

North
East
Association for
Institutional
Research

16th Annual Conference

Bringing
Technology
to the
Issues

The Westin William Penn
Pittsburgh, PA
October 21-24, 1989

NEAIR OFFICERS
1988-89

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Dickinson College

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Dawn Geronimo Terkla, Director, Analytic Studies, Tufts University

1988-89 PUBLICATIONS

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

NEAIR 1989 ANNUAL CONFERENCE PROGRAM

Saturday, October 21

3:00 - 7:00 PM Registration Riverboat Room
7:00 PM- ? Dinner at area restaurants

Sunday, October 22

8:00 AM - ?? Coffee Break Riverboat Room
8:00 AM - 5:00 PM Registration Riverboat Room

**** CONFERENCE WORKSHOPS ****

9:00 AM - 12:00 Noon
Newcomers to Institutional Research Three Rivers #1

Michael F. Middaugh, 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.

9:00 AM - 11:30 AM
Sunday Morning, continued

Descriptive Statistics for the Real World

Shadyside

Marian N. Steinberg, Eastern Connecticut State University.

This workshop is geared towards newcomers to institutional research as well as those wishing a refresher. It will focus on the use of descriptive statistics to analyze data in order to produce information useful to decision-makers. An overview will be given of the use and interpretation of frequencies, ranges, means, standard deviations, percentiles, differences among groups, year-to-year changes and regression. Tables and graphs produced by standard software, such as SPSS, will be used to show how to uncover patterns and relationships. This will include a data exploration using histograms, pie charts, scatterplots and other graphic tools.

Introduction to Microcomputer Spreadsheets
and Databases

Japan

J. Davis Raborn, Carnegie Mellon University

William Willis, Carnegie Mellon University

This workshop is designed for those new to microcomputer spreadsheets and databases. The first half of the session will concentrate on the general features of these software packages, while the second half will focus on specific applications and selection concerns. Examples of software will be provided for both the PC and Mac environments.

Sunday Afternoon

12:00 Noon - 1:30 PM President's Brunch

Parkview West

Steering committee, conference workers, and workshop presenters.

12:45 PM - 1:30 PM
Sunday Afternoon, continued

Consultant's Corner

Norway

Moderator: Mark Eckstein

Come to hear or share experiences and expertise with colleagues
about computer issues and problems

IBM and Mac Microcomputers: Advantages, Disadvantages, Similarities
and Differences

1:30 PM - 3:00 PM CONTRIBUTED SESSIONS

Concepts, Current Status; and Issues
Concerning Outcomes Assessment in Higher Education

Three Rivers #1

James O. Nichols, University of Mississippi

This presentation on the approaches to the assessment of
institutional effectiveness concentrates on five areas. These are
understanding institutional effectiveness, the means of
institutional effectiveness assessment, examples of institutional
effectiveness implementation, data formats for institutional
effectiveness, and a four-year plan for institutional effectiveness
implementation.

Track 3: Enrollment Management and Retention

Canada

Moderator: John Jacobsen

The Use of the College Student Experience Questionnaire (CSEQ)
in Policy and Program Development

Karen W. Bauer, University of Delaware
Dale Trusheim, University of Delaware

Responses from the Spring 1989 administration of the College Student
Experience Questionnaire (CSEQ) at the University of Delaware offers
analyses of student outcomes and campus satisfaction. Significant
differences in responses by sex, class standing, employment and
entry status can be used for discussion with campus officials and
can aid in policy and program development.

1:30 PM - 3:00 PM
Sunday Afternoon, continued

Predicting Freshman Performance and Retention

David Zubrow, Carnegie Mellon University

Predicting the likely performance of applicants during their freshman year is an important task for many admissions offices. However, for several reasons this task is difficult. As a complement to this effort, predicting retention into the sophomore year offers a different but informative admissions criterion. This paper discusses the method and results of both of these analyses.

Track 4: Theory and Practice of Institutional Research Three Rivers #3

Moderator: Joseph Pettit

Has the Middle Class Been Pressured Most? More Evidence

Yuko Mulugetta, Cornell University
Donald Saleh, Cornell University
- Abraham Mulugetta, Ithaca College

The study compares parental contributions in academic years 1984/85 and 1987/88, using the data from three prestigious private universities. The analysis examines whether the middle income families have experienced the greater pressure from parental contributions in recent years.

Impacting Planning for Financial Aid Expenditures: A Master Plan for an Independent College

- Lila Seaman, Cedarville College

The paper describes how the office of Institutional Research was used to formulate a plan to improve the effectiveness of recruitment and retention through enhanced financial aid services. The paper describes current status, reviews trends in the external and internal environment, suggests probable future directions, and prioritizes objectives for the future based on profile and impact studies. Activities are prescribed for financial aid and development offices for the 1990's.

2:30 PM - 4:30 PM

HIGH TEA

Main Lobby

Sunday Afternoon, continued

3:30 PM - 5:00 PM CONTRIBUTED SESSIONS

Track 1: Technology in the Institutional Research Office Three Rivers #3

Moderator: Marjorie Raab

A Case Study of Technological Support for Institutional Research
at a Small College

Scott Bodfish, Wilkes College

This paper presents a case study of an institutional research project conducted with the Financial Aid office to collect and analyze data on graduates over the past decade. This type of project at a small college was made possible by the technological assistance of microcomputers and an integrated software package. The focus of the study will be the application of the word processing, database and spreadsheet components of the software package to the research project.

The Use of Graphics in the Small Institutional Research Office

Audrey Adam, Tufts University	Freelance Plus
Lois M. Good, Dickinson College	Graphwriter II
Arnold Tilden, Juniata College	Harvard Graphics
Valerie Broughton, Univ. of Minnesota	Excel & McPaint

The purpose of this panel is to provide an overview of the various types of software and hardware currently being utilized in the small Institutional Research office. The means by which graphics are communicated, and the audience and the occasion for the use of graphics are also discussed.

Track 2: Information Systems and Strategies Three Rivers #1

Moderator: Judith Bride

Electronic Mail: Information Sharing at its Best

John A. Dunn, Jr., Tufts University

The new electronic communication media provide helpful tools for the institutional researcher and planner. One-to-one communication is quicker and more flexible; the ability to send news to and ask questions of large groups enormously increases information-sharing; and electronic access to remote data bases will soon be possible.

3:30 PM - 5:00 PM
Sunday Afternoon, continued

Establishing Environmental Scanning Networks

Frederick D. Loomis, The Pennsylvania State University
Louis J. Fabian, Lock Haven University

Environmental scanning is an important, albeit time-consuming and labor intensive element of strategic planning. Environmental scanning networks which electronically link institutions, hold great potential for facilitating this activity among colleges and universities, by fostering collaboration and cooperation as well as supporting the development of environmental scanning data bases.

Track 3: Enrollment Management and Retention

Canada

Moderator: Jeffrey Dutton

The Development of a Performance Indicator System: A New Direction
for Enrollment Management

David J. Costello, Suffolk University

With the ever increasing emphasis on computer technology in the management decision making process, it is now possible to develop a set of performance indicators which can gauge the level of success or failure of individual departments within the construct of enrollment management. The intent of this paper is to show how enrollment managers can clearly identify the strengths and weaknesses of individual offices, identify and implement reasonable outcome measures, and make attainable short and long term enrollment projections through the implementation of a performance indicator system.

Prometheus Unbound or Murphy's Law: A Rural Community College's
Efforts to Apply Technology to Enrollment Management

Robert M. Karp, North Country Community College

This paper will describe the role of the institutional research office in the development of an integrated technologically oriented enrollment management process. Emphasis will be placed on the successes and the "if it can go wrong, it will go wrong" syndrome which plagued the project implementation.

5:00 PM - 5:45 PM
Sunday Afternoon, continued

Consultant's Corner

Norway

Moderator: Lenore DeLucia

Come to hear or share experiences and expertise with colleagues
about computer issues and problems.

Integrating Word Processing and Spreadsheet Packages

Sunday Evening

5:30 PM - 6:30 PM Social Hour (Cash Bar) Pittsburgh Room

6:30 PM - 8:30 PM Dinner Pittsburgh Room

Welcoming Address: Dr. William F. Elliott
Vice President for Enrollment
Carnegie Mellon University

Monday, October 23

8:00 AM - ?? Coffee Break Riverboat Room

8:00 AM - 12:00 Noon Registration Continues Riverboat Room

8:00 AM - 9:00 AM SPECIAL INTEREST GROUPS

SUNY AIRPO Norway

Sherrill Ison, Monroe Community College

Research on Fund Raising and Alumni/ae Canada

John A. Dunn, Jr., Tufts University

9:00 AM - 10:30
Monday Morning, continued

WORKSHARES/DEMONSTRATIONS

Three Rivers #1

These roundtable discussions are of relatively short duration, allowing participation at a wide variety of these offerings throughout the session.

Enhancing Spreadsheets and Graphs with "Allways"

Lenore A. DeLucia, Rhode Island College

Allways, an add-on to Lotus 1-2-3, can serve to enhance the presentation mode of a Lotus spreadsheet or graph. While the utility of a Lotus spreadsheet is outstanding, its appearance is lacking in many ways. Similarly, Lotus graphics are primitive but still used frequently. Allways permits you to enhance both a spreadsheet and a graph by customizing the type style, size, shading, and outlining to name a few of its features.

Admitting the Wrong People

Elizabeth S. Johnson, Massachusetts Institute of Technology

The standardized score and grade profiles of students who applied to a research university between 1972 and 1989 were grouped into top, high, low and mixed score and grade performance. The decrease in admit rate for the top group and the perceived decline in quality of enrollees will be discussed.

Aptitudinal and Educational Factor as Predictors of Knowledge of Psychology

Paul F. Tero, North Adams State College

- Deborah A. Foss-Goodman, North Adams State College

Denise M. Burdick, North Adams State College

The relationships among student's academic experiences and their performance on the GRE-Psychology test were examined. Results are discussed in terms of how this relatively objective measure of students' acquisition of the content of psychology can be used for program evaluation.

Goodbye Coding Columns-Hello Data Entry Screens

Dawn Geronimo Terkla, Tufts University

The primary objective of this demonstration is to describe how Data Entry II has been integrated into one office's normal research routine. Three aspects of the data entry software will be examined: creation of data entry screens and file definition; using Data Entry with SPSS/PC+; and using it with spreadsheet and ASCII files.

9:00 AM - 10:30
Monday Morning, continued

The "Count": Demonstration of Enrollment Management Software

John Zamperini, Carnegie Mellon University
Martha Baron, Carnegie Mellon University

The "COUNT" procedure is used by the Admissions office for monitoring the number of applications entered into the system, predicting applicant quality, tracking admissions decisions and forecasting enrollment deposits. The "COUNT" also tracks how many admissions decisions have been made in various areas, and by using previous years' yields, the prediction of enrollment deposits in various departments and colleges can be performed.

Taking Advantage of Software Command Syntax to Become a Proficient Software User

Dianne P. Bills, Rochester Institute of Technology/NTID

Proficiency in software is vital for institutional researchers. One key to proficient use is understanding the command syntax of software packages. This discussion will focus on the command syntax of some popular word processing and statistical packages, such as Wordperfect, SPSSX and SAS, and the advantages of understanding it.

Track 4: Theory and Practice of Institutional Research Canada

Moderator: Mehran Nojan

Tom Sawyer and Institutional Research: Getting Others to Paint the Fence

Mark A. Eckstein, SUNY Binghamton

Possibly the most time-consuming task in institutional research is collecting the raw data for that research. This presentation describes how highly motivated staff from other offices were used for this purpose. The tools for this process were self-interest, a microcomputer and a relational database.

The Utility of a Faculty Database in Developing and Monitoring an Institutional Salary Plan

Stephen W. Thorpe, Wesley College

Computerized databases assist researchers in performing studies on a timely basis. This paper describes the utility of a faculty database, when accessed by statistical software and other in-house programs, in developing a three-year salary plan to reduce deficiencies and inequities at a small, baccalaureate institution.

9:00 AM - 10:30
Monday Morning, continued

Consultant's Corner

Norway

Moderator: Richard Rugen, Kutztown University

Come to hear or share experiences and expertise with colleagues about computer issues and problems.

Local Area Networks and Micro-Mainframe Links

10:30 AM - 12:00 Noon

WORKSHARES/DEMONSTRATIONS

Three Rivers #1

These are extended discussion topics which will allow participants to take part in only one or two of the offerings during the session.

Using SPSSX File Management Capabilities to Facilitate Institutional Research Studies

Mary Ann Heverly, Delaware County Community College

SPSSX file management capabilities permit data file "mixing and matching" activities to support institutional research studies. The file manipulation features permit the researcher to conduct analyses using variables distributed across two or more files. These features are helpful in student survey research and in any study that requires student tracking.

From Number 2 Pencil to Final Report: Intervening Technology

Tim Judd, Rockland Community College
Barbara Thelen, Rockland Community College

This demonstration shows how we have applied technology to collecting, processing, summarizing and reporting data. We will describe our development of an automated system using optical scanning equipment, a local area network and several software package applications to read new data and produce a final summary report.

10:30 AM - 12:00 Noon
Monday Morning, continued

Loan Analyst with Net Present Value and Annual Percentage Rate

Jack Pogany, Georgetown University

A fully automated, macro driven Lotus 1-2-3 model determines the real cost of any loan by using three inflation rates to produce three "net present values" of loan repayment streams. It also accounts for all fees/points to produce a net effective interest rate (APR) and all standard repayment information.

Connectivity: Setting Up Communication Links Between Mainframes, Microcomputers and Administrators

Glenworth Ramsay, The University of Rhode Island
Judith Lawrence, The University of Rhode Island

This session has two themes. The first is exploring methods of presenting information in an attractive and readable manner. The second examines techniques of capturing data on a mainframe, transferring it to a microcomputer and, if desired, moving information between non-compatible microcomputers.

Evolving from Fact Books to a Menu-Driven Reporting and Query System

E. Michael Staman, West Chester University
Thomas Egan, West Chester University
Greg Nyce, West Chester University
Maureen Seybert, West Chester University

At West Chester University, an information system was developed to enable users of official University data to become self-sufficient in obtaining information. The system, which provides menu-driven access to approximately fifty reports in each of the previous forty-five academic sessions, contains information that previously had been accessible only via printed documents. Technologies such as graphics, artificial intelligence and lexicons help provide access to the University's historical database.

10:30 AM - 12:00 Noon
Monday Morning, continued

Track 3: Enrollment Management and Retention

Canada

Moderator: Richard Heck

Retention: The Role of Institutional Research

Ellen A. Kanarek, Applied Educational Research

This presentation is designed for the newcomer to institutional research. It describes what institutional research can do to help faculty and administrators understand what retention means, what information can be used to measure and understand it, and what contributions institutional research can make to increasing it.

An Interactive Modelling Approach to the Study of Student Retention

Jerry Wilcox, University of Hartford

Robert H. Glover, University of Hartford

This paper presents key considerations in the design of longitudinal retention analyses. A decision support system for interactive modeling of attendance and degree attainment is presented, together with findings for a 1984 cohort. Information on admissions, financial aid, academic performance, and expectations about college adjustment can be integrated with student retention, college experience, and alumni involvement.

Monday Afternoon

12:00 Noon - 1:30 PM LUNCH

Pittsburgh Room

Includes Annual Business Meeting

1:30 PM - 3:00 PM CONTRIBUTED SESSIONS

Track 1: Technology in the Institutional Research Office

Oakmont

Moderator: Thomas Judd

The Viability of a One-Person Research Office in a Demanding Environment

Bonnie L. Strunk, Lehigh County Community College

What can a genuine ONE-PERSON research office accomplish? How can multiple top-priority demands for reliable information be met in a timely manner, without sacrificing sanity? This paper illustrates how various products of technology can be used to help a busy researcher maximize time and enhance research projects.

1:30 PM - 3:00 PM
Monday Afternoon, continued

Institutional Research in the Small College Context: Wearing Two
or More Hats: What Can a Part-time Researcher Accomplish?

Stephen W. Thorpe, Wesley College
Ronald Doernbach, Dickinson College
Arnold Tilden, Juniata College

Institutional research, in the small college context, is sometimes treated as an "additional duty" and assigned to an individual already responsible for another function within the institution. This panel session, with panelists who "wear two or more hats", will discuss how part-time institutional researchers accomplish research activities at their institutions.

Track 2: Information Systems and Strategies

Three Rivers #3

Moderator: James Swanson

The University Information System: A Relational Database Strategy

Jeffrey W. Bolton, Carnegie Mellon University
Diane L. Gibson, Carnegie Mellon University

Administrative and Academic offices needed greater access to university information. A relational database was chosen to provide inquiry-only access to employee and student data. The development process, system characteristics and the benefits of this strategy for institutional research functions will be presented.

Institutional Researchers as Database Administrators

Wendell G. Lorang, SUNY Albany
Peter Farago, Bentley College
Pat Keating, Carnegie Mellon University
Fred Volkwein, SUNY Albany

There are a wide range of questions about institutional research and database administration. What is database administration? Why and how are institutional researchers getting involved in it? What advice is there for evaluating whether institutional researchers should get involved, or is there any choice? What are the organizational dynamics of this new role? These are some of the issues to be addressed by a panel of several institutional researchers engaged in various aspects of database administration on their own campuses.

3:30 PM - 5:00 PM
Monday Afternoon, continued

Implementing a Plan for Distributed Processing

Richard H. Rugen, Kutztown University

The Office of Research and Planning is carrying out a plan to download files related to students, personnel, finances and facilities. The paper will describe the progress to date in carrying out the plan, including the acquisition of necessary hardware and software, and steps taken to produce files for downloading.

Development of a Departmental Profile Database and Reporting System: From Spreadsheets to Databases

David Zubrow, Carnegie Mellon University
Diane Gibson, Carnegie Mellon University

This presentation describes the evolution of the method for producing an annual report on the productivity measures of academic departments. The method moved from separate spreadsheets to storage in a relational database with embedded SQL code. Efficiency gains and design principles are discussed.

Track 3: Enrollment Management and Retention

Canada

Moderator: Cindy Michaels

The Prediction of College Success: The Methodology of a Pragmatist

Zandra S. Goldberg Gratz, SUNY College of Technology--Farmingdale

A 300 item data base for over 2000 freshmen was created with minimal mainframe support. Using this information, the correlates to students' successful or unsuccessful college experience will be examined. Profiles created will help target students likely to have difficulty in college, for consideration in advisement and counseling.

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3:30 PM - 5:00 PM
Monday Afternoon, continued

Birth Pangs of an Enrollment Plan

Ann A. Weeks, SUNY Old Westbury

The assignment to develop a College Enrollment Plan was not an easy task for a recently hired institutional researcher. This paper presents the pitfalls, such as hidden agendas, faculty cliques, and denied realities that were encountered. As a direct result of these experiences, recommendations were developed to help others avoid such impediments. Also, to assist others who must write an Enrollment Plan, the outline that was used is included.

Track 4: Theory and Practice of Institutional Research Oakmont

Moderator: William Lauroesch

Defining Optimal Student Body Size: An Application of Richard Hall's Contradiction Model of Goal Effectiveness

Michael F. Middaugh, University of Delaware
Linda S. Dunn, University of Delaware

Analysis of effectiveness with respect to goal attainment requires full understanding of inherent contradictions in the process of goal definition. Application of Hall's Contradiction Model of Effectiveness to enrollment decisions clearly illustrates the difficulty in assessing effectiveness, and offers solutions to those difficulties.

Ensuring Results from the Information Systems Technology: Five Institutional Research Scenarios

Angela C. Suchanic, Trenton State College

New information systems can serve an important function in colleges. The expectations held of them, however, are not always fulfilled. This paper proposes that institutional researchers who understand the factors beyond technology that influence information production and use are best able to ensure that information systems truly inform institutions.

3:30 PM - 5:00 PM
Monday Afternoon, continued

The Structure and Functions of Institutional Research Offices Within NEAIR

Fred Volkwein, SUNY Albany

This presentation reports the results of a 1989 survey of all the NEAIR member institutions. Information was collected about the staff size, educational preparation, and years of experience of those carrying out the institutional research functions. Respondents indicated the degree to which various types of internal analyses, external reporting activities, and special studies are centralized versus decentralized. The presentation will examine the extent to which these responses are related to organizational size and to the location of Institutional Research in the organizational structure.

Consultant's Corner

Norway

Moderator: Judith McCarroll, State of Connecticut

Come to hear and share experiences and expertise with colleagues about computer issues and problems

Database Packages: Selection and Use

Monday Evening

6:00 PM - 10:00 PM SPECIAL EVENT

Dinner and Riverboat Cruise "The Captain's Charter"

Plan to be on board by 6:30 PM!

Tuesday, October 24

8:00 AM - ?? Coffee Break Riverboat Room

8:00 AM - 9:00 AM SPECIAL INTEREST GROUPS

HEDS-Higher Education Data Sharing Consortium Oakmont

John A. Dunn, Jr., Tufts University
Jennifer Mauldin, Tufts University

Pennsylvania State System of Higher Education: Shadyside
Institutional Research Directors Group

Thomas Gusler, Clarion University

9:00 AM - 12:00 Noon WORKSHOP Three Rivers #3

Newcomers to Institutional Research

Michael F. Middaugh, University of Delaware

Repeated from Sunday Morning; prior registration required

9:00 AM - 10:30 AM CONTRIBUTED SESSIONS

Track 2: Information Systems and Strategies Three Rivers #1

Moderator: Larene Hoelcle

Evolution of a Student Tracking System

Richard W. Prull, Rhode Island College

As computing technologies have matured and the demand for more comprehensive information on students has increased, Rhode Island College has moved from a manual tracking system through two generations of computer-based systems. This paper discusses the limitations of the earlier methods and describes the college's latest tracking system and examples of research based on it.

9:00 AM - 10:30 AM
Tuesday Morning, continued

The Migration of a Database Project from a Primitive Personal Computer
to a State-of-the-Art System

Jeane C. Vinsonhaler, SUNY Binghamton
John F. Vinsonhaler, Michigan State University

This presentation discusses the problems and successes encountered during the migration of a research data base project (including the data base and extensive documentation) from a primitive personal computer to a powerful state-of-the-art system. The highly technical migration process is made understandable through concrete examples and personal experiences.

9:00 AM - 10:00 AM CONTRIBUTED SESSIONS

Track 1: Technology in the Institutional Research Office Oakmont

Surveys and Computer Advances: Application of Technology to
Enhance the Productivity and Impact of the Sample Study in a
Small Research Office

Glen Lum, Harrisburg Area Community College

The implementation of DBase III, SPSS, and optical scan format has expanded the role of the research office, and increased the sophistication of its data analysis. This presentation will review how these enhanced PC tools can be applied to survey research and how invaluable they are to a small research office.

Track 4: Theory and Practice of Institutional Research Canada

Moderator: Bayard Baylis

Analyzing, Interpreting and Reporting Using Admitted Student
Questionnaire Data

Ellen A. Kanarek, Applied Educational Research

This presentation is designed to help users of the College Board's Admitted Student Questionnaire (ASQ) with secondary analysis of their ASQ data. The purposes are to determine the focus of the analysis; to choose appropriate subgroups, variables, and analytical techniques; and to select effective tabular and graphic presentation formats for the results.

9:00 AM - 10:00 AM
Tuesday Morning, continued

Diffusing Technology through the Institutional Research Office:
Survey the Market First!

Scott Bodfish, Wilkes College

The impact on USERS of institutional research is important in any decision to diffuse technology. A market research approach incorporates the element of user reactions into this process. It is illustrated by reviewing the specific process of providing selected academic planning information in an automated format.

Consultant's Corner

Norway

Moderator: Darryl Bullock, Mercy College

Come to hear and share experiences and expertise with colleagues about computer issues and problems

Graphics and Mapping Packages

10:30 AM - 11:30 AM CONTRIBUTED SESSIONS

Track 3: Enrollment Management and Retention

Canada

Market Research and Decision Making in Marketing and Enrollment Management

G. Jeremiah Ryan, President, SMG Research Company

A case study of how a community college used several market research techniques (polling, focus groups, direct mail, customer service interviews) to help design marketing and enrollment programs.

10:30 AM - 11:30 AM
Tuesday Morning, continued

Track 4: Theory and Practice of Institutional Research Oakmont

Moderator: Kenneth Cedergren

Alumni Research for Academic Assessment and Fundraising: The Need
for Collaborative Efforts

Robert C. Froh, Syracuse University

Alumni research efforts providing information for both assessment and fundraising require two research emphases that have been lacking. These are a stronger market research orientation, and a stronger objective measurement orientation defining attitude and involvement dimensions. Research efforts at Syracuse University sponsored by university relations administrators and faculty will be presented that stress these emphases.

The Influence of Selectivity and Effective Cost on Matriculation
Rates at 47 Private Institutions

Jennifer E. Mauldin, Tufts University

The study examines matriculation rates at 47 institutions controlling for selectivity and effective cost. Selectivity in the study is defined as average SAT score for matriculants and effective cost is measured in terms of amount and type of financial aid

Comparing the Earnings of Graduates and Withdrawals from an
Urban Institute of Technology

Gerard G. Walter, National Technical Institute for the Deaf
Nancy Neville, Rochester Institute of Technology

The purpose of this presentation is to examine the use of administrative records, specifically data provided by the Internal Revenue Service, to evaluate the effect of college completion on earnings differentials of alumni of the Rochester Institute of Technology. Both the methodology and results will be discussed in depth.

10:30 AM - 11:30 AM
Tuesday Morning, continued

Consultant's Corner

Norway

Moderator: Glen Lum, Harrisburg Area Community College

Come to hear and share experiences and expertise with colleagues
about computer issues and problems

Statistical Packages

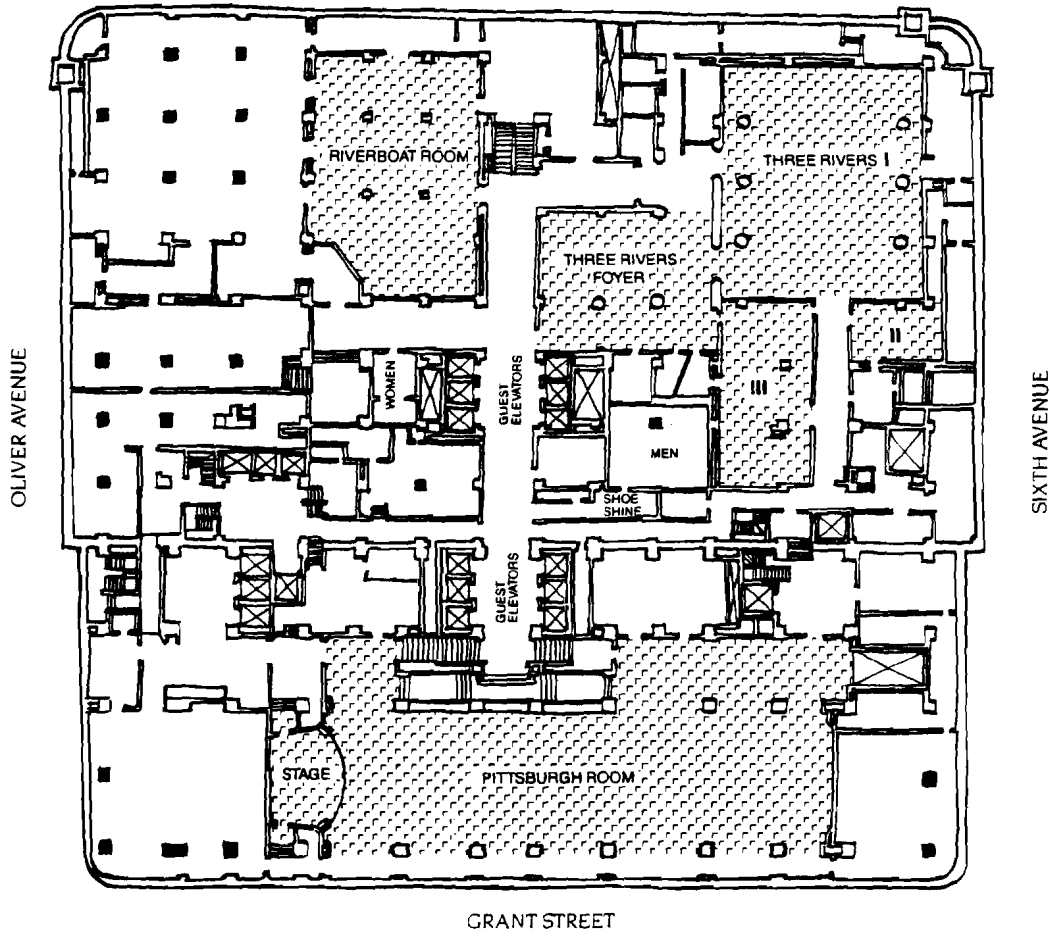
Tuesday Afternoon

12:00 Noon - ????

President's Lunch
Steering Committee

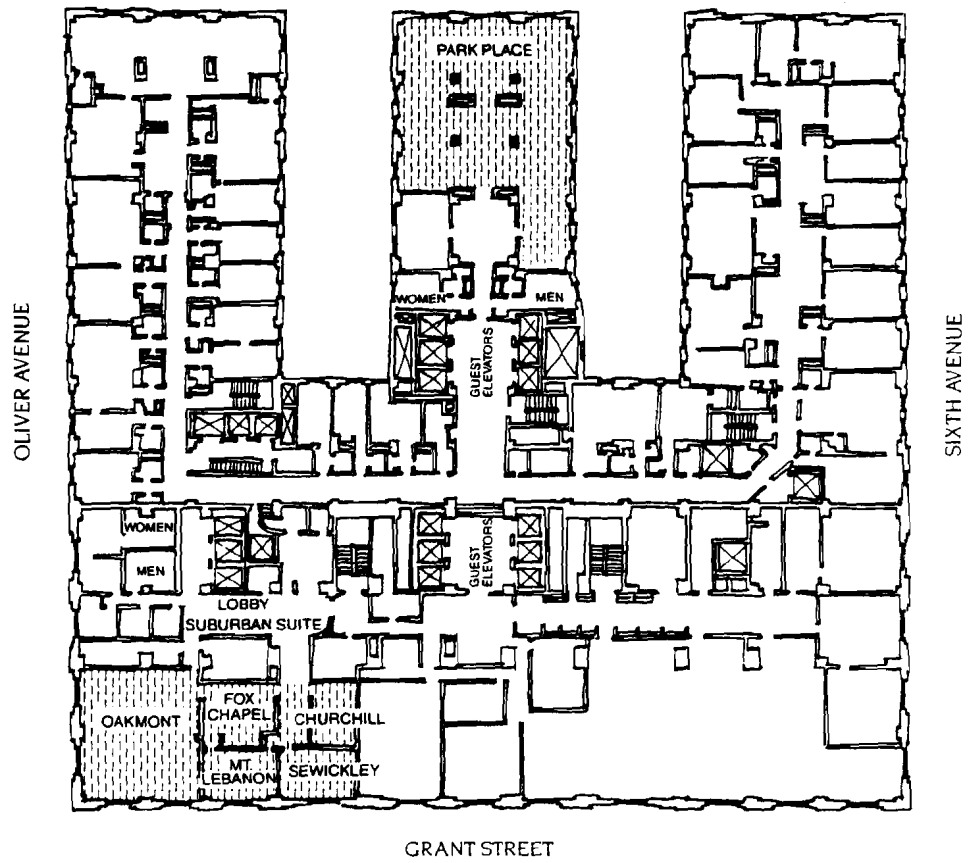
Parkview West

WILLIAM PENN PLACE



LOWER LOBBY

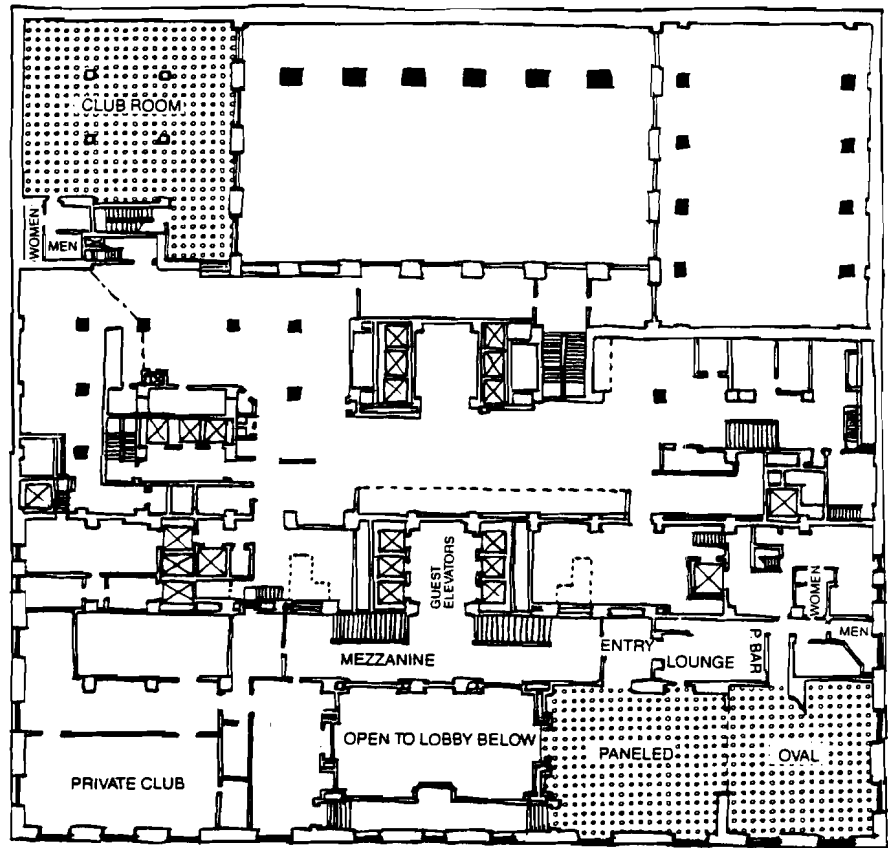
WILLIAM PENN PLACE



FIRST FLOOR

WILLIAM PENN PLACE

OLIVER AVENUE



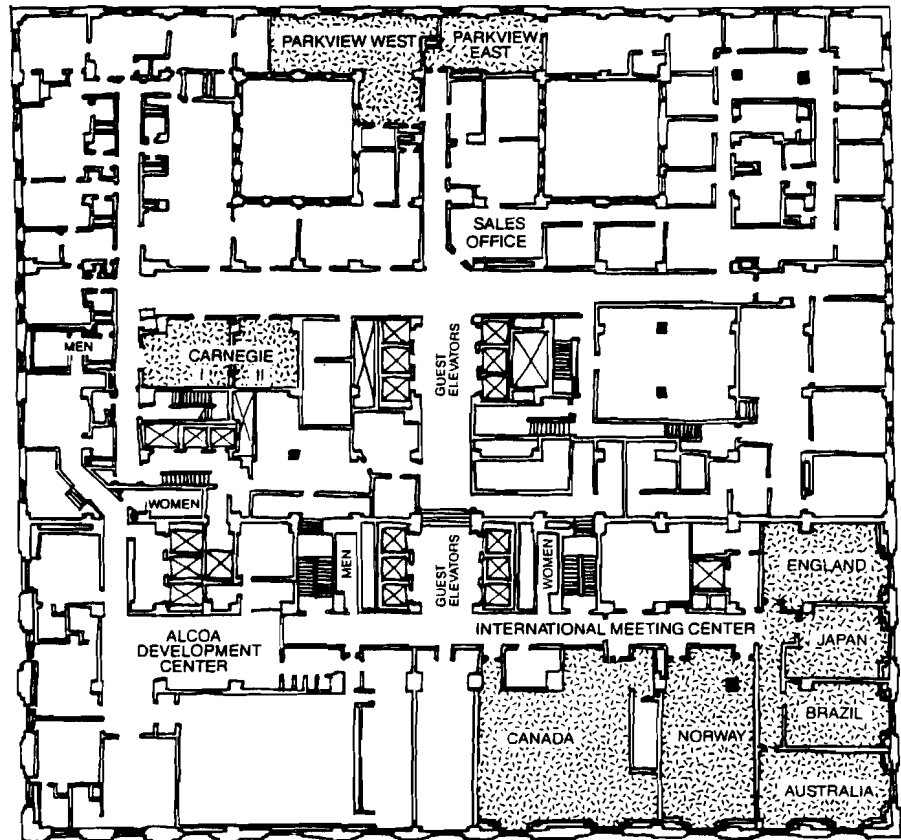
SIXTH AVENUE

GRANT STREET

MEZZANINE

WILLIAM PENN PLACE

OLIVER AVENUE



SIXTH AVENUE

GRANT STREET

CLUB LEVEL