

North
East
Association for
Institutional
Research

14th Annual Conference

ASSESSMENT:
FAD OR FACT OF LIFE?

The Marriott Thruway Hotel
Rochester, New York

October 25-27, 1987

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GENERAL INFORMATION

This program book contains an overview of the conference arrangements as well as a copy of the final conference program. Corrections and questions regarding the enclosed material should be addressed to the local arrangements chairman listed below.

NEAIR OFFICERS AND COMMITTEES

1986-87 OFFICERS

JOHN A. DUNN, JR. (President) Vice President, Planning, Tufts University
 PAIGE V. IRELAND (President-Elect) Consultant, Management Dynamics
 JILL F. CAMPBELL (Secretary) Director, Contract and Grant Admin.
 SUNY College at Brockport
 PETER T. FARAGO (Treasurer) Associate Director, Planning & Research,
 Bentley College

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BAYARD BAYLIS Registrar, Messiah College
 RON DOERNBACH Director Institutional Research, Dickinson College
 MICHAEL MIDDAUGH Assistant to the President, University of Delaware
 RICHARD RUGEN Assistant to the President, Kutztown University
 SUSAN SHAMAN Director, Institutional Research, Univ. of Pennsylvania
 WEBSTER B. TRAMMELL Research & Development Officer, Brookdale Community
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IMMEDIATE PAST PRESIDENT

JUDITH D. HACKMAN Associate Dean of Yale College, Yale University

1987 CONFERENCE PROGRAM CHAIRMAN

JENNIFER B. PRESLEY Associate Vice Chancellor, Planning, University
of Massachusetts-Boston Harbor Campus

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Ithaca College
JOHN WHITELEY (Associate Chairman) Director, Institutional Research,
Rochester Institute of Technology
JILL F. CAMPBELL Director, Contract and Grant Administration,
SUNY College at Brockport
SHERRILL L. ISON Director, Research, Monroe Community College
NANCY NEVILLE Director, Career Research, Rochester Institute of
Technology
AMY RUBENSTEIN Institutional Research Analyst, Ithaca College
PEGGY TURLEY Data Analyst, University of Rochester
GERARD G. WALTER Research Analyst, NTID at RIT

1986-87 NOMINATIONS COMMITTEE

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G. GREGORY LOZIER Executive Director, Planning & Analysis,
Pennsylvania State University

1986-87 PUBLICATIONS

BAYARD BAYLIS (Chairman) Registrar, Messiah College

NEAIR SLATE OF NOMINATIONS FOR 1987-88

PRESIDENT-ELECT	Ronald E. Doernbach, Dickinson College
SECRETARY	Larry W. Metzger, Ithaca College
TREASURER	Thomas Wickenden, Tompkins-Cortland C. C.
MEMBERS-AT-LARGE	Althea Beck, University of Connecticut Wendall Lorang, SUNY Univ. Ctr. at Albany Jennifer Presley, Univ. of Mass.-Boston
NOMINATING COMMITTEE	Robert Glover, University of Hartford Janice Napora, University of Massachusetts Ann Weeks, SUNY College at Old Westbury

CONFERENCE REGISTRATION AND FEES

- * The conference registration fee of \$85.00 automatically includes 1987-88 NEAIR membership (\$15) plus the following meals during the conference: Sunday evening banquet, Monday luncheon banquet, and continental breakfast buffets on Monday and Tuesday mornings.
- * All fees are listed and due in U.S. funds. Payment should accompany the registration form.

Summary of Conference Fees:

Conference Registration (\$70) and required Membership (\$15)...	\$85
Conference Workshops (\$20 each)	
Newcomers to IR (Mike Middaugh & Dale Trusheim U. of Delaware).....	\$20
Measuring Student Retention: A Vital Part of Outcomes Assessment (Timothy Sanford, University of North Carolina-Chapel Hill).....	\$20
Special Event: Fall Harvest Celebration (Monday evening banquet and party at RIT).....	\$30

- * Registrations will be processed in the order received with priority given in all cases to registrations fully prepaid. It is highly recommended that all registration materials be submitted prior to **SEPTEMBER 25, 1987**.
- * Please note that a block of rooms has been reserved at the Marriott Hotel at a special conference rate. The enclosed hotel registration form will entitle you to reserve one of those rooms in your name, but again, these rooms are available at the guaranteed conference rate only through **SEPTEMBER 25th**, so send in your registration early.
- * **SUNDAY REGISTRATION (Oct. 25th) will be in the PLANTER AREA of the Hotel (see Hotel Floor Plan on the back of this program).**

CANCELLATIONS AND REFUNDS

- * If your plans change, your request for a refund will be granted if received in writing on or before Friday, October 16, 1987. You may precede the written request with a telephone call if you wish -- phone: (607) 274-3164, but no refunds will be granted without the written request. Direct your request to Larry W. Metzger, NEAIR Local Arrangements, c/o Dept. 22A, Ithaca College, Ithaca, New York, 14850.

REFRESHMENTS AND MEALS

- * Continental Breakfasts (Monday and Tuesday) in the conference hall area of the Hotel are included in the conference registration fee. No ticket required.
- * The Sunday evening conference banquet and Monday noon banquet luncheon are also included in the conference fee. If you plan not to attend either of these functions, please help us keep our costs low by so indicating on the registration form, or if your plans change prior to the conference, please call the local arrangements chairman (607) 274-3164.
- * The Monday Evening SPECIAL EVENT is a gala Fall Festival Celebration banquet and party night. Tickets (\$30 each) are required and include transportation and dinner. Tickets should be purchased in advance using the conference registration form.
- * Special Note: the Marriott Hotel will host a Wine and Cheese reception in the Pre-assembly Courtyard area during the hour before the buses are scheduled to leave for the Monday evening special event. All conference registrants are invited to attend this reception.
- * Coffee and/or softdrink breaks are scheduled mid-morning and mid-afternoon each day of the conference and are included in the conference registration fee.

HOTEL INFORMATION

- * Located just off Exit 46 of the New York State Thruway, 15 minutes from downtown and the Monroe County Airport, The Marriott Thruway Hotel is Rochester's premiere hotel. It has received the distinguished Mobil 4-Star Award for 12 consecutive years. A block of standard single and double occupancy rooms has been reserved at the special conference rate of \$69 plus tax per room per night. The hotel's Concierge Floor offers the additional amenities of first-class accommodations at additional cost.

- * You may make your hotel reservations by telephone or by using the enclosed reservation form. If you reserve by phone be sure to mention that you are attending the NEAIR conference to assure that you receive the special conference rate.

- * Important. The block of rooms at the special conference rate will be held only through SEPTEMBER 25, 1987 so be sure to register early.

- * The hotel accepts most major credit cards.

- * Check-in/Check-out:
 - Check-in time: 3:00 PM
 - Check-out time: 1:00 PM

- * Note: A secure baggage check area is available next to the front desk for earlier arrivals and later departures.

- * EARLY ARRIVAL: As WORKSHOPS are scheduled to begin at 12:30 PM on Sunday afternoon, a small number of rooms has also been reserved for Saturday evening at the special conference rate. Saturday arrival is recommended for WORKSHOP PARTICIPANTS.

- * HOTEL PHONE NUMBER: (716) 359-1800

HOTEL FACILITIES

- * All rooms include either two double beds or a single king-size bed, have been recently redecorated, and have individual climate control, sprinklers, heat detectors, AM/FM radios, Color TV with cable services and free HBO.
- * Guest rooms for the handicapped are available.
- * PETALS Restaurant offers superb dining for breakfast, lunch, or dinner. The menu emphasizes traditional favorite entrees or the finest in continental cuisine prepared tableside.
- * CHARADES, a multi-level lounge, provides the setting for meeting old and new friends, and the more upbeat feel of a nightclub, with dancing and the latest videos. A FIFTIES & SIXTIES NIGHT DISCO is scheduled in Charades for your dancing pleasure Sunday evening after the conference banquet.
- * RECREATIONAL FACILITIES are available including an indoor and outdoor pool, sauna, hot tub, game room, and putting green. The pool area will be open at 6 AM and will remain open through midnight Sunday and 11 PM Monday.
- * OTHER HOTEL SERVICES include laundry and dry cleaning, a boutique/gift shop, babysitting on request, ample free parking for all guests, and complimentary transportation to and from the Rochester/Monroe County Airport (from courtesy phone at the airport).

* CAR RENTALS

As stated above, a shuttle between the hotel and airport is available. Should you decide to rent a car to take greater advantage of the sites and environs of Rochester, most of the major rental agencies service the Rochester airport.

At this writing, AVIS Rent-A-Car has offered discounted rates for our group. For reservations and further information:

* contact AVIS at 1-800-331-1600, and

* refer to the NEAIR group number **AWD # A/B786504.**

It is possible that discounts will be available through other agencies, contact Nancy Neville for an updated listing.

ROCHESTER AREA ATTRACTIONS

- * Educational Institutions. The list of Rochester Area Colleges includes:
 - Alfred University, Alfred
 - Colgate Rochester/Bexley/Crozer, Rochester
 - Community College of the Finger Lakes, Canandaigua
 - Empire State College, Rochester
 - Hobart & William Smith Colleges, Geneva
 - Keuka College, Keuka Park
 - Monroe Community College, Rochester
 - Nazareth College, Rochester
 - Roberts Wesleyan College, Rochester
 - Rochester Institute of Technology, Rochester
 - St. John Fisher College, Rochester
 - SUNY College at Brockport, Brockport
 - SUNY College at Geneseo, Geneseo
 - University of Rochester, Rochester

- * Cultural Attractions include the International Museum of Photography at the George Eastman House, the Genesee Country Village and Museum, GeVa Theatre, the Memorial Art Gallery, the Strasenburgh Planetarium, the Rochester Museum & Science Center, the Margaret Woodbury Strong Museum, Susan B. Anthony House, historic City Hall, and the Rochester Philharmonic Orchestra and their magnificent 3100 seat Eastman Theatre or their cabaret-style concerts at the Dome Center as part of RPO's Rochester Pops Series.

- * Scenic Attractions include the Genesee River Gorge, Lake Ontario and Irondequoit Bay, Sonnenberg Gardens and Mansion at Canandaigua, and the famous New York State wineries such as Taylor, Widmer, Gold Seal, Bully Hill, Great Western, Casa Larga, and many many more.

- * Great Shopping like the Marketplace (just minutes from the Marriott), Eastview, Midtown Plaza, and Long Ridge/Greece Town Malls. October 25 & 26 are the dates for the 7th annual Christmas in October Arts and Crafts Show (admission charge) at the Dome Center.

- * Information on Scheduled Events. A recorded listing of Rochester area events called the VISITOR FUN FONE is maintained by the Rochester/Monroe County Convention & Visitors Bureau, Inc.

PHONE: 716-546-6810

MONDAY EVENING SPECIAL EVENT
5:30 - 11:30 PM

Ticket required (\$30) see the conference registration form.

Buses for the special event will load from the Commuter Parking Exit near the Council and Treaty Rooms at the southwest corner of the hotel (see the hotel floor plan on the back of this program).

A FALL FESTIVAL CELEBRATION!

- * This special evening has been carefully planned to appeal to the interest of every NEAIR conference participant. While having ample opportunity to socialize with your colleagues you will enjoy a fabulous buffet with entertainment and a smorgasbord of activities.
- * The evening begins with a bus tour of the Rochester area, to include many of the sites of local interest including the George Eastman House, the Susan B. Anthony House and several of the Rochester area college campuses enroute to the evening's festivities on the RIT campus.
- * At RIT you will be greeted with a reception and seminar on wine making featuring several of Upstate New York's finest wines (nonalcoholic beverages will also be served and a cash bar will be available).
- * The evening's event will then feature a multitude of activities for your dining and entertainment pleasure:
 - * The evening meal will celebrate harvest time in Upstate New York with a BUFFET (served throughout the evening) which promises a cornucopia of gourmet delights.
 - * A scrumptious SWEETS BAR will be available after dinner and beyond.
 - * Throughout the evening there will be ATLANTIC CITY TYPE GAMING TABLES to test your grasp of probability theory, as well as tables for card games.
 - * A comfortable LOUNGE with MUSICAL ENTERTAINMENT will complete the evening's offering of fun and relaxation.
 - * Buses will be available throughout the evening for the five minute return ride to the hotel.
- * There's something for everyone, so plan to join us for an evening you'll not soon forget!

SUNDAY, 25th

SUNDAY AFTERNOON

	SALON A	SALON B	SALON C	SALON D/E
12.30-3.30 PM WORKSHOPS		Workshop 1: Newcomers to I.R.		Workshop 2: Measuring student Retention
CONTRIBUTED SESSIONS 3.45-5.00 PM	TRACK IA: I.R. IN PRACTICE	TRACK IB: I.R. IN PRACTICE	TRACK II: METHODS AND MODELS	TRACK III: MANAGEMENT STRATEGIES
3.45-4.00 PM	Financial Aid:		Collecting	
4.00-4.15 PM	Impact of Loans;	Counting Faculty	Sensitive Data	Getting Results
4.15-4.30 PM	Family Contrib.;	FTE, Workload, PT		Used and Surviving
4.30-4.45 PM	Aid and Enrollment	WORKSHARE	Content Analysis	PARTICIP.PRESENTATN
4.45-5.00 PM				

SUNDAY EVENING

5.15-6.30 PM	Social Hour			PreAssembly Courtyard
6.30-8.30 PM	Banquet Dinner and Welcoming Address: Dennis O'Brien, President, University of Rochester			Iroquois Ballroom
8.30 pm-??	Dancing and socializing . DJ in "Charades" Bar area. Indoor pool open till midnight			

Monday, 26th

MONDAY MORNING

	Coffee and Danish for all registrants			
7.30-8.30 AM	SIG:HEDS Seneca	SIG:2yr Institutions Onondaga	SIG:SUNY AIRPO Council Room	SIG:Penn St. System Treaty Room
GENERAL SESSION 8.45 AM-11:45 AM	ASSESSING THE STATUS OF THE ASSESSMENT MOVEMENT			Henrietta Ballroom
8.45-9.30 AM	Keynote Address: Peter Ewell, Senior Associate, National Center for Higher Education Mgmt Systems			
9.40-10.50 AM	Panel Presentation: Assessment as Statewide Accountability: New Jersey Assessment as Program Evaluation. Assessment as Student Evaluation: The Harvard Project		Lewis Dars, Mass. Board of Regents E. Thomas Moran, SUNY Plattsburgh Robert Grose, Amherst College	
11.00-11:45 AM	Summation by Peter Ewell and Round-Table Focussed Debates			
12.00-1.15 PM	LUNCH, including Annual Business Meeting		Iroquois Ballroom	

 MONDAY AFTERNOON

	Salon A	Salon B	Cayuga or Salon C	Salon D/E	Salon B
CONTRIBUTED SESSIONS	TRACK IA:	TRACK IB:	TRACK II:	TRACK III:	TRACK IV:
1.30-4.30 PM	I.R. IN PRACTICE	I.R. IN PRACTICE	METHODS AND MODELS	MANAGEMENT STRATEGIES	POLICY
1.30-1.45 PM	Retention/Outcomes:		Cornell Personnel	I.R. Institutional	
1.45-2.00 PM	Developmentl Studies		Data System.	Research	
2.00-2.15 PM	Progs; Non-trad.	Fund-Raising:	DEMONSTRATION	In Small Offices:	
2.15-2.30 PM	Urban Univ; Multi-	Inst. Characteristics;	Cayuga	Is Less More?	
2.30-2.45 PM	dimensional measures	Alumni Giving Behvr.	Artif.Intell. & IR		PANEL
2.45-3.00 PM			Salon C		
3.00-3.15 PM	REFRESHMENT BREAK				
3.15-3.30 PM	Evaluating	Minority Recrtment	Collective Coll.Rept	IR in School/College	
3.30-3.45 PM	Teaching for	WORKSHARE	DEMONSTRATION	Subunits.	
3.45-4.00 PM	Promotion & Tenure		Cayuga	Designing an Office;	
4.00-4.15 PM			Modeling Min. Enroll	Planning & Budgeting	Can Tuition Keep
4.15-4.30 PM	PANEL		Policies.	DEMO	Rising?
			Cayuga		
4.30-5.30 PM	WINE AND CHEESE, HOSTED BY MARRIOTT THRUWAY HOTEL			PreAssembly Courtyard	
5.30 PM	BUSES LEAVE FOR FALL FESTIVAL CELEBRATION (OPTIONAL)				

 Tuesday, 27th
 TUESDAY MORNING

	Salon A	Salon B	Salon C	Seneca	Salon D/E
7.30-8.15 AM	Coffee and Danish		Steering Committee Breakfast Meeting Council Room 7:00-8:15 AM	SIG: COFHE Seneca	
CONTRIBUTED SESSIONS	TRACK IA:	TRACK IB	TRACK IIA:	TRACK IIB:	TRACK IV:
8.30-11.45 AM	I.R. IN PRACTICE	I.R. IN PRACTICE	METHODS & MODELS	METHODS & MODELS	POLICY
8.30-8.45 AM	Assessing Gen. Ed.	WORKSHOP 1 CONT'D	Questionnaire Design		Statewide Policy &
8.45-9.00 AM	Using ACT/COMP: 2 yr	FROM SUNDAY			Assessment
9.00-9.15 AM	Inst; private inst.		WORKSHARE	Cnty Assess.& Plan	SYMPOSIUM
9.15-9.30 AM					
9.30-9.45 AM	Academic Difficulty			Integr.Grad. Survey	Project Management
9.45-10.00 AM					(TRACK III)
10.00-10.15 AM	REFRESHMENT BREAK				
10.15-10.30 AM	The Cycles Surveys	Basic Skills	Creating a Viable		The Value of Value-
10.30-10.45 AM	Revisited	Assessment	Comptr Environment		Added Data
10.45-11.00 AM					
11.00-11.15 AM	Intell.Growth	Sex Bias in SATs for	Qual. Life Surveys		What will you be
11.15-11.30 AM		Admission	PANEL		doing in 1992?Issues
11.30-11.45 AM					

POST-CONFERENCE:
 11.45-12.30 PM

SIG: Middle States Association Institutions. Seneca
 Convener: Stuart Rich, Georgetown University.
 Discussion of Annual Data Collection Instrument.

NOTES:

WORKSHARES are informal discussions and sharing of work in progress. Participants are encouraged to share insights and/or samples of work at the workshare session. Pre-registration is NOT required.

FACTBOOKS. Please bring copies of your institutional Fact Book for display at the conference. A separate table for this purpose will be available in the registration area.

EMPLOYMENT OPPORTUNITIES. Openings are posted on the bulletin board in the registration area. In at least one case, a representative of the institution is enrolled at the conference, and will be available for discussion. Please check the bulletin board for more details.

Sunday Afternoon

3:45 - 5:00 PM

CONTRIBUTED SESSIONS

TRACK IA Institutional Research in Practice
 Moderator: Dawn Terkla, Tufts University

Salon A

3:45-5:00 PM PAYING FOR COLLEGE

Student Indebtedness and Gender: One Year After Graduation
 Jennifer Brown, Connecticut State University

An examination of student indebtedness, particularly a comparison of results by gender of a survey of the Class of 1986 of a four campus state university system. Students were asked about their financial aid experience and the impact of indebtedness on their life decisions.

Has the Middle Class Been Suffering the Most? An Analysis of Parental Contributions to Higher Education
 Yuko Mulugetta and Donald Saleh, Cornell University

Cornell University conducted research on parental contributions of dependent financial aid students in 1983 and 1986. Findings indicate that parental contributions have significantly increased in general and for the \$40K-\$50K income group in particular.

Are Enrollments in the Mid-1980's More Affected by Financial Aid Packages Than in the Early 1980's?
 Elizabeth S. Johnson, Massachusetts Institute of Technology

A recent study of admits to a large northeastern higher education institution resulted in a greater than 80% response rate by both enrolling and non-enrolling students. The results suggest the growing importance of financial aid packaging, particularly that of merit aid in attracting students away from an institution.

Sunday Afternoon Continued

TRACK IB Institutional Research in Practice Salon B

4:00-5:00 PM

WORKSHARE: Counting Faculty FTE.

Convener: Paige Ireland, Cornell University.

This Workshare provides an opportunity to discuss how to calculate full-time equivalents. It will cover such issues as data collection for workload analysis and how to relate part-time faculty to FTEs.

TRACK II Methods and Models Salon C

Moderator: Martha Highsmith, Connecticut
Dept. Higher Education

3:45-4:30 PM

Using Telephone Surveys of Students to Gather Sensitive Data about Controversial Topics

William Weitzer and Quint Thurman, University of Massachusetts-Amherst

Telephone surveys are one method the University of Massachusetts uses to gather timely data from students. The data described here suggest how data on sensitive topics (for example, contraceptive practices, AIDS, and racism) might be measured for survey research. The quality of these data and their applicability to policy-makers are discussed.

4:30-5:00 PM

A Content Analysis of Media Coverage

Thomas Wickenden, Tompkins Cortland Community College

Articles about Tompkins Cortland Community College appearing in local newspapers over the last 5 years were analyzed to determine levels and changes in positive, negative and neutral coverage of various topic areas. This presentation describes the content analysis methodology. The results can be used to track the media image of the College and to evaluate the effectiveness of PR efforts.

TRACK III Management of Institutional Research Salon D/E

4:00-5:00 PM

PRESENTATION/WORKSHARE: Getting Research Used

Margaret A. Duronio, University of Pittsburgh

This session presents the perspective that "less-than-ideal" research utilization and acceptance of research results are inevitable consequences of organizational dynamics. Interpersonal skills for enhancing utilization and acceptance will be discussed, as well as personal skills for enhancing health/longevity of institutional researchers. Participants will be invited to relate personal methods for coping.

Sunday Evening

5:15 - 6:30 PM	Social Hour	Pre-Assembly Courtyard
6:30 - 8:30 PM	Dinner and Welcoming Address Dennis O'Brien, President, University of Rochester	Iroquois Ballroom
8:30 PM onwards	Dancing and Networking in "Charades" Bar	

Monday, October 26

7:30-8:30 AM COMPLEMENTARY COFFEE AND DANISH

7:30-8:30 AM SPECIAL INTEREST GROUPS:

The Higher Education Data Sharing (HEDS) Project Convener: John Dunn, Jr., Tufts University	Seneca
SUNY AIRPO Convener: Jill Campbell, SUNY at Brockport	Council
Two-Year Institutions Convener: Webster Trammell, Brookdale Community College	Onondaga
Pennsylvania SSHE Research Directors Convener: Tom Gusler, Clarion University	Treaty

8.00-11.30 AM REGISTRATION CONTINUED

8:45 AM-11:45 AM GENERAL SESSION Henrietta Ballroom

Assessing the Status of the Assessment Movement

Moderator: Jennifer B. Presley, University of
 Massachusetts, Boston

8:45-9:30 AM Keynote Address
 Peter Ewell, Senior Associate, NCHEMS

9:40-10:50 AM Panel Presentation

Assessment as Statewide Accountability: New Jersey.	Lewis Dars, Massachusetts Board of Regents
Assessment as Program Evaluation.	E.Thomas Moran, SUNY-Plattsburgh
Assessment as Student Evaluation: The Harvard Project	Robert Grose, Amherst College

11:00-11:45 AM Summation
 Peter Ewell and Round-Table Focused Debates

Monday Afternoon

12:00-1:15 PM	LUNCH, including Annual Business Meeting	Iroquois Ballroom
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1:30-4:30 PM	CONTRIBUTED SESSIONS	
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TRACK IA	<u>Institutional Research in Practice</u> Moderator: Jennifer Brown, Connecticut State University	Salon A
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1:30-3:00 PM RETENTION/OUTCOMES

Creating an Assessment Plan for a Developmental Studies Program
Elizabeth Taylor, Schenectady County Community College

The creation of an assessment plan for a specific program or unit within a community college is described. The effect of this effort on the way retention information is defined, and the way information about all students is maintained and coordinated, will also be discussed.

Student Retention at a Non-Residential University
Peter Langer, University of Massachusetts-Boston

Most retention studies have been conducted in residential colleges with traditional age populations. This paper reports a longitudinal study of retention at a non-residential 4-year public university with sizable numbers of minority and older students.

A Comprehensive Multidimensional Approach to Outcomes Assessment
Angela Zawacki, Linda Graham, and Janet Hall, University of Delaware

Student outcomes assessment utilizes a wealth of data for examining the University of Delaware's "successes" and "failures". Longitudinal enrollment and persistence patterns of multiple student cohorts provide a basis for establishing categories of dropouts and persisters. This presentation will discuss creative survey techniques employed to complement information gathered from the computerized Student Records data base in evaluating outcomes and the dimension of value added.

TRACK IB	<u>Institutional Research in Practice</u> Moderator: G. Jeffry Paton, University of Rochester	Salon B
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2:00-3:00 PM FUNDRAISING

Understanding and Predicting Alumni Giving Behavior
Michael S. Connolly, Wesleyan University

Theoretically, alumni giving behavior is a function of capacity and motivation. To test this theory, capacity and motivational measures were analyzed by multivariate statistical procedures. The results indicate with high statistical significance that alumni giving behavior is predicted by both sets of measures. In addition to predicting the giving behavior of individual alumni, this model should be of value in helping Development officers form fundraising strategies.

Monday afternoon Continued

TRACK IB 2.00-3.00 PM Continued

Profiles of Institutional Characteristics for Various Levels of Support

Bruce A. Loessin, Margaret A. Duronio, and Georgina L. Borton,
University of Pittsburgh

This session will be based on profiles of institutional characteristics for institutions with high, middle, and low outcomes in total voluntary support and in gifts from four major donor groups. Implications for fundraising practice, planning, evaluation, and interinstitutional comparisons will be discussed.

TRACK II Methods and Models

Cayuga

Moderator: Jennifer Wilton,
University of Massachusetts, Boston

1:30-2:30 PM

Cornell's Academic Personnel Database (Demonstration)

Catherine L. Benedict, Cornell University

A discussion of the University on-line Academic Personnel Database developed by Cornell to capture and analyze Human Resource data in a systematic and timely fashion. Executive policy makers are requiring interpretation of trends while individual units within the University raise new questions about data control and dissemination.

2:30-3:00 PM

Salon C

Artificial Intelligence/Knowledge Base Systems in Institutional Research

Laurie Webster-Saft, SUNY- Albany

The field of Artificial Intelligence has reached the point of development where it might be a worthwhile tool for Institutional Research. This presentation introduces Artificial Intelligence/Knowledge Base systems (referred to as AI/KB systems) and considers how this tool can be used for IR applications.

TRACK III Management of Institutional Research

Salon D/E

1:30-3:00 PM

PANEL: The Small I.R. Office: Is Less More?

Moderator: Jocelyn Clark, University of Maryland - University College
Robert Gell, Cecil Community College
Kathleen Gemell, Cornell University
Marie Glanville, Shippenburg University
F. Robert Grose, Amherst College

This presentation focuses on the I.R. Generalist. These professionals practice institutional research at either a small institution or apart from the designated I.R. operation and must change hats, depending on the occasion, to play many roles for many constituencies. The panel will discuss the nature and role of the small I.R. office and will debate the issue of whether its peculiar character enhances or inhibits the work of the institutional researcher.

Monday Afternoon Continued

 3:00 - 3:15 PM Refreshment Break

 3:15-4:30 PM CONTRIBUTED SESSIONS CONTINUED

 TRACK IA Institutional Research in Practice Salon A

3:15-4:30 PM

PANEL: Evaluating Teaching for Promotion and Tenure Decision Making

John D. Centra, Robert M. Diamond, and Robert C. Froh, Syracuse University

This session will provide both a planning model and a variety of tools for conducting an assessment of teaching performance primarily for the needs of making promotion, tenure, or salary decisions. A guidebook will be described that is designed to assist faculty and administrators in assessing effective teaching.

 TRACK IB Institutional Research in Practice Salon B

✓ 3:15-4:00 PM

WORKSHARE: Recruiting and Retaining Minority Students at Colleges and Universities in the Northeast

Convener: Michael F. Middaugh, University of Delaware

Successful recruitment and retention of minority students, particularly blacks, is becoming increasingly difficult in light of shrinking applicant pools and declining participation rates for minority students. The University of Delaware has had to confront these problems over the past decade as part of a compliance plan under which the State of Delaware worked with the U.S. Office of Civil Rights to increase minority enrollments at the University. The purpose of this Workshare is interaction with other institutions with similar problems, presenting the opportunity to share those programs and policies that work, and to benefit from each other's mistakes.

 TRACK II Methods and Models Cayuga

Moderator: Jill Campbell, SUNY College, Brockport

3:15-4:00 PM

Collective College Reports System (CCRS) (Demonstration)

Susan Juba and Peter Toro, Brookdale Community College

Imagine being able to computerize all of your research reports by name, type of analysis, report type, location, and major keywords. If you have an IBM or 100% compatible computer, you can do so. This presentation will feature the Collective College Reports System that was developed by the Research and Development Office at Brookdale Community College. The flexibility of the system for single and multi-campus will be observed, as the presentation provides a completely menu-driven, screen-by-screen view of the system and how it works.

Monday Afternoon Continued

TRACK II Continued

4:00-4:30 PM

Evaluating Policy Options for Increasing Minority Enrollments using Systems Dynamics Methodology (Software Application Presentation)

Wendy F. Graham, Cornell University

Policy options for increasing recruitment and retention of minority students should include estimates of the long-term effects of current decisions. This task requires simulation of complex interactive processes which can be difficult for non-technical staff to understand and manipulate. A user-friendly program, STELLA, that performs systems dynamics simulation, is presented as a means of modeling the minority recruitment and retention process.

TRACK III Management of Institutional Research

Salon D/E

Moderator: Peter Farago, Bentley College

3:15-4:30 PM IR WITHIN SCHOOLS/COLLEGES

Developing a School Planning and Institutional Research Office within a Complex University

Karen L. Miselis, University of Pennsylvania

In a large, complex institution, planning and analysis must take place at several levels to be effective. This paper describes the process of designing and developing an office of planning and analysis in the School of Arts and Sciences at the University of Pennsylvania, with relevant comparisons to other large institutions.

Planning for Student Enrollments, Budget, and Faculty workload - the Interface of Financial and Academic Policy in a Large College

Jay A. Halfond, Northeastern University

An example of how a large business college integrates enrollment projections, budgeting, and faculty recruiting in an attempt to anticipate and provide for student and faculty needs. This college will now be implementing a teaching load reduction by systematically increasing class size. The advantages and pitfalls of academic planning will be discussed.

TRACK IV Policy Issues

Salon B

Moderator: Mark Sullivan,

Southern Connecticut State University

4:00-4:30 PM

Are There Tuition Constraints in Your Future? Retrospective Analysis as a Guide to Consequences

John A. Dunn, Jr., Tufts University

From 1950 through 1980, student charges at most private institutions rose in pace with family incomes; since 1980 they have risen considerably faster. Speculating that this cannot continue, one private university examined what happened to its incremental real revenue as a guide to what might not be possible in the future.

Monday Evening

4:30 PM Wine and Cheese hosted Pre-Assembly Courtyard
by Marriott Thruway Hotel.

5.30 PM Buses Depart for Fall Festival Celebration

Tuesday, October 27

8:30-11:45 AM CONTRIBUTED SESSIONS

TRACK IA Institutional Research in Practice Salon A
Moderator: Peter Langer,
University of Massachusetts, Boston

8:30-9:30 AM GENERAL EDUCATION ASSESSMENT

A Sector-Wide Community College Study to Assess General Education Outcomes
Arnold Gelfman, Brookdale Community College

This presentation will feature a discussion of a unique sector-wide college study designed to evaluate the ability of the ACT/COMP to measure general education growth.

The Effects of Core Curriculum on the Development of General Education Skills: Liberal Arts Claims Tested
Donald L. Coan and Richard Nigro, Neumann College

The effects of core curriculum on general education skills as measured by the ACT/COMP Objective Test are examined. The claims of liberal arts curriculum in fostering general analytic and communications skills are tested and challenged in view of the potential value of pre-professional curriculum to general education.

9:30-10:00 AM

Academic Difficulty: Examining all the Factors
Dawn Geronimo Terkla and Ronald E. Walton, Tufts University

This presentation examines those factors that contributed to the academic difficulty of freshmen during the 1985-1986 and 1986-1987 academic years. Differences are examined between the academic difficulty group and a matched control group.

TRACK IB Institutional Research in Practice Salon B

8:30-10:00 AM

Sunday Newcomers Workshop Follow-Up. Pre-registration required.

Tuesday Morning Continued

TRACK IIA Methods and Models

Salon C

8:30-9:30 AM

WORKSHARE: Questionnaire Design

Convener: Linda A. Suskie, University of Pennsylvania-Millersville

Questionnaire survey research: What works for the institutional researcher? Participants are invited to share stories and examples of questionnaires that have garnered high response rates and valid results. Bring copies of questionnaires that have worked for you...and maybe tales of your worst failure?

TRACK IIB Methods and Models

Seneca

Moderator: Richard Rugen, Kutztown University

9:00-9:30 AM

Linking Community Assessment to the Strategic Planning Process

Robert Karp, North Country Community College

This paper will describe the methodology employed to conduct and link a community assessment study to a rural community college's strategic planning process. Emphasis will be placed on study objectives, questionnaire design and analysis, and the anticipated effects the outcomes will have on the institution's viability during a period of projected declining enrollments.

9:30-10:00 AM

PANEL: The Integration of a Post-Graduation Activities Survey

Robert Cushing, Cornell University

with guest participants Karin Ash (Director, Office of Career Services) and Jane Maestro-Scherer (Manager, Survey Research Facility).

A discussion focusing on the university versus college (or centralized versus decentralized) perspectives of integrating a post-graduate activities survey. Included will be a review of the methodology and the various data uses at a large university.

TRACK III Management of Institutional Research

Salon D/E

Moderator: Webster Trammell,

Brookdale Community College

9:30-10:00 AM

Multiproject Management Using the Harvard Total Project Manager

Thomas Wickenden, Tompkins Cortland Community College

Although they are designed to support single projects, software packages such as the Harvard Total Project Manager can be used to manage the multiple projects that typify an Institutional Research environment. The implications of this package for management of an institutional research unit are described in this presentation.

Tuesday Morning Continued

TRACK IV Policy Issues

Salon D/E

8:30-9:30 AM

The Politics and Policy of Assessment: Views from the State and the Campus
 Martha C. Highsmith, Connecticut Department of Higher Education; R.
 Mark Sullivan, Southern Connecticut State University

The polemics of institutional assessment often appear stratified by state and campus interests. This point-counterpoint symposium will present observations and current research from state and campus perspectives, focusing on policies, politics, and practices. Debate will isolate genuine differences between the two loci of control and explore areas of agreement.

10:00 - 10:15 AM

Refreshment Break

10:15 - 11:45 AM

CONTRIBUTED SESSIONS CONTINUED

TRACK IA Institutional Research in Practice

Salon A

Moderator: Bayard Baylis, Messiah College

10:15-11:00 AM

The Cycles Surveys Revisited
 Robert F. Grose, Amherst College

Since 1975 Amherst College - and others among the 5-College Consortium - has carried out an annual random sampling of student activity and opinion. The current paper will touch on factors such as sampling, changes through time, open-ended questions, cross-college comparisons, evaluation of student gains, and data analyses and uses.

11:00-11:30 AM

Intellectual Growth Among Transfer Students from 2-Year and 4-Year Colleges.
 Fred Volkwein, SUNY Albany and Tom Wright, Regents External Degree Program, Albany

This study used a LISREL model to examine the intellectual growth reported by transfer students from 2-year and 4-year colleges after one year of study at SUNY Albany. The presentation will display the results and discuss both theoretical and administrative implications.

Tuesday Morning Continued

TRACK IB Institutional Research in Practice Salon B
 Moderator: Ron Doernbach, Dickinson College

10:15-11:00 AM

Basic Skills Assessment and Placement of Incoming Students: A Research-Backed Implementation Design
 Sherrill Ison and James Terrell, Monroe Community College

A four-year methodology with first-year results of a comprehensive approach to development of a community college testing and placement program will be discussed. Research elements include predictors of success, student/placement fit, faculty/student satisfaction, college image, and evaluation of improvement in retention and achievement.

11:00-11:45 AM

Sex Bias as a Product of Using the Scholastic Aptitude Test as a Tool in Making Admissions Decisions: A Case Study
 Michael F. Middaugh and Dale W. Trusheim, University of Delaware

The extent to which use of the Scholastic Aptitude Test in making admissions decisions results in a bias against women in those decisions is the focus of this paper. Analysis of admissions decisions at a large public university over a two year period and involving over 25,000 applicants is the thrust of this study. The results tend to confirm the presence of a biasing factor, and the authors suggest strategies for offsetting bias. The paper also represents a viable vehicle through which offices of institutional research can enter the strategic planning arena.

TRACK II Methods and Models Salon C
 Moderator: Susan Shaman, University of Pennsylvania

10:15-11:00 AM

Creating a Viable Computer Environment for Institutional Research
 Jennifer Wilton, University of Massachusetts-Boston

A case study which demonstrates and offers advice on how a software system can be tailored to the needs of an institutional research office. Sophisticated, off-the-shelf software installed in several linked environments is used to unify the system and make the differing operating systems transparent to users.

11:00-11:45 AM

PANEL: Developing Quality of Life Surveys
 Robert C. Froh and David B. White, Syracuse University

This session presents what has been learned from administering a quality of life survey over the past ten years to 8000 students living in residence halls at Syracuse University. Primary attention will be given to the use of focus groups, measurement analysis, and externally developed normative surveys to strengthen the quality of this effort.

Tuesday Morning Continued

TRACK IV Policy Issues

Salon D/E

Moderator: Lewis Dars, Massachusetts Board of Regents

10:15-11:00 AM

Outcomes Data as Measures of Internal Effectiveness in Institutions of Higher Education

E. Thomas Moran, SUNY-Plattsburgh

This presentation argues that the value added movement in higher education will contribute valuable and enduring innovations if it concentrates on intra- as opposed to inter-institutional evaluation. The primary factor responsible for this view is that instruments used to assess value added are inevitably imperfect. Their weaknesses (which will be discussed in the presentation) can produce highly misleading conclusions when making comparisons among different institutions. Therefore, the appropriate application of these instruments is in their ability to serve as a stimulus to institutional self-examination. In this regard, value added data can be useful in promoting enhanced institutional goal clarity, congruence among constituencies, internal communication, and engendering commitment and involvement of organizational members, particularly of students.

11:00-11:45 AM

What Will You be Doing in 1992? A Speculation on the Next Set of Issues and Their Effect on IR and Planning Offices

John A. Dunn, Jr., Tufts University

Institutional research and planning offices, like their parent institutions, are shaped by changes affecting the industry. A review of possible future changes suggests that those units that focus on development, marketing, cost-effectiveness and assessment will prosper in budget and staff but lose independence, whereas traditionally oriented offices may suffer cutbacks.

11:45-12:30 PM

Post-Conference Special Interest Group

Middle-States Association Institutions.**Seneca**

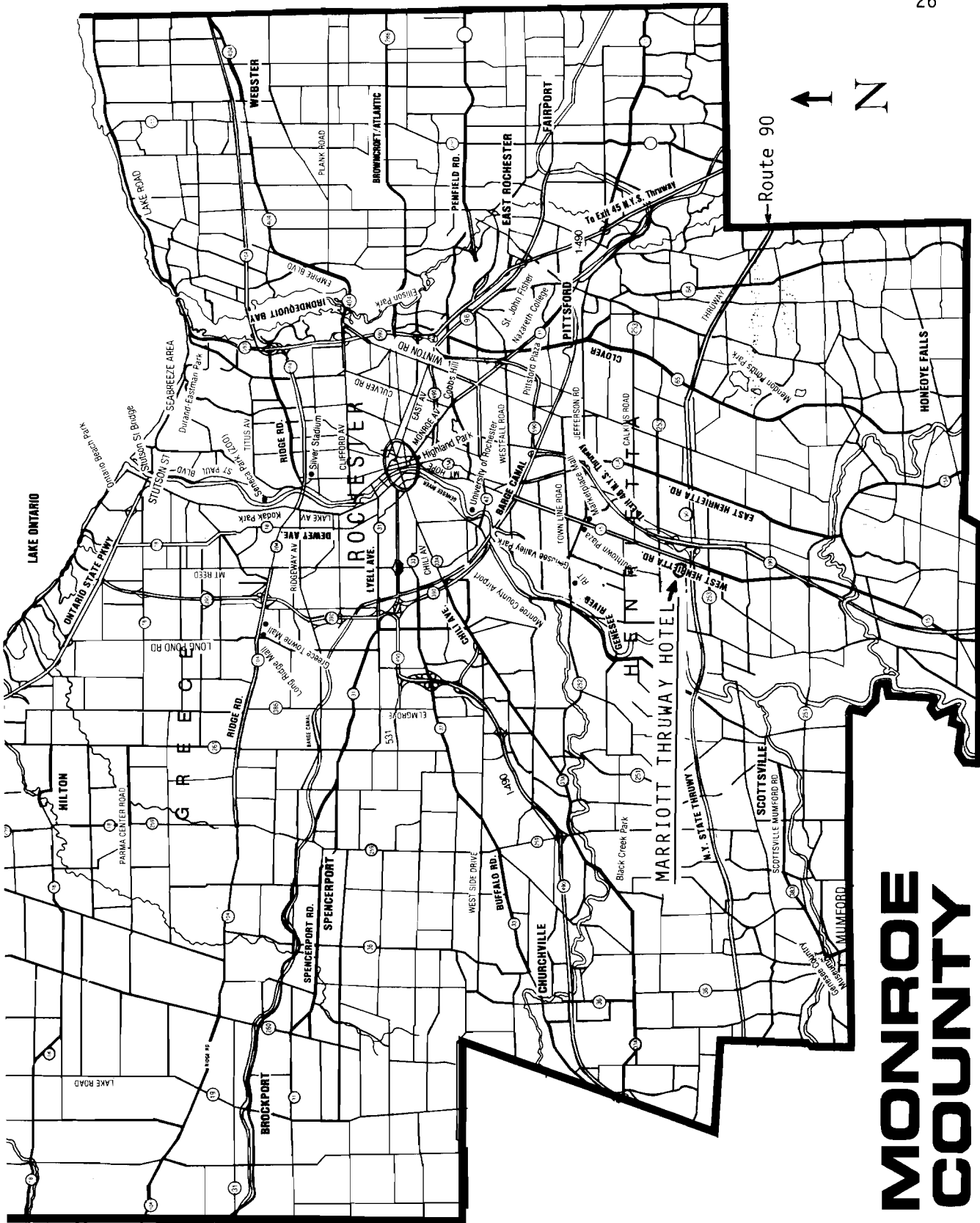
Convener: Stuart Rich, Georgetown University.

Discussion of accrediting agency annual institutional data survey.

1:00-4:00 PM

Special meeting of SUNY Community Colleges

Salon D/E



MONROE COUNTY

Hotel Floor Plan

