

North
East
Association for
Institutional
Research

15th Annual Conference

STRATEGIC CHOICE:

Making Better Decisions Through
Better Understanding of Institutions
And Their Environments

The Omni Biltmore Hotel
Providence, Rhode Island
October 23-25, 1988

**NEAIR OFFICERS
1987-88**

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1987-88 PUBLICATIONS

Jennifer B. Presley, Associate Vice-Chancellor, Planning, University of Massachusetts/Boston

 Sunday, 23rd SUNDAY AFTERNOON

12 Noon - 5 PM REGISTRATION 2nd Floor Balcony

12:30-3:30 PM PRE-CONFERENCE WORKSHOPS

Test Development Workshop State A	Newcomers to IR State B	Statistics Refresher Rhode Island College
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3:30 - 5:00 PM Enrollment Mgmt-Marketing Policy - Strategic Choices Fact Books: A Few New Twists

Comp Anlys CC Adm Use of Census Data Model Program	Role of IR Strat Dec Mkg Dem & Fin Proj Info for Plng
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State A State B State C

 SUNDAY EVENING

5:00 - 6:30 PM Social Hour - Cash Bar Bacchante Room

6:30 - 8:30 PM Banquet Dinner and Welcoming Address
 Harvey R. Stone
 Univ of Delaware Garden Room

8:30 PM - ?? Cash Bar and Conversation Stanford's Lounge

Monday, 24th MONDAY MORNING

7:00-9:00 AM COMPLIMENTARY COFFEE AND DANISH Bacchante Room

8:00-9:00 AM SPECIAL INTEREST GROUPS

SUNY AIRPO Convener: Jeffrey Dutton SUNY at Buffalo Salon 3	TUFTS/EDUCOM Convener: John A. Dunn, Jr. Tufts University Salon 7
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8:00-12 Noon REGISTRATION CONTINUED 2nd Floor Balcony

9:00-12 Noon GENERAL SESSION Garden Room
 "Making Better Decisions Through a Better Understanding
 of the Organization and its Environment"
 Dr. Richard H. Hall, SUNY Albany

 MONDAY AFTERNOON

12 Noon - 1:30 PM LUNCH Grand Ballroom
 including Annual Business Meeting

 1:30-3:00 PM Panel Administrative- Enrollment Mgmt- Policy-
 Assessment @ Albany Tuition Considerations Admissions Admissions Potpourri
 Foyer When Stop? Stdt Char/Adm Rts Symbiosis
 Concern about Price Factors-Enr Dec Mandate for Assessment
 Trends in Student Aid Factors-Grad Sch Distributed Access
 State A State B State C

2:45-3:00 PM Soda Break Bacchante Room

3:00-4:30 PM Administrative- Enrollment Mgmt- Administrative- Student Research-
 Cost Studies Admissions Alumni Writing/Counseling
 Salary Equity Gender Differences Res in Practice Impact of Spec Cnslng
 Fund Raising Admissions Standards Follow-up System Assmnt Writing Skills
 Disc Cost Analysis Planning Model Predict Alum Invlmmt Plcmnt in Dev Wrtnng
 Foyer State A State B State C

4:30-5:00 PM Demonstration: A PC Fact Book Salon 3

 MONDAY EVENING

Special Event: CELEBRATE PROVIDENCE
 5:30-6:30 PM Walking Tour of Downtown Financial District
 6:30-?? Cocktails, Dinner and Entertainment
 Turk's Head Club

 TUESDAY MORNING

7:00-9:00 AM Complimentary Coffee and Danish 2nd Level Balcony

8:00-9:00 AM Steering Committee Breakfast Cafe on Terrace

9:00-12 Noon CONFERENCE WORKSHOPS

Newcomers Test Development Ethical Issues
 to IR Workshop Workshop
 State B State C Foyer

9:00-10:15 AM Organizational Administrative-
 Theory Faculty
 Tchng Inst Res Demographic Analysis
 Plnd Orgnztnl Change Part-time Faculty
 State A Bacchante Room

10:00-10:30 AM Coffee 2nd Level Balcony

10:30-12 Noon Enrollment Mgmt- Students-
 Retention General Issues
 UG Non-Success Infirmary Services
 Adult Learners Attitudes
 Persistence/Attrition Learning Outcomes
 State A Bacchante Room

NEAIR 1988 ANNUAL CONFERENCE PROGRAM

Sunday, October 23

11:15 - 12:30 PM **President's Brunch** L'Apogee #7

Steering committee, conference workers, and workshop presenters.

12:00 Noon - 5:00 PM **Registration** 2nd Floor Balcony

12:30 - 3:30 PM **PRE-CONFERENCE WORKSHOPS**

Pre-registration required. Workshops are formal professional development training sessions conducted by leaders in the field. The \$25 fee includes the cost of materials.

Newcomers to Institutional Research **State B**

Michael F. Middaugh, Director of Institutional Research and Planning, University of Delaware.

This workshop is designed to give new practitioners in institutional research a hands-on approach to getting started in the field. Using a carefully designed manual of instructional materials, workshop participants will walk through a series of exercises designed to address such issues as: How to ensure data integrity; developing factbooks and reports that are read and used by college presidents; defining critical issues for instructional research at your college or university; identifying sources of data; conducting survey research; using personal computers and commercial software in institutional research and strategic planning; developing forecasting models. The workshop will also address the political pitfalls in institutional research, and will discuss how the new practitioner can effectively link his/her office with the strategic planning/decision making center at their institution.

Test Development Workshop **State A**

Linda A. Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania.

Topics discussed include clarifying your testing needs, the pros and cons of published and "homemade" tests, the merits of essay and multiple choice formats, identifying potential tests, interpreting test scores, and what "validity" and "reliability" mean. Actual tests that might be used in assessment programs are evaluated by participants.

Sunday Afternoon
12:30 - 3:30 PM

PRE-CONFERENCE WORKSHOPS, continued

Statistics Refresher for the Real World

Rhode Island College

Dr. Marian N. Steinberg, Director, System Research and Planning,
Connecticut State Technical Colleges.

This workshop will review basic descriptive and correlational statistics commonly used in developing institutional research studies. Matching the proper statistic to the research design and interpreting and analyzing the data in a manner understandable to busy managers will be the focus of this presentation. Participants will work on personal computers using LOTUS spreadsheets.

Participants should meet in the hotel lobby at 12:30. Bus transportation will be provided to Rhode Island College.

3:30 - 5:00 PM

CONTRIBUTED SESSIONS

PRESENTATION Fact Books: A Few New Twists

State C

Thomas E. Gusler, Clarion University; John Jacobsen, PA State System of Higher Ed; and Linda Swab, Clarion University, PA

This session will center on two types of fact books. The first type is similar to the traditional paper-based fact book but with a few unique twists. The second type is a fact book that uses SAS as the basic software and is shared by fourteen institutions via PROFS technology.

TRACK I: ENROLLMENT MANAGEMENT - MARKETING

State A

Moderator: Dawn G. Terkla, Tufts University

A Comparative Analysis of Community College Administrators' and Adult Evening Credit Course Students' Attitudes Toward College Programs, Services and Environment in a Theoretically Formulated Marketing Context

Peter J. Murray, SUNY Central Administration, Albany NY

A Framework for marketing is described. Principle elements of marketing are used in this study to analyze and evaluate the degree of congruence between the perceptions of those in administrative role positions to those of adult evening students with respect to the attitudes of adult evening students toward programs, services and environment in community colleges.

TRACK I: ENROLLMENT MANAGEMENT - MARKETING

The Use of Census Data to Identify New Student Markets

Dr. Donald L. Coan and Dr. Richard Nigro, Neumann College, PA

This paper explores the application of geo-demographic methods using census data to identify new student markets. This analytical approach can be useful in identifying geographic areas for marketing intervention, clarifying questions related to matching institutional mission to new external environments, and preparing needs surveys of prospective student populations.

A Model Program to Assess a College's Impact by Census Tract

Arnold J. Gelfman and J. Robert Banacki, Brookdale Community College, NJ

In this era of declining enrollments, it is even more important that colleges adapt new techniques to identify the changing marketplace. This program will show how Brookdale Community College used census tract matching to determine its impact throughout its county.

TRACK IV: POLICY - STRATEGIC CHOICES

State B

Moderator: Susan Shaman, University of Pennsylvania

The Role of Institutional Research in Maintaining Academic Standards During a Period of Declining Enrollments

Robert M. Karp, North Country Community College, Saranac Lake, NY

This paper summarizes the efforts of an institutional research office to focus attention on academic standards during a period of declining enrollments. A summary on the extraction and presentation of longitudinal data will be discussed, as well as the effects that the exercise had on institutional mission, philosophy, standards, and delivery services.

Strategic Decision Making in the Context of Shared Governance

Dr. Nathan Weiss and Dr. Henry Ross, Kean College of New Jersey

The twin issues of institutional integrity and accountability, as they relate to the process of governance, are the focus of this paper. How can decision-making best be shared while retaining a clear vision of institutional mission? This paper uses both literature and practice in addressing these questions.

3:30 - 5:00
Sunday Afternoon, continued

CONTRIBUTED SESSIONS

TRACK IV: POLICY - STRATEGIC CHOICES

Use of Demographic and Financial Projections in the Development of a Strategic Long-Range Plan

Richard Hoffman, Michael McGuire, and Jane Anderson, Franklin and Marshall College, PA

Faced with a projected steep decline in the number of traditional applicants in the next decade, Franklin & Marshall College made a strategic decision to reduce the size of its student body while maintaining or increasing both the selectivity of the admissions criteria and the financial resources needed to enhance program quality. This paper outlines the planning information used to support this decision, and its effect to date.

Information for Planning: Campus Perspectives and Practices

Frank A. Schmidtlein and Toby H. Milton, University of Maryland

This paper examines campus practices and perspectives related to collecting, analyzing, and disseminating data for institutional planning. These findings were obtained through a nationwide study conducted by the National Center for Postsecondary Governance and Finance. The study revealed differences between assumptions about data use in planning and realities at campuses.

Sunday Evening

5:00 - 6:30 PM	Social Hour	Bacchante Room
6:30 - 8:30 PM	Dinner and Welcoming Address Speaker: Harvey R. Stone, Ph.D. Special Assistant to the President for Economic Development, University of Delaware	Garden Room
8:30 PM - ?	Cocktails and Conversation (Cash Bar)	Stanford's Lounge

TRACK I: ENROLLMENT MANAGEMENT - ADMISSIONS

State B

Moderator: Linda Suskie, Millersville University

Student Characteristics and Admissions Rates at 70 Private, Four-Year Institutions

Jennifer Mauldin, Tufts University, MA

This study explores the relationship between student and institutional characteristics and retention rates at 70 private, residential four-year institutions. Variables examined include student demographics, background characteristics, and attitudes plus institutional factors of size, financial aid policies, co-educational status and total resources. Data sources for the study are Cooperative Institutional Research Program (CIRP) survey responses and institutional profile data from the Tufts-EDUCOM Data Sharing Project. The Project consists of approximately 105 colleges and universities that share financial, enrollment and other types of management data.

Institutional Images: Factors Affecting the Student Enrollment Decision Process

David J. Costello, Suffolk University, MA

The image that an institution sends to the academic marketplace may impact the student enrollment decision process. A clear, well marketed image may increase a university's enrollment numbers. Conversely, a mixed or a muddled image may lead to enrollment declines. This paper uses survey data to measure the effect of "institutional images" on the student enrollment decision process.

Post Baccalaureate Plans: Factors that Influence Graduate School Selection

Dawn Geronimo Terkla, Tufts University, MA

This paper will examine three specific aspects of graduate school selection: (1) the major factors in the applicants' selection of a graduate school; (2) the influences of specific sources of information on the graduate school selection process; and (3) the major attributes that differentiate between matriculants and non-matriculants.

TRACK II: ADMINISTRATIVE - TUITION CONSIDERATIONS

State A

Moderator: Elizabeth Taylor, Schenectady Cnty Community College

When is it Going to Stop? A Speculation on Tuition Rates at One Private University

John A. Dunn, Jr., Tufts University, MA

Reviewing thirty years of national and institutional data, the author looks for reasons for the sharp tuition rise from 1980 on, and wonders whether self-imposed enrollment restrictions might not be largely responsible.

The Interactive Effect of Concern about Price on College Choice

Yuko Mulugetta and Susan H. Murphy, Cornell University, NY

The study investigated how the concern about education price interacts with other variables in the student's enrollment decision-making process. Multiple discriminant analysis revealed that academic ability was a significant determinant regardless of the level of price concern, while a cost-related factor (distance from home) had a significant impact only in the group with high level of concern.

Trends in Student Aid: 1980 to 1988

Gwendolyn L. Lewis, The College Board

This report provides the most recent and complete statistics available on student aid in the 1980s, complementing the publication by Gillespie and Carlson, Trends in Student Aid: 1963 to 1983 (New York: The College Board, 1983). It revises figures presented earlier for the 1980s and, for the first time, gives estimates for academic year 1987-88, replacing three previously published updates (Trends in Student Aid: 1980 to 1986 and Trends in Student Aid: 1980 to 1987).

TRACK IV: POLICY - POTPOURRI

State C

Moderator: Larry Metzger, Ithaca College

Symbiosis: Community College - High School Partnership

Dr. Alan J. Sturtz, South Central Community College, CT

The purpose of this study is analysis of the effectiveness of the SCCC High School Partnership Program with regard to enrollment from service area high schools, enrollment of seniors and juniors from the different schools (including sex/ethnic data), diversity of courses selected and grades awarded, and enrollment/student flow trends among program participants.

1:30 - 3:00

Monday Afternoon, continued

CONTRIBUTED SESSIONS

TRACK IV: POLICY - POTPOURRI

**Institutional Responses to State Mandate for Outcomes Assessment:
Strategic Choice Based on Rationality, Bureaucracy and Politics**

Angela C. Suchanic, Trenton State College, NJ

Institutional researchers are increasingly expected to respond to mandates for outcomes assessment. This paper proposes that, in responding, institutions make strategic choices based on rational decision-making and bureaucratic and political forces. By understanding these forces, institutional researchers can fulfill their responsibilities more effectively and potentially help shape the institution's response.

**Providing Distributed Access to Student Data Through the Use of an
Integrated Data Base System**

Dianne P. Bills and Joellen S. Shaffer, RIT/NTID, NY

The purpose of this presentation is to describe the use of INGRES, an Integrated Data Base Product, to provide academic department members the ability to access institutional registration information while having the flexibility to use the system to store department specific information. Such an on-line system permits the people who interact with a student to share information in a real time environment. In addition, the system can be used to 'flag' students who are having problems in the college environment and perhaps to avert later attrition.

2:45 - 3:00

SODA BREAK

Bacchante Room

3:00 - 4:30

Monday Afternoon

CONTRIBUTED SESSIONS

TRACK I: ENROLLMENT MANAGEMENT - ADMISSIONS

State A

Moderator: Dale Trusheim, University of Delaware

**Gender Differences in Freshman Performance and Their Relationship to
Use of the SAT in Admissions**

Ellen Armstrong Kanarek, Rutgers University, NJ

Despite a 60-point deficit in total SAT, freshman women at a large public university perform significantly better than men in both total CUM and GPA in humanities and social science courses. Because GPA differences are greatest for high SATs, underprediction for women is of most concern for scholarship selection.

3:00 - 4:30

Monday Afternoon, continued

CONTRIBUTED SESSIONS

TRACK I: ENROLLMENT MANAGEMENT - ADMISSIONS

**Admissions Standards and the Under-Prepared Student in an Urban
Context: How Institutional Research is Helping to Frame the Debate**

Jennifer B. Presley and Peter Langer, University of Massachusetts
at Boston

This presentation will describe how institutional research at UMass/Boston is informing the institutional debate with regard to the underprepared student and admissions standards. Results will be presented from a study of the relationship between admission characteristics, placement on basic skills tests, and subsequent performance at UMass/Boston, as well as a description of the policy context before and after the study.

A Strategic Planning Model for Admissions

Anthony Lolli, University of Rochester, NY

This session will introduce a strategic planning model which helps identify new admissions recruitment opportunities. For researchers not familiar with admissions operations, the model also promotes an understanding of the existing recruitment portfolio. The model meets these objectives by uncovering opportunities resulting from the intersection of five dimensions: resources, market types, student segments, information recipients and recruitment chronology.

TRACK II: ADMINISTRATIVE - COST STUDIES

Foyer

Moderator: Wendell Lorang, SUNY at Albany

**Faculty Salary Equity: Integrating Policy and Practice Through
Decision Support**

Jeffrey E. Dutton, SUNY-Buffalo, and Kathleen K. Bissonnette, West
Virginia University

The social ideal of salary equity challenges higher education to institute procedures to ensure equity rather than to defend against inequities. The regression analyses and accompanying reports described in this paper were designed specifically for decision support, i.e., to monitor salary equity, support for salary decisions, and integrate policy and practice.

TRACK II: ADMINISTRATIVE - COST STUDIES

Fund-Raising Proceeds and Costs: Trends and Patterns, 1978-1987

John A. Dunn, Jr. and Audrey Adam, Tufts University, MA

The paper summarizes the findings of a set of recent studies on fund-raising costs, staffing, and proceeds for 15 universities and 30 colleges. It describes trends in total and in alumni support, and gives new data on the relative importance of large gifts, the cost per dollar raised, and the patterns of staffing.

The Use of Microcomputer in Discipline Cost Analysis

Koosappa Rajasekhara, Dundalk Community College, MD

The Discipline Cost Analysis is one of the valuable tools of college administrators for making decisions of both short and long-term significance. The cost per course, cost per student credit hour, and the cost per full-time equivalent student by discipline can be analyzed using LOTUS 1-2-3 with a personal computer. The microcomputer approach provides flexibility in preparing the cost data and serves as a tool for "what if" scenarios looking at past trends and future discipline and cost projections. A step-by-step approach of determining the unit cost is discussed.

TRACK II: ADMINISTRATIVE - ALUMNI

State B

Moderator: Richard Rugen, Kutztown University

Alumni Research in Practice: Assessment of the College and Post-Graduate Experiences

Crane Willemsse and Mary Ann Coughlin, Smith College, MA

This paper presents the research of Smith College's Alumnae Biography office, which maintains and reports on several data bases of over 27,728 student and alumnae respondents. Biographical and statistical information provides data for the study of employment and graduate study patterns, and the assessment of academic and social experiences of women's undergraduate education.

TRACK II: ADMINISTRATIVE - ALUMNI

The Development and Application of an Individually Tailored Alumni Follow-up System

William A. Welsh and Gerard G. Walter, National Technical Institute for the Deaf

The process through which an institutional research office constructs a questionnaire tailored to individual alumni respondents is described. The utility of the individual alumni data for admissions recruiting, development activity, program planning, and other institutional activities is described.

Using Perceptions of Educational Outcomes to Predict Alumni Involvement

Dr. Robert C. Froh and Dr. David B. White, Syracuse University, NY

This session will present the results of an alumni outcomes survey project that enabled alumni programs, development and academic administrators to determine alumni perceptions of the quality of academic and alumni programs, and to relate these perceptions to indicators of alumni involvement such as annual giving and participation in alumni reunions.

TRACK III: STUDENT RESEARCH - WRITING/COUNSELING

State C

Moderator: Webster Trammell, Brookdale Community College

The Impact of Special Counseling and Academic Services on Disadvantaged Students

Marion Walker, Corning Community College, NY

Research on a grant project to provide special counseling and academic services to disadvantaged students at Corning Community College showed Special Services Students performed significantly better than the control group on GPA, retention, graduation, math and English. The rates were also higher than the overall college group on retention and graduation.

Assessment of Freshmen Writing Skills: Faculty Concerns and the Principles of Measurement

Zandra S. Goldberg Gratz, SUNY-Farmingdale

The efficiency and accuracy of several writing placement measures is described. In particular, the essay, high in face validity and faculty support, is compared to a multiple choice tool which sports superior reliability and predictive validity. A two stage placement program capitalized on the strengths of each device.

3:00 - 4:30
Monday Afternoon, continued

CONTRIBUTED SESSIONS

TRACK III: STUDENT RESEARCH - WRITING/COUNSELING

A Comparison of Two Methods for Placement in Developmental Writing Courses

Kathleen Keenan, Massasoit Community College, MA

A study conducted by Institutional Research, with faculty participation, compares standardized tests with holistically scored essays as placement instruments for introductory writing classes. In addition, the project demonstrates the value of collaboration with faculty in research to achieve credibility for results and to inform academic policy change.

4:30 - 5:00

DEMONSTRATION

Salon 3

A PC Factbook

Denise A. Krallman
State University of New York at Buffalo

The purpose of this PC demonstration is to share a method of automating a factbook for use by institutional researchers. Using a menu-driven LOTUS spreadsheet, the factbook system has been developed to allow users to move away from hard copy printouts, tables, and informal verbal requests, to a more systematic, work-command approach to the PC as ultimate data source.

Monday Evening

SPECIAL EVENT

CELEBRATE PROVIDENCE

5:30 -5:45 Meet in the hotel lobby to begin a walking tour of the downtown financial district.

6:30-?? Cocktails, Dinner and Surprise Entertainment

Turk's Head Club

Tuesday, October 25

7:00 - 9:00 AM COMPLIMENTARY COFFEE AND DANISH 2nd Level Balcony
8:00 - 9:00 Steering Committee Breakfast Cafe on Terrace
9:00 - 12:00 Conference Workshops

Newcomers to Institutional Research State B

Michael F. Middaugh, Director of Institutional Research and Planning, University of Delaware.
(Repeated from Sunday Afternoon; prior registration required)

Test Development Workshop State C

Linda A. Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania.
(Repeated from Sunday Afternoon; prior registration required)

Ethical Issues Workshop Foyer

Robert F. Grose, Amherst College; William Lauroesch, University of Massachusetts-Amherst; Sandra J. Price, Smith College; Michael E. Schiltz, Loyola University of Chicago; Jay A. Halfond, Northeastern University

The workshop sponsors seek to draw from the experience of conference attendees insights into the nuances of difficult and sensitive ethical problems in the practice of institutional research issues. Extensive discussions will follow brief presentations. Several short case studies will be available at the opening of the conference, and attendees are encouraged to obtain and read them. Willingness to participate is the sole qualification for attendance.

9:00 - 10:15
Tuesday AM

CONTRIBUTED SESSIONS

TRACK IV: ORGANIZATIONAL THEORY State A

Moderator: Jennifer Presley, University of Massachusetts/Boston

Teaching Institutional Research to the Reluctant Institution
Mark Bagshaw, Clark University, NY

Assisting institutional leaders to learn to value and use institutional research is as important to the successful researcher as technical and interpretational competence. This paper looks at the organizational learning process, sources of resistance in colleges and universities, and some remediation strategies.

9:00 - 10:15
Tuesday AM

CONTRIBUTED SESSIONS

Examination and Analysis of Planned Organizational Change in Higher Education Using an Enhanced Normative Systems Model

Betty Millin and John Terry, University of Lowell, MA

Examination and analysis of the application of an enhanced normative systems model of planned change in a higher education setting suggests a practical participative model for planned change which is highly applicable for institutions of higher education.

TRACK II: ADMINISTRATIVE - FACULTY

Bacchante Room

Moderator: Ron Doernbach, Dickinson College

Demographic Analysis of Connecticut's State Technical College System Faculty and Professional Staff: Potential Retirements and Estimated Costs

Dr. Marian N. Steinberg, Director, System Research and Planning, CT State Technical Colleges.

This research was carried out to determine the extent and potential cost of retirements. Distribution by unit for age, years of service, sick and vacation accruals are described. Potential retirements are projected based upon the provisions of each of three retirement plans, including costs and effect by unit and department.

Montgomery College Part-time Faculty: Who? Why? What?

D. A. Hemerway and Ruth S. Garies, Montgomery College, MD

Both administrators and full-time faculty need to know more about the part-time faculty recruited each semester. Too frequently they regard their needs as conflicting and cooperation as impossible. This paper reports the success of one community college in overcoming this barrier and presents the results of its survey of part-time faculty.

10:15 - 10:30

COFFEE

2nd Level Balcony

TRACK I: ENROLLMENT MANAGEMENT - RETENTION

State A

Moderator: Felice Billups, Rhode Island School of Design

Implicit Factors in Rates and Proportion: A Look at Undergraduate Non-Success

Joseph C. Lanni, Montgomery College, MD

University X's undergraduate applicants for graduation failed to graduate in the designated semester in approximately one-third of the cases. It was determined that a number of implicit factors were combined in an aggregated error formation. Recommendations for screening applications for graduation and interpreting educational rates and proportions were submitted.

Factors Which Affect Retention of Adult Learners During the First Year of Graduate-Level Study

Christine A. Oatis, University of Lowell, MA

This study investigated perceptions and persistence patterns of adults who enrolled in graduate courses for the first time at a mid-size, public university. Statistical analyses of questionnaire responses revealed differences according to age cohort as well as race and full-time/part-time status among those who persisted into the second semester and those who did not persist.

An Analysis of the Student Persistence and Attrition Process: An Urban College Perspective

David J. Costello and Barbara Pfeiffer, Suffolk University, MA

As many colleges and universities face declining applicant pools they are turning toward the issue of retention as the means to stabilize enrollment numbers. This paper uses a log-linear approach to understanding the persistence and attrition issue. The singular and combined effects of three independent variables (race, program of study and academic achievement) are measured as to their effect on student persistence.

10:30 - 12:00
Tuesday, continued

CONTRIBUTED SESSIONS

TRACK III: STUDENTS - GENERAL STUDENT ISSUES

Bacchante Room

Moderator: Crane Willemse, Smith College

The Role of Student Perception of Quality of Care and Privacy as Factors Affecting Student Utilization of Infirmary and Local Hospital Services

Scott Meyer, Plymouth State College, NH

This study was designed to examine which factors may underlie a student's decision to use the college infirmary or local hospitals for health care needs. It is postulated that the issues of quality of care and individual privacy are central to utilization rates. This paper presents data in support of that hypothesis.

A Comparison of Attitudes of White College Students toward Black College Students in 1982 and 1987

Robert J. Bisantz and Richard J. McCowan, SUNY-Buffalo

The presentation compares the results of two surveys that examined attitudes of white college students toward black students in 1982 and 1987. A brief review of the literature and a description of the procedures followed in developing the Bogardus social distance scale used in the study is included.

An Analysis of Factors Related to Student Learning Outcomes

Jean Morlock, Tom Moran, Tom Gonyea and Diana Green, SUNY-Plattsburgh

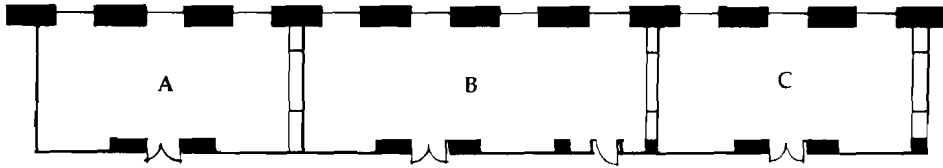
Research suggests that variables related to faculty/student relationships, student peer interactions, and the quality of student effort are likely to have significant impact upon student learning. This study empirically identifies factors related to these broad constructs. The study also analyzes the relative importance of these factors in influencing student learning.



CENTRAL PROVIDENCE

**Denotes National Historic Landmark *Denotes National Register

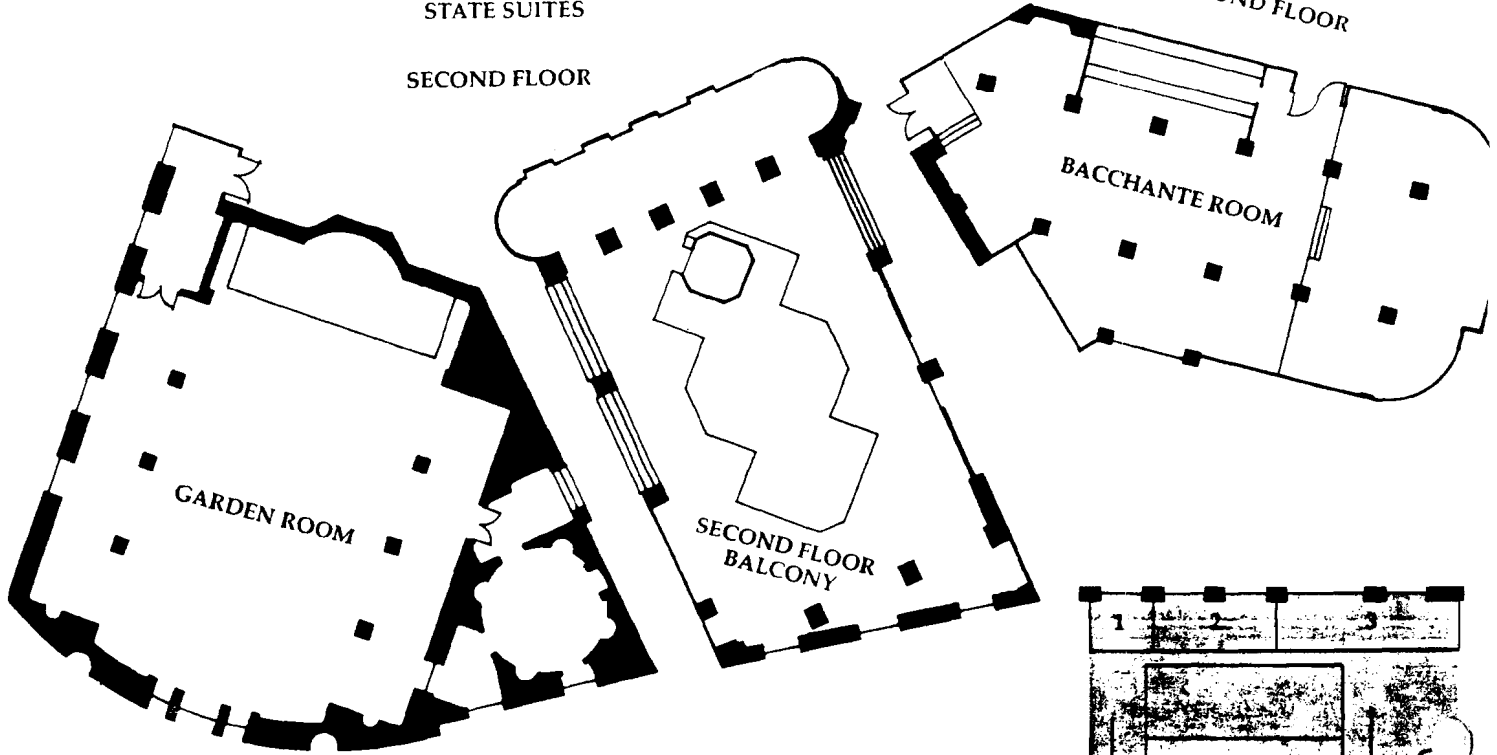
1. **CITY HALL** (1875-1878) (*) (H-1) Kennedy Plaza. Designed in the manner of the Louvre and Tuileries Palaces, Paris. Mon-Fri, 8:30-4:30; July-Aug, 8:30-4. Closed holidays. 421-7740
2. **ARCADE, THE** (1828) (*) (H-1) 65 Weybosset St. Greek Revival structure houses the oldest indoor shopping center in the country. Features shops and international cuisine. 456-5403.
3. **BROWN UNIVERSITY** (Chartered 1764) (*) (H-3) Prospect & College Sts. 7th oldest in America. University Hall (1770), used as barracks by American and French troops during Revolution. Tours 863-2378. ♂
4. **CATHEDRAL OF ST. JOHN** (1810) (H-1) 271 North Main St. One of four original Colonial parishes in State. Historical graveyard adjacent. Mon-Fri, 9-4; Sun, 7:30-1. 331-4622.
5. **CATHEDRAL OF SS PETER & PAUL** (1878-1889) (*) (H-1) One Cathedral Sq. Brownstone Gothic Revival; massive towers flanking large rose window. Mon-Fri, 9-9; Sat, 9-5; Sun, 8-8. 331-2434.
6. **FIRST BAPTIST CHURCH IN AMERICA** (1775) 75 North Main St. Meeting House of oldest Baptist Congregation in America, founded by Roger Williams in 1638. April-Oct, Mon-Fri, 10-3; Sat, 10-noon. Sun tours, noon, except July-Aug, 10:30. 751-2266.
7. **FIRST UNITARIAN CHURCH** (1816) Benefit & Benevolent Sts. Steeple houses largest and heaviest bell cast by Paul Revere & Son. 421-7970.
8. **JOHN BROWN HOUSE** (1786) (**) 52 Power St. Elegant Georgian mansion. RI Historical Society Headquarters. Tues-Sat, 11-4; Sun, 1-4. Closed holidays. Jan & Feb weekdays by appt. only. 331-8575.
9. **JOHN HAY LIBRARY** (H-1) Prospect & College Sts. (Brown University). Exhibits and special collections. Mon-Fri, 9-5; Thurs, 9-9. 863-2146.
10. **JOHN D. ROCKEFELLER, JR. LIBRARY** (H-1) Prospect & College Sts. (Brown University) Mon-Thur, 8:30 a.m.-midnight; Fri, 8:30 a.m.-10 p.m.; Sat, 9 a.m.-10 p.m. Sun, noon-midnight. Summer & holiday hours, 9-5. 863-2167.
11. **MARKET HOUSE** (1773) South Water & College Sts. Focal point of market place of Colonial Providence. Upper floors used as Revolutionary War barracks. 331-3511.
12. **MUSEUM OF ART, RI SCHOOL OF DESIGN** (1926) (#) (H-1) 224 Benefit St. Gallery exhibits and Pendleton House Wing of 18th Century American furniture. Sept 1-June 15, Tues, Wed, Fri, Sat, 10:30-5; Thurs, noon-8; Sun & holidays, 2-5. June 16-Aug 31, Wed-Sat, noon-5. 331-3511.
13. **OLD STATE HOUSE** (1762) (*) (H-1) 150 Benefit between N & S Court Sts. RI Declaration of Independence signed here May 4, 1776, two months before that of the 13 Colonies in Philadelphia. Mon-Fri, 8:30-4:30. 277-2678.
14. **PROSPECT TERRACE** Congdon at Cushing St. Site of Roger Williams Memorial (statue) Panoramic view ♂
15. **PROVIDENCE ART CLUB** (1786-1791) 11 Thomas St. Clubhouse & galleries in two Colonial buildings. Mon-Fri, 10-4; Sat, noon-3. Sun, 3-5. 331-1114.
16. **PROVIDENCE ATHENAEUM** (est.1753) 251 Benefit St. One of nation's oldest library companies. Greek Doric temple design built 1838. Mon-Fri, 8:30-5:30; Sat, 9:30-5:30 (except in summer) 421-6970. ♂
17. **JOHN CARTER BROWN LIBRARY** (Brown University). World's foremost collection of early Americana. Mon-Fri, 8:30-5; Sat, 9-noon. 863-2725.
18. **RHODE ISLAND HISTORICAL SOCIETY LIBRARY** (1873) (H-1) 121 Hope St. Extensive collection of RI history & artifacts. Sept-May, Wed-Sat, 10-5; June-Aug, Mon, noon-9; Tues-Fri, 9-6. Closed holidays. 331-8575.
19. **ROGER WILLIAMS LANDING PLACE MONUMENT** Gano St., between Power & Williams Sts. Site where Williams first stepped ashore in 1636 in exile from the Massachusetts Bay Colony. ♂
20. **ROGER WILLIAMS NATIONAL MEMORIAL** (**) (H-1) North Main & Smith Sts. Site of original Providence settlement (1636). Mon-Fri, 8-4:30; May-Oct, 9-5. 528-5385.
21. **BENEFACTIC CONGREGATIONAL ("ROUND TOP") CHURCH** (1791) (*) (H-1) 300 Weybosset St. Features 5,700-piece crystal chandelier. Open from Abbott Park Place, Mon-Fri, 8-4:30; Sat-Sun, 9-1. 331-9844.
22. **STATE HOUSE** (1891-1904) (H-1) Smith St. Built of white Georgian marble with the second largest unsupported marble dome in world. Statue of Independent Man crowns dome. Mon-Fri, 8:30-5 except holidays. Tours, 10-3. 277-2311, 277-2357.
23. **GOVERNOR STEPHEN HOPKINS HOUSE** (c.1707) (**) Benefit & Hopkins Sts. Signer of Declaration of Independence. April 1-Dec 1, Wed & Sat, 1-4; and by appt. 885-4222, 831-7440, 751-1758.
24. **WOODS GERRY MANSION** (1863) (H-1) 62 Prospect St. Houses R.I. School of Design Art Gallery. Mon & Sat, 11-4; Thurs, 11-7; Sun, 2-5. 331-3511, Ext.147.
25. **RHODE ISLAND HOSPITAL** 593 Eddy St. Full medical services. 277-4000
26. **PROVIDENCE TRAIN STATION** 100 Gaspee St. Amtrak: Information, (800) USA-RAIL, Baggage Express, 727-7388.
27. **BUS TERMINAL** 1 Sabin St. Greyhound & Bonanza Bus Lines. Information, 751-8800.
28. **PROVIDENCE POLICE** LaSalle Square. 272-1111.
29. **PROVIDENCE CIVIC CENTER** (H-1, H-3) LaSalle Square. Location of RI Heritage Hall of Fame. 331-6700
30. **JOHNSON & WALES COLLEGE** (H-1, H-2, H-3) Abbott Park Place. Tours: 456-1000.
31. **TRINITY SQUARE REPERTORY COMPANY** (H-1) 201 Washington St. Tony Award-winning professional, legitimate theatre. Box Office, 351-4242.
32. **MUSEUM OF RI HISTORY, AT ALDRICH HOUSE** (1822) 110 Benevolent St. Tues-Sat, 11-4, Sun, 1-4. 331-8575 ♂
33. **PROVIDENCE PUBLIC LIBRARY** 150 Empire St. (between Fountain & Washington Sts.) Open Mon, Tues, Thurs, 9:30-9; Fri-Sat, 9:30-5:30. 521-7722 ♂
34. **DAVOLL SQUARE MARKET PLACE** (H-1) Point & Eddy Sts. Late 19th Century rubber goods factory transformed into high tech enclosed shopping & dining complex. 272-7211
35. **BENEFIT STREET'S "MILE OF HISTORY"** (H-1) The most impressive concentration of original Colonial homes in America and site of many superb examples of early Federal and 19th Century architecture. Walking tours by Providence Preservation Society. 831-7440



STATE SUITES

SECOND FLOOR

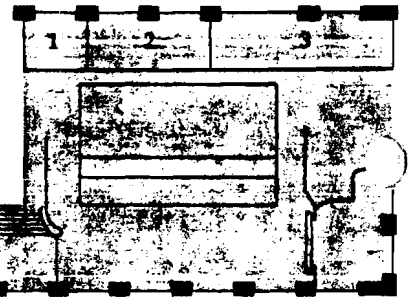
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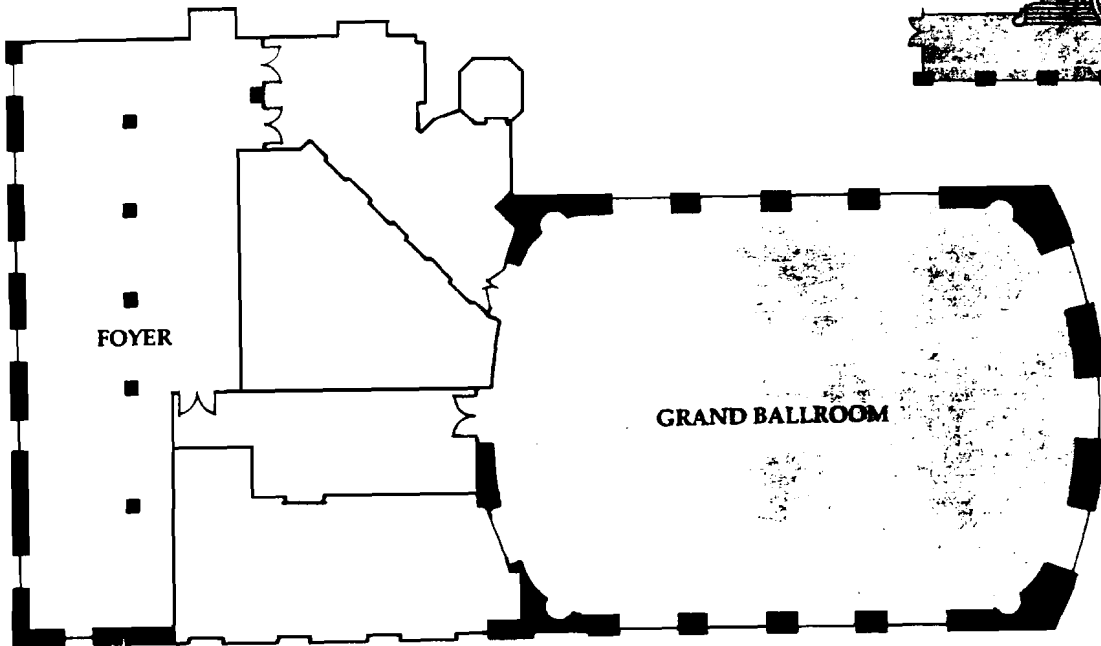
GARDEN ROOM

SECOND FLOOR
BALCONY

BACCHANTE ROOM



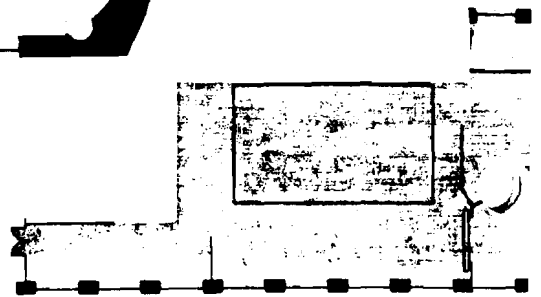
17TH FLOOR



FOYER

GRAND BALLROOM

17TH FLOOR



18TH FLOOR