (Panelist)
Thomas McNamee, Hartwick College (Panelist)
G. Jeremiah Ryan, Monroe Community College (Panelist)

Finding private gifts to help shape and support their programs has been found essential by growing numbers of public as well as private institutions. Panelists will report on comparative studies of the character and achievement of development efforts at public universities, community colleges, private baccalaureate institutions and private universities.

10:15 - 11:45 AM 8A Workshare Alumni Surveys SALON C ✓

Alumni/Post-Graduate Activities Surveys
Convener: Nancy A. Neville, Rochester Institute of Technology

Discussion will focus on surveys of alumni and post-graduate activities. Issues will include survey instrument design, response rates and final reports. Please bring samples of surveys and reports to the session.

AKC
1985
Baldwin

10:15 - 11:45 AM

8B Workshare EPS

TEMPLE ✓

Enrollment Planning System (EPS): Advanced Applications
 Convener: Susan Shaman, University of Pennsylvania

Preregistration required. Discussion of interesting applications of Enrollment Planning Service (EPS) materials in strategic planning. Additional discussions will focus on how to take advantage of the new "upload and download" capacity for User Variables and the usefulness of Electronic Special Analyses. Bring your EPS Electronic Workbook Data Diskettes (and/or your Notebooks).

10:15 - 11:45 AM

8C Workshare Computers

ADAMS ✓

Computer Configurations for Institutional Research Offices
 Convener: Richard C. Heck, Colgate University

Preregistration required. Discussion will include types of equipment, methods of linking hardware, capabilities and limitations. Particular attention will be devoted to relating these items with office management and operational issues of importance to Institutional Researchers. Participants are encouraged to share descriptions of their computer system(s), terminals, micros, printers, modems, plotters, etc. with a focus on how this hardware facilitates productivity.

10:15 - 11:45 AM

8D Development

JEFFERSON ✓

Sure It Takes Money to Raise Money, But How Much?:

The Economics of Fundraising

John A. Dunn, Tufts, G. Jeffrey Paton, University of Rochester,
 and Richard Edwards, CASE

Knowing how much to spend on fund-raising and how to spend it is increasingly critical. These presentations focus on economic concepts that illumine this issue, and on current private university and national studies of fund-raising costs, staffing, and productivity.

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Post-Conference Meeting

12:15 - 1:45 PM

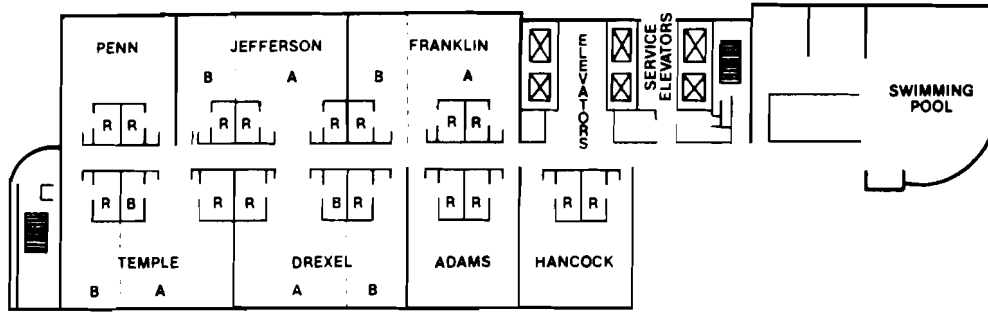
Special Interest Group HEDS

JEFFERSON Temple ✓

The Higher Education Data Sharing (HEDS) Project
 Convener: John A. Dunn, Jr., Tufts University

Discussion of advanced applications of HEDS data including special reports and analyses. Please bring samples of reports utilizing HEDS data.

Fourth Floor Meeting Parlors



Banquet and Meeting Room Floor Plan

