North East Association for Institutional Research

17th Annual Conference
Institutional Research: Its Place in the 1990's

The Albany Hilton
Albany, New York
October 21 - 23, 1990
NORTHEAST ASSOCIATION FOR INSTITUTIONAL RESEARCH

NEAIR OFFICERS 1989-90

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

President-Elect: Jennifer B. Presley, Executive Director, Office of Policy Research and Planning, University of Massachusetts, Boston

Secretary: Jennifer Brown, Director, Institutional Research, Connecticut State University

Treasurer: Linda Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania

1989-90 STEERING COMMITTEE

MEMBERS-AT-LARGE

Lenora DeLucia, Director, Institutional Research and Planning, Rhode Island College

Elizabeth S. Johnson, Associate Director, Admissions, Massachusetts Institute of Technology

Ellen A. Kanarek, Program Director, Applied Education Research, Inc.

Michael D. McGuire, Senior Planning Officer, Franklin and Marshall College

Stuart L. Rich, Director, Institutional Research, Georgetown University

Alan J. Sturtz, Director, Institutional Research and Development, South Central Community College

Past President: Ronald E. Doernbach, Director, Institutional Research, Dickinson College

Membership Secretary: Brenda Bretz, Assistant Registrar, Dickinson College, Ex-officio
<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Institution(s)</th>
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<tr>
<td>1990 CONFERENCE PROGRAM CHAIR</td>
<td>Dawn Geronimo Terkla</td>
<td>Director, Institutional Research and Planning, Tufts University</td>
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<td>1991 CONFERENCE PROGRAM CHAIR-DESIGNEE</td>
<td>Michael D. McGuire</td>
<td>Senior Planning Officer, Franklin and Marshall College</td>
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<td>1990 LOCAL ARRANGEMENTS CHAIR</td>
<td>Wendell G. Lorang</td>
<td>Associate Director, Institutional Research, State University of New York at Albany</td>
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<td>1991 LOCAL ARRANGEMENTS CHAIR-DESIGNEE</td>
<td>Susan M. Forti</td>
<td>Special Projects Manager, Boston University</td>
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<td>1990 PUBLICATIONS CHAIR</td>
<td>Alan J. Sturtz</td>
<td>Director, Institutional Research, Planning and Development, South Central Community College</td>
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<td>1991 PUBLICATIONS CHAIR-DESIGNEE</td>
<td>Albert C. Lefebvre</td>
<td>Director, Institutional Studies, Clark University</td>
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<td>1989-90 NOMINATIONS COMMITTEE</td>
<td>Ronald E. Doernbach</td>
<td>Chair, Director, Institutional Research, Dickinson College</td>
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<td>Harding Faulk, Jr.</td>
<td>Director, Institutional Research, Cheyney University of Pennsylvania</td>
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<td>Richard C. Heck</td>
<td>Director, Budget, Institutional Planning and Research, Colgate University</td>
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<td>Sherrill L. Ison</td>
<td>Manager, Research Services, Monroe Community College</td>
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<tr>
<td><strong>SUNDAY, October 21</strong></td>
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<tr>
<td>8:00 - 5:00</td>
<td>REGISTRATION</td>
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| 9:00 - 12:00 | Newcomers to Institutional Research  
Principles of Financial Management & Analysis for Institutional Researchers  
Institutional Planning: Principles & Applications |
| 12:00 - 1:30 | President's Lunch                                                     |
| 1:30 - 3:00 | Introductory Statistics for Institutional Research  
Survey Research: What Works for the Institutional Researcher  
Institutional Planning: Principles & Applications |
| 3:00 - 3:30 | Coffee Break                                                          |
| 3:30 - 5:00 | Introductory Statistics for Institutional Research  
Survey Research: What Works for the Institutional Researcher  
Institutional Planning: Principles & Applications |
| 6:00 | Social Hour/Dinner/Dancing  
Underwritten by the IBM Corporation |
| **MONDAY, October 22**                                                                |
| 8:00 - 12:00 | REGISTRATION                                                          |
| 7:45 - 9:00  | Continental Breakfast  
Underwritten by Sun Microsystems |
| 8:00 - 9:00 | (SIGS) Two-year Colleges  
The Public Universities Information Exchange  
Higher Education Data Sharing Consortium (HEDS)  
SUNY AIRPO |
| 9:00 - 10:15 | GENERAL SESSION                                                       |
| 10:15 - 10:30 | Coffee Break                                                          |
| 10:30 - 11:15 | Traipsing into Tricky Territory: Assessment of Student Personal Development, Involvement and Satisfaction Outcomes  
The Impact of Hispanic Family Involvement on College Persistence  
The Use of Structured Interviews in a Qualitative Study of Admissions Publications  
The Role of Institutional Research in Developing a Campus Affirmative Action Plan  
Darwinism and the Higher Education Organization |
| 11:20 - 12:00 | Undergraduate Experiences Associated with the Growth and Satisfaction Reported by Graduating Seniors  
Freshmen and Follow-up Surveys  
Financing Undergraduate Education: Variations in Sources and Levels of Debt Among Student Segments  
Identifying the Career Planning Needs of Community College Students: Undecided vs Indecisive Students |
| 12:00 - 1:30 | Lunch/Business Meeting                                                |
| 1:30 - 2:15 | Why So Few Science Graduates? An Investigation of Enrollments in Undergraduate Science Programs Between Admissions and Degree Completion  
Institutional Responsibility to Students: A Faculty Workload Model  
Applications of SPSS Software in Institutional Research  
Evolution of a Comprehensive University Information System  
Students and AIDS |
| 2:20 - 3:00 | Public vs Private Education: The Perception of Value and the College Choice Decision  
Projecting the Number of New Freshmen Enrollees: A Logistic Regression Application |
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Coffee Break</th>
<th>Underwritten by WANG Laboratories</th>
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<tr>
<td>3:00 - 3:30</td>
<td>Coffee Break</td>
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<td>3:30 - 4:15</td>
<td>Forecasting Enrollment in a Period of Institutional Transition</td>
<td>Who are the Adult Learners in College Today and What Can We Do to Make Their Stay More Palatable?</td>
<td>Patterns and Predictors of Persistence in Undergraduate Majors</td>
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<td>4:20 - 5:00</td>
<td>Anticipated Academic and Personal Concerns of College Students Prior to Transferring to a Four Year Institution: An Initial Report</td>
<td>A Comparison of Exit and Retrospective Surveys</td>
<td>Undergraduate Experiences Associated with the Career Success and Satisfaction of Alumni</td>
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<td>6:00</td>
<td>Murder Mystery Buffet Dinner</td>
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<tr>
<td>7:45 - 9:00</td>
<td>Continental Breakfast</td>
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<td>7:45 - 9:00</td>
<td>Breakfast Roundtables &amp; Focus Group Evaluations (see conference guide)</td>
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<td>9:00 - 9:40</td>
<td>The Top of the Funnel: An Initial Analysis of an Inquiry Population</td>
<td>Student Intention and Retention in a Community College Setting</td>
<td>Using Focus Groups to Strengthen Institutional Research and Planning</td>
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<td>10:25 - 10:40</td>
<td>Coffee Break</td>
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<td>11:25 - 12:05</td>
<td>Cultivating Young Alumni's Loyalty to their Alma Mater: The Success of the Cornell Tradition Program</td>
<td>Assessing an Alumni Reunion Weekend Program</td>
<td>Expectation vs Achievement: Are Students Getting What They Want from College?</td>
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<tr>
<td>12:15 - 4:00</td>
<td>Steering Committee Meeting</td>
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<td>1:30 - 3:30</td>
<td>SUNY Five-year Enrollment Planning Committee Meeting</td>
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<tr>
<td>8:00 am - 5:00 pm</td>
<td>REGISTRATION - Pre-function Area</td>
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| 9:00 am - 12:00 pm | **Newcomers to Institutional Research**  
  Michael F. Middaugh, Director, 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 *The NEAIR Monograph for Newcomers to Institutional Research*, 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 institutional 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 - 12:00 pm | **Principles of Financial Management and Analysis for Institutional Researchers**  
  James P. Honan, Assistant to the President for Research and Planning, Lesley College  
  This workshop is designed for individuals with little or no knowledge of nonprofit financial management and accounting terms, concepts, and analytic techniques. It will provide institutional research professionals with a broad understanding of the development and use of financial information in colleges and universities. Among the topics which will be discussed are fund accounting, chart of accounts, basis of accounting, preparation and interpretation of financial statements, ratio analysis, and budgeting formats.  
  Selected readings, a specific case study on financial management and analysis in higher education, and a glossary of terms in nonprofit financial management will be utilized. The workshop will not attempt to produce accountants or budget officers. It is intended to improve management and analytic skills by making participants better consumers of financial data. |
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<tr>
<td>9:00 am - 5:00 pm</td>
<td>Institutional Planning: Principles and Applications</td>
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<td>John A. Dunn, Jr., Executive Director, Center for Planning Information, Tufts University</td>
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<td>Institutional researchers are often called on to support or manage planning processes. Textbooks don't help; they assume institutional differences do not exist. This workshop focuses on underlying principles and their application to specific situations described by the attendees. The workshop will be highly participatory; though it is designed for people who already have some planning experience, newcomers will also be welcome. Participants will receive a variety of selected papers on planning, including pre-publication copies of the SCUP Guide for New Planners and Schmidtlein &amp; Milton's NDIR volume on planning processes used at several institutions (forthcoming).</td>
</tr>
<tr>
<td>12:00 pm - 1:30 pm</td>
<td>President's Lunch (Steering Committee, Conference Workers, and Workshop Presenters)</td>
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<tr>
<td>1:30 pm - 5:00 pm</td>
<td>Introductory Statistics for Institutional Research</td>
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<td>Marian Pagano, Researcher/Analyst, Institutional Research, Tufts University</td>
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<td>This workshop will cover a variety of descriptive statistical techniques and three inferential techniques - chi-square, t-test, and analysis of variance. The workshop will serve as a robust introduction or refresher course for participants, using data from a recent IR project to demonstrate and illustrate the techniques. It is assumed that participants will be using statistical software packages to do their actual number crunching, therefore computation will be de-emphasized in the workshop, while theory, appropriate application and convention will be emphasized.</td>
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<tr>
<td>3:00 pm - 3:30 pm</td>
<td>Coffee Break</td>
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<td>1:30 pm - 5:00 pm</td>
<td>Survey Research: What Works for the Institutional Researcher</td>
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<td>Linda A. Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania</td>
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<td>Planning and conducting an effective questionnaire survey. Includes discussions and small group work on clarifying objectives, sample size, the issue of anonymity, item types, general principles for writing items, assessing reliability and validity, and conducting the survey. Participants will receive copies of NEAIR's monograph on survey research.</td>
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<td>6:00 pm/7:00 pm/8:30 pm</td>
<td>Social Hour/Dinner/Dancing - Underwritten by IBM</td>
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SUNDAY EVENING
October 21, 1990
Ballroom A & B
NEW ENGLAND CONTRA DANCING

Music and dancing will follow the Sunday evening banquet. THE RUDE GIRLS will entertain us with country classics and mountain ballads, humorous and achingly true original songs about being a strong woman and real life in the 90s. THE RUDE GIRLS bring a unique sense of drama and wickedly funny repartee to the stage and will leave you laughing and thinking as well. THE RUDE GIRLS will be joined by award winning fiddler Jane Rothfield, founding member of "Atlantic Bridge" and contra dance caller Mary Desrosier.

Contra dancing is very similar to square dancing. It is a lot of fun! Please dress casually and wear comfortable shoes. You will have a chance to dance with many different folks, so no partner is necessary (or permanent!)

Underwritten by the IBM Corporation
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<td>7:45 am - 9:00 am</td>
<td>CONTINENTAL BREAKFAST - Underwritten by Sun Microsystems</td>
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</table>
| 8:00 am - 9:00 am | Two-year Colleges  
Special Interest Group  
Schuyler  
Alan J. Sturtz, Director, Institutional Research, Planning and Development, South Central Community College  
This SIG is intended for individuals dealing with or concerned with the IR function in two-year institutions. Problems, concerns and issues (e.g., federal disclosure reporting forms) will be discussed in an informal setting. |
| 8:00 am - 9:00 am | Higher Education Data Sharing Consortium (HEDS)  
Special Interest Group  
Ten Broeck  
Jennifer Mauldin, Director, HEDS Consortium, Tufts University  
An opportunity for members of the HEDS Consortium and others interested in data exchange activities to discuss current plans, with a focus on studies of institutional productivity and of institutional effectiveness. |
| 8:00 am - 9:00 am | The Public Universities Information Exchange (The Exchange)  
Special Interest Group  
Beverwyck  
John A. Dunn, Jr., Executive Director, Center for Planning Information, Tufts University  
A new venture, The Exchange is being created to help major public institutions collect, analyze and share information that is useful in research, planning and management. The SIG is an opportunity for early members and others who are interested to discuss current plans, which include comparative faculty workload studies and overall staffing patterns. |
| 8:00 am - 9:00 am | SUNY Association of Institutional Research and Planning Officers  
Special Interest Group  
Van Rensselaer  
Carl Bacon, President, Association of Institutional Research and Planning Officers and Director, Institutional Research, State University of New York at New Paltz |
| 9:00 am - 10:15 am | GENERAL SESSION  
Keynote Address: "Determining a Positive Future During Difficult Times," D. Bruce Johnstone, Chancellor of the State University of New York |
| 10:15 am - 10:30 am | COFFEE BREAK - Underwritten by Zenith Data Systems |
MONDAY, October 22

10:30 am - 11:15 am
Contributed Paper
Schuyler

Traipsing into Tricky Territory: Assessment of Student Personal Development, Involvement and Satisfaction Outcomes
Angela C. Suchanic, Coordinator, Institutional Studies, Trenton State College
Moderator: Ellen A. Kanarek

Assessment of student personal development, involvement and satisfaction is gaining increased attention as the general assessment movement gains momentum. This paper describes the ways in which this territory can be approached by institutional research. Provided will be specific information on literature sources, organizational issues and assessment methodologies.

10:30 am - 11:15 am
Contributed Paper
Ten Broeck

The Impact of Hispanic Family Involvement on College Persistence
Henry Ross, Director, Institutional Research, Kean College of New Jersey
Jose Sanchez, Senior Research Associate, Institutional Research, Kean College of New Jersey
Moderator: Bayard Baylis

Hispanic students look to family support in both their decision to drop out or to stay in college and succeed. The ethic of familism, a component of most Hispanic cultures, can thus be a tool for increasing retention rates for these students. Use of focus groups or other strategies will be discussed.

10:30 am - 11:15 am
Contributed Paper
Beverwyck

The Use of Structured Interviews in a Qualitative Study of Admissions Publications
Jane Price, Assistant Director, Institutional Research, Franklin & Marshall College
Moderator: Barbara Rudy

As the number of traditional college-aged students declines and the competition among colleges for students increases, an institution’s Admissions recruitment literature becomes increasingly important. Institutional Research personnel are more frequently being called upon to evaluate the success of their institution’s Admissions publications. The present study offers a framework for such an evaluation, using individual, in-depth interviews with high school and college students. It shares qualitative and quantitative data on students’ preferences for different styles and strategies that are currently used in Admissions literature.
### NEAIR 1990 Conference Program

**MONDAY, October 22**

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<td>10:30 am - 11:15 am</td>
<td><strong>The Role of Institutional Research in Developing a Campus Affirmative Action Plan</strong></td>
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<td>Contributed Paper</td>
<td>Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware</td>
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<td>Moderator: James R. Swanson</td>
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<tr>
<td>Van Rensselaer</td>
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<td>The Office of Institutional Research and Planning at the University of Delaware plays a central role in the development of the Campus Affirmative Action Plan. The process whereby the University's workforce analysis is developed, personnel utilization patterns are analyzed and compared with hiring availability data, and hiring goals are established will be fully described. As important as the data are the processes through which they are verified and internalized by constituencies across campus are critical. Strategies for involving the entire campus in developing accurate affirmative action information will be described.</td>
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| 10:30 am - 12:00 pm | **Darwinism and the Higher Education Organization** |
|                     | Larry W. Metzger, Director, Institutional Research, Ithaca College |
|                     | Jennifer B. Presley, Executive Director, Policy Research and Planning, University of Massachusetts, Boston |
|                     | Robert F. Grose, Director, Institutional Research (Emeritus), Amherst College |
|                     | Richard C. Heck, Director, Budget, Institutional Planning and Research, Colgate University |
|                     | Perspectives on the evolution of Institutional Research, the profession and its organizations (NEAIR), with retrospectives, current diagnosis, and forecasts for the 90's. Where are we going from here? Who will survive? In what form? Recommended reading: *Organizing Effective IR Offices*, New Directions in Institutional Research, No. 66, August 1990. |
MONDAY, October 22

11:20 am - 12:00 pm
Contributed Paper
Schuyler

Undergraduate Experiences Associated with the Growth and Satisfaction Reported By Graduating Seniors

J. Fredericks Volkwein, Director, Institutional Research, State University of New York at Albany
Debra Woods, Graduate Student, State University of New York at Albany
Moderator: Audrey Adam

This investigation attempts to improve upon the measures of academic and social integration and the measures of student growth which were developed at Albany by Patrick Terenzini during the late 1970's. Analyzing the responses from a quadrennial survey of graduating seniors, the presentation focuses on the relationships among student performance, student growth, and various undergraduate experiences, especially student effort and allocation of time.

11:20 am - 12:00 pm
Workshare
Ten Broeck

Freshman and Follow-up Surveys

Albert C. Lefebvre, Director, Institutional Studies, Clark University
Indira Govindan, Research Analyst, Institutional Studies, Clark University

Preliminary analysis of how views of new freshmen change after two years at a private liberal arts college. Data about degree plans, careers, and social issues from two consecutive C.I.R.P. Freshman and Follow-Up Surveys will be presented. Suggestions for using and reporting other results from these surveys at similar institutions will also be discussed.
MONDAY, October 22

11:20 am - 12:00 pm
Contributed Paper
Beverwyck

Financing Undergraduate Education: Variations in Sources and Levels of Debt Among Student Segments
Anne Marie Delaney, Director, Enrollment Management Research Office, Boston College
Moderator: Lou Fabian

The primary purpose of this paper is to document and discuss the implications of how a recent graduating class at a private New England university financed their undergraduate education. The paper will address the following questions: To what extent did students rely on loans, scholarships and grants, and family resources in acquiring their college degree? How much debt did they incur? What are the perceived effects of the level of indebtedness on graduates' future plans? How do major sources of financing and perceived effects of level of indebtedness vary among different student segments?

11:20 am - 12:00 pm
Contributed Paper
Van Rensselaer

Identifying the Career Planning Needs of Community College Students: Undecided vs Indecisive Students
Kathleen Keenan, Director, Institutional Research, Massasoit Community College
Moderator: Darryl Bullock

This study, of community college students, collected data on present stages of career planning and intentions to use college services from 2,000 entering students. Two groups of students in need of services were identified: undecided, those who seek information to develop specific goals; and indecisive, those who admit to difficulty in decision making, and are less likely to use services.

12:00 pm - 1:30 pm
LUNCH/BUSINESS MEETING
MONDAY, October 22

1:30 pm - 2:15 pm
Contributed Paper
Schuyler

Why So Few Science Graduates? An Investigation of Enrollments in Undergraduate Science Programs Between Admission and Degree Completion.

Jennifer Wilton, Associate Director, Data Management, Policy Research and Planning, University of Massachusetts at Boston
Moderator: Richard C. Heck

An investigation of science program enrollments at one institution from admission through completion, with an emphasis on uncovering the points at which students leave the sciences, and the causes of this exodus.

1:30 pm - 2:15 pm
Contributed Paper
Ten Broeck

Institutional Responsibility to Students: A Faculty Workload Model

James P. Honan, Assistant to the President for Research and Planning, Lesley College
Carol Moore, Dean of Undergraduate School, Lesley College
Moderator: Thomas M. Freeman

This paper will describe a faculty workload model which has recently been developed at Lesley College and will provide an overview of the process through which the model was developed.

1:30 pm - 3:00 pm
Workshare
Beverwyck

Applications of SPSS Software in Institutional Research

Mary Ann Coughlin, Statistician/Programmer, Smith College

This workshare will present an overview of basic applications of SPSS software to a variety of functions performed in an Institutional Research office by presenting both specific examples of uses of SPSS and providing an overview of the broad range of applications met by SPSS within this setting. Participants are encouraged to discuss and share their specific or potential applications of SPSS software to current projects or needs.

1:30 pm - 3:00 pm
Demonstration
Van Rensselaer

Evolution of a Comprehensive University Information System

Thomas A. Egan, Director, Management Information Systems, West Chester University
Greg Nyce, MIS, West Chester University
R. Criss Mattison, MIS, West Chester University
Geraldine K. Bellam, MIS, 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 fifty academic sessions, contains information that previously had been accessible only via printed documents.
MONDAY, October 22

1:30 pm - 3:00 pm
Panel
Ballroom C

Students and AIDS
Jennifer Brown, Director, Institutional Research, Connecticut State University
Barbara Sosnowitz, Professor of Sociology/Social Work, Central Connecticut State University
Susan Maskel, Department of Biology and Environmental Science, Western Connecticut State University
Angela Vincenzi, Department of Nursing, Southern Connecticut State University

Concern about students and acquired immunodeficiency syndrome (AIDS) has been growing at campuses all over the country. This panel will include an overview of existing literature and reports of three ongoing campus research projects which use different methodologies to examine some key issues in AIDS education and prevention.

2:20 pm - 3:00 pm
Contributed Paper
Schuyler

Public vs Private Education: The Perception of Value and the College-Choice Decision
David Costello, Vice President, Information Systems and Research, Maguire Associates, Inc.
Suzanne Szylik, Research Analyst, Maguire Associates, Inc.
Linda Phelan, Research Analyst, Maguire Associates, Inc.
Moderator: Thomas E. Gusler

The perception of value as it relates to education is critical to understand in these days of budget cutting and program evaluations. For many students, this perception is best understood as they contemplate the decision to enroll in either a public or private institution. How "value" intertwines with students' perceptions of costs and quality is investigated in this paper. Moreover, the perception of value is understood as it relates to the likelihood of students applying and enrolling within a particular institution.
NEAIR 1990 CONFERENCE PROGRAM

MONDAY, October 22

2:20 pm - 3:00 pm
Contributed Paper
Ten Broeck

Projecting the Number of New Freshmen Enrollees: A Logistic Regression Application
Bruce Szelest, Associate, Institutional Research, State University of New York at Albany
Moderator: Marian Steinberg

This presentation reviews the development and application of a logit regression model to predict the number of accepted freshmen who will enroll. The logit regression technique provides insights into the influences of high success indicators and demographic characteristics upon enrollment behavior.

3:00 pm - 3:30 pm
COFFEE BREAK - Underwritten by WANG Laboratories

3:30 pm - 4:15 pm
Contributed Paper
Schuyler

Forecasting Enrollment in a Period of Institutional Transition
Stephen W. Thorpe, Director, Institutional Research and Planning, Wesley College
Moderator: Marsha V. Krotseng

This paper describes an enrollment forecast model that was developed for a small, private, liberal arts college undergoing an institutional transition from its historical junior college mission to becoming a comprehensive baccalaureate institution. The model, which has projected enrollment within one percent of actual for the past two years, is guiding the college administration in budgeting and strategic planning for the 1990's.

3:30 pm - 4:15 pm
Contributed Paper
Ten Broeck

Who are the Adult Learners in College Today and What Can We Do To Make Their Stay More Palatable?
Denise Hart, Director, Adult Education, Fairleigh Dickinson University
Moderator: Robert Karp

During the 1989-90 year Fairleigh Dickinson University's University Advisory Committee on Adult Learners surveyed a random population of adult learners, 25 years of age and older, on the three New Jersey campuses. The intention was to provide a profile of the increasing adult learner cohort with information about their needs, the support services requested and utilized and directions for future planning.
Patterns and Predictors of Persistence in Undergraduate Majors
Anne Marie Delaney, Director, Enrollment Management Research, Boston College
Moderator: Stuart L. Rich

The primary objective of this paper is to present the methodology and results of a study designed to identify patterns and predictors of student persistence and net enrollment changes in undergraduate major fields of study. The paper will provide an overview of persistence rates for all entrance majors. Focusing on specific academic majors, the paper will present the results of research addressing the following questions: When do students change their entrance major? What alternative majors do students choose? How dopersisters and non-persisters in specific major fields differ in terms of selected admissions criteria and undergraduate academic performance?

Accommodating Team Member Cognitive Styles
Brenda L. Bailey, Coordinator, Institutional Research, Edinboro University of Pennsylvania
Moderator: Jean Vinsonhaler

A new information-based society is emerging with an emphasis on teams, participation, and decentralization. As a result, institutional researchers need various people skills. This paper explores the use of Kolb's experiential learning theory to develop successful teams. A model of the cognitive styles of higher education administration is included.
MONDAY, October 22

3:30 pm - 5:00 pm
Panel
Ballroom C

A New Agenda for NEAIR
Marian Pagano, Researcher/Analyst, Institutional Research, Tufts University
Sara Crawley, Affirmative Action Consultant, Harvard University
Kimberley Dolphin, Assistant Director, HEDS/CPI, Tufts University
James Honan, Assistant to the President for Research and Planning, Lesley College
Michael McGuire, Senior Planning Officer, Franklin & Marshall College
Robert Yanckello, Assistant Director, Central Connecticut State University

A group of newer members discuss their views on issues that will face NEAIR as it moves into the 90's and defines itself as a profession. The Panel will discuss issues of diversity, sexism, racism, empowerment, and Institutional Research's relationship with other campus offices.

4:20 pm - 5:00 pm
Contributed Paper
Schuyler

Anticipated Academic and Personal Concerns of College Students Prior to Transferring to a Four-year Institution: An Initial Report
Paul F. Bauer, Professor, Philosophy, Cecil Community College
Karen W. Bauer, Research Analyst, Institutional Research and Planning, University of Delaware
Moderator: Jean V. Kipler

A survey was developed and administered to approximately 130 community college students who planned to transfer to a four-year institution. Students indicated their anticipated academic and personal concerns prior to transferring. Students will be resurveyed next year to determine which concerns were actually experienced. Benefits to academic advising and recruiting will be discussed.
A Comparison of Exit and Retrospective Surveys

Margaret E. Madden, Assistant to Vice President and Dean of the College, Franklin Pierce College
David Weir, Associate Director, Admissions, Franklin Pierce College
Moderator: Maree Glanville

Responses to two kinds of exit surveys, interviews at the time of withdrawal and telephone surveys about two years later with a cohort of students at a small rural liberal arts college, are compared. Respondents emphasized different reasons for leaving in the two studies. Policy implications of these response tendencies will be discussed.

Undergraduate Experiences Associated with the Career Success and Satisfaction of Alumni

J. Fredericks Volkwein, Director, Institutional Research, State University of New York at Albany
Fuqin Bian, Graduate Student, State University of New York at Albany
Moderator: Richard L. Kline

Using a population of 2,000 Albany Alumni, this study examines the relationship between their career success and their prior undergraduate endeavors. The presentation will show the scales which have been developed to measure various career characteristics and college experiences.
MONDAY, October 22

4:20 pm - 5:00 pm
Contributed Paper
Van Rensselaer

Developing Measures of Academic and Administrative Productivity During a Time of Budget Recision
Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware
Herbert M. Turner, Institutional Research Analyst, University of Delaware
Moderator: John P. Jacobsen

This paper discusses concept and strategy for developing appropriate measures of productivity to support resource reallocation decisions during a period of budget recision. Drawing heavily from Massy's (1989) discussion of the need for baseline productivity measures, the paper describes how such measures were developed at a large research university, how they were presented to campus managers, and how they were used in budget decisions.

6:00 pm
Ballroom A

MURDER MYSTERY BUFFET DINNER - Special Event
Murder by Design, an evening buffet punctuated by politics and mayhem. $35.00 per person, special registration and ticket required. See registration form.
Murder By Design

Monday Evening
6:00 pm
Ballroom A

An evening buffet punctuated by politics and mayhem as a state gubernatorial candidate and her entourage makes an impromptu stop at the Hilton.

Participants will sift through the clues, question guests and determine motives to find out whodunnit.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>7:45 am - 9:00 am</td>
<td>Continental Breakfast</td>
<td>Ballroom E</td>
<td>Attendance at Breakfast Roundtables is on a first come first served basis, limited to 15 attendees</td>
</tr>
<tr>
<td>7:45 am - 9:00 am</td>
<td>Executive Information System: A Simple Start</td>
<td>Ballroom E</td>
<td>Albert C. Lefebvre, Director, Institutional Studies, Clark University</td>
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<td>At certain times during an academic year, higher education executives crave daily doses of certain data. This roundtable will describe a method of providing critical information to decision makers in a timely fashion.</td>
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<tr>
<td>7:45 am - 9:00 am</td>
<td>How to Manage the PC in the IR Office</td>
<td>Ballroom E</td>
<td>Richard C. Heck, Director, Budget, Institutional Planning and Research, Colgate University</td>
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<td>What can we learn from one another about how to manage the PC in the IR office? How does one select software? How does the staff get trained? Who trouble-shoots? How does one get productivity boost we all seek? What are the traps and pit-falls to guard against? What has worked well for you? Come prepared to share your office set-up, your problems, solutions, and strategies for managing.</td>
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<tr>
<td>7:45 am - 9:00 am</td>
<td>Perils of Accreditation Preparation</td>
<td>Ballroom E</td>
<td>Marian N. Steinberg, Director, Planning and Institutional Research, Eastern Connecticut State University</td>
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<td>Colleagues who have gone through accreditation are invited to join with those currently preparing for or anticipating an accreditation visit. The moderator, whose institution will have been visited prior to the conference, will discuss the problems with dealing with the plethora of committees to assure that data is available, properly analyzed, understood and integrated. We welcome the opportunity to talk about the kinds of information that is useful, experiences with the accrediting team, and hints on how to survive accreditation while strengthening the institution's on-going decision support capabilities.</td>
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TUESDAY, October 23

7:45 am - 9:00 am  
**Breakfast Roundtable**  
Ballroom E

**Attendance at Breakfast Roundtables** is on a first come first served basis, limited to 15 attendees

**The Institutional Research Role in Outcomes Assessment at a Community College**  
Bonnie L. Strunk, Institutional Research and Grant Administration Officer, Lehigh County Community College

Because externally mandated initiatives are making institutions more accountable for the quality of education provided, Institutional Research offices in the 1990s will be busy giving colleges a clearer image of themselves and their performance. Assessment activities take a variety of forms, and rotatable discussion will focus on outcomes currently being assessed and methods being used on various campuses.

**What's New for the ASQ?**  
Ellen Kanarek, Program Director, Applied Educational Research, Inc.

Participants will hear a brief presentation on developments in the College Board's Admitted Student Questionnaire. They will then be asked to share their own experiences with the ASQ such as timing of its administration, response rates, presentation of data, and actions taken as a result of the study.

**Issues in the Assessment of Prior Learning**  
Denise Hart, Director, Adult Education, Fairleigh Dickinson University

With the increasing number of adult learners returning to the college classroom, the assessment of a variety of options to obtain college credit is at issue. How are institutions of higher education addressing this situation? What standards can be established? What guidelines presently exist at each of the institutions for prior learning assessment? Is there a standard practice nationally? And what obligations do we as educators have for future planning in this area? This is a participatory session.

**Conference Evaluation (Invited Interview)**  
Michael McGuire, Senior Planning Officer, Franklin & Marshall College

**Conference Evaluation (Invited Interview)**  
Susan Forti, Special Projects Manager, Boston University
<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Presenters</th>
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| 9:00 am - 9:40 am | The Top of the Funnel: An Initial Analysis of an Inquiry Population | Marian Pagano, Researcher/Analyst, Institutional Research, Tufts University  
                  |                                                                          | Dawn Geronimo Terkla, Director, Institutional Research, Tufts University  
                  |                                                                          | Ronald P. Maggiore                                                      |
|              |                                                                         | This paper will present the methodology and preliminary results of a study designed to determine what factors influence a students decision NOT to apply to a school after an initial inquiry has been made. |
| 9:00 am - 9:40 am | Student Intention and Retention in a Community College Setting          | Glynis Daniels, Research Analyst, Brookdale Community College             |
|              |                                                                         | Hugh J. McFadden, Jr.                                                     |
|              |                                                                         | Is there really a problem with community college retention? Or are low retention rates the result of a diverse student body with non-traditional goals? This study follows students with a variety of stated educational goals through two years of college enrollment and examines the assumption that all college students are in search of a degree. |
| 9:00 am - 9:40 am | Using Focus Groups to Strengthen Institutional Research and Planning    | Robert C. Froh, Associate Director, Evaluation and Research, Syracuse University  
<pre><code>              |                                                                          | Peter Gray, Director, Evaluation and Research, Syracuse University         |
</code></pre>
<p>|              |                                                                         | Ruth Fedderman, Intern, Evaluation and Research, Syracuse University       |
|              |                                                                         | James L. Ritchie                                                         |
|              |                                                                         | This session will help institutional researchers reap the benefits of a more extensive use of the focus group method. This session will discuss the strengths of focus groups in explicating higher education issues. |</p>
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<th>Time</th>
<th>Event</th>
<th>Authors</th>
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<tr>
<td>9:00 am - 9:40 am</td>
<td>Contributed Paper</td>
<td>Creating a Sense of Need for an Institutional Research Office</td>
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<td>Van Rensselaer</td>
<td>David Weir, Associate Director, Admissions, Franklin Pierce College</td>
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<td>Margaret E. Madden, Assistant to Vice President and Dean of the College, Franklin Pierce College</td>
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<td>James Swanson, Program Manager, New Hampshire College and University Council</td>
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<td>Moderator: Kimberley Dolphin</td>
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<td>Timely and innovative research studies can provide the springboard for the establishment of an Institutional Research office. How spontaneous studies can be used to create a sense of need for formal institutional research will be discussed.</td>
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<td>9:00 am - 10:25 am</td>
<td>Panel</td>
<td>Who Owns the Data?</td>
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<td>Ballroom C</td>
<td>Robert F. Grose, Professor of Psychology, Amherst College</td>
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<td>William Lauroesch, Associate Professor, University of Massachusetts, Amherst</td>
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<td>Sandra J. Price, Director, Institutional Research, Keene State College</td>
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<td>Lois E. Torrence, Director, Institutional Research, University of Connecticut</td>
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<td>Moderator: Michael C. Schiltz</td>
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<td>Data in colleges are collected, shared, analyzed, ignored, used, made public, hidden, stored, and discarded. Yet the &quot;ownership&quot; and control of data and of information are often not clear. e.g. Who decides which data may be released? Who should? The Panel will explore such questions; audience contributions will be solicited.</td>
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<td>9:45 am - 10:25 am</td>
<td>Contributed Paper</td>
<td>Cognitive vs Noncognitive Predictors of Academic Success</td>
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<td>Schuyler</td>
<td>Marios H. Agrotes, Research Associate, Institutional Research, State University of New York at Albany</td>
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<td>Moderator: Angela C. Suchanic</td>
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<td>This paper examines the issue of cognitive vs noncognitive predictors of academic success, with emphasis on Sedlacek's work and his set of noncognitive measures which he claims do a better job of predicting academic success for black students than traditional admissions measures. Using Albany student survey and tracking data we attempted to replicate his research, with interesting results.</td>
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TUESDAY, October 23

9:45 am - 10:25 am  
Contributed Paper  
Ten Broeck  
Merging Academic Departments: The Impact on Organizational Effectiveness and Culture  
Min-Chin Chiang, Associate Professor of Public Administration, National Chung Hsing University, Taiwan  
Ronald B. Hoskins, Executive Assistant to the President for Planning and Research, Professor of Public Administration, State University of New York at Albany  
Moderator: Richard Rugen  

This paper presents the results of a national study of the effects of academic department mergers on organizational effectiveness and culture. Based on a survey of faculty representing more than 70 university departments involved in mergers during the 1980's in nine states, the paper describes the environmental conditions and perceived causes that lead to mergers and the result of the two most common acculturation models (i.e., integration and separation) observed in organizational mergers.

9:45 am - 10:25 am  
Contributed Paper  
Beverwyck  
A Framework For Systematic Budget Analysis  
Linda A. Suskie, Assistant to the President for Planning, Millersville University of Pennsylvania  
Moderator: Brother Paul Scheiter  

In order to evaluate institutional budgets and identify inappropriately high or low expenditures, it is posited that managers must have one or more frames of reference as bases for comparison. Four frames of reference are proposed: change, norm-referenced, criterion-referenced, and qualitative. Examples of analyses within each frame of reference are provided.
TUESDAY, October 23

9:45 am - 10:25 am
Contributed Paper
Van Rensselaer

The Nature and Scope of Institutional Research: The Changing Face of the IR Profession

Michael F. Middaugh, Director, Institutional Research and Planning, University of Delaware
Moderator: Larry Metzger

Drawing upon the literature in organization theory, an open system framework is established for looking at and understanding colleges and universities as dynamic enterprises interacting with both internal and external environments. The concept of natural selection is extended to suggest that only those institutions with effective adaptive strategies for coping with internal and external environmental pressures will be successful. Institutional research must also adapt to those pressures, and in so doing, will likely undergo significant changes in what constitutes the institutional research agenda, analytical strategies, and reporting techniques.

10:25 am - 10:40 am

COFFEE BREAK

10:40 am - 11:20 am
Contributed Paper
Schuyler


David J. Costello, Vice President, Information Systems and Research, Maguire Associates, Inc.
Kathleen Dawley, Vice President of Strategic Communications, Maguire Associates, Inc.
Moderator: Michael D. McGuire

The messages that an institution sends to the educational marketplace have a varying impact on the student enrollment decision process. It has been assumed that by understanding the prospective students' transition from the inquiry to applicant stage an institution can better position itself in an increasingly competitive market. Results from a telephone survey of 483 inquiry students suggest that the concept of cognitive dissonance plays a critical role in how students come to view specific aspects of an institution.
TUESDAY, October 23

10:40 am - 11:20 am  A Microcomputer-Based Reference Catalog: Locating Information in the Institutional Research Office
Workshare
Ten Broeck
Richard W. Prull, Acting Director, Institutional Research and Planning, Rhode Island College

Over time Institutional Research offices can accumulate a great amount of information, sometimes making it difficult to locate material on a particular topic. To help organize and locate information a microcomputer-based reference catalog using dBase was developed. This workshare will describe this system, give examples of its use, and provide an opportunity for discussion about what others might be doing in this area.

10:40 am - 11:20 am  Effect of Athletic Participation on Undergraduate Education
Contributed Paper
Beverwyck
Anne Marie Delaney, Director, Enrollment Management Research Office, Boston College
Moderator: Geraldine K. Bellam

The primary objective of this paper is to discuss the results of research examining the effect of participation in varsity athletics on student retention and academic performance. The paper presents a comparative retention and academic performance profile of Non-Athletes, Athletes in Revenue Sports, and Athletes in Non-Revenue Sports at a private New England university. The effects of athletic participation on retention and academic performance are examined independently and controlling for selected admissions characteristics. The significance of these effects is discussed within the context of the role of sports in American Higher Education.

10:40 am - 11:20 am  Advantages of Inter-Institutional Cooperation
Contributed Paper
Van Rensselaer
Carol L. Wurster, Associate for Institutional Research, State University of New York at Old Westbury
Marjorie K. Raab, Associate Dean of Instruction, Nassau Community College
Moderator: Karen L. Futoma

Cooperation and data-sharing between 2-year and 4-year institutions have not been the norm. Our on-going project provides invaluable information for both. From the 4-year perspective, previously unavailable data on transfers provide information for recruitment, articulation, program planning and enrollment management. From the 2-year perspective information allows for pre- and post-transfer status of former students.
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>10:40 am - 11:20 am</td>
<td>Using SPSSx for Data Management</td>
<td>Dale Trusheim, Associate Director, Institutional Research and Planning, University of Delaware</td>
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<td>This demonstration involves utilizing SPSSx for data management and reporting purposes. It assumes basic understanding and familiarity with SPSSx (Version 3.0). The demonstration covers file management (e.g. system files match, and add files), as well as procedures for organizing and reporting data (e.g., autorecode, aggregate, report, and tables).</td>
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<td>11:25 am - 12:05 pm</td>
<td>Cultivating Young Alumni's Loyalty to their Alma Mater: The Success of the Cornell Tradition Program</td>
<td>Yuko Mulugetta, Research Associate, Financial Aid Office, Cornell University, Susan H. Murphy, Dean, Admissions and Financial Aid, Cornell University, Donald Saleh, Director, Financial Aid and Student Employment, Cornell University, Ann Brewster, Research Assistant, Cornell Tradition Program, Cornell University, Moderator: Dale Trusheim</td>
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<td>Using multiple regression, the study has found that the Cornell Tradition Fellowship Program is successful in cultivating more active donors through the implementation of the reduction of undergraduate loans.</td>
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<td>11:25 am - 12:05 pm</td>
<td>Assessing an Alumni Reunion Weekend Program</td>
<td>Rose Bacmanski, Assistant Director, Alumni and Parent Relations, State University of New York at Binghamton, Mark A. Eckstein, Director, Assessment and Institutional Research, Genesee Community College, Moderator: Thomas Egan</td>
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<td>Alumni reunions are the cornerstone of alumni programs. However, not all universities achieve the level of participation desired. The interests and concerns of alumni were assessed via a questionnaire, and the results are being used to alter the Reunion Weekend program in hopes of increasing participation.</td>
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### TUESDAY, October 23

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<th>Time</th>
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| 11:25 am - 12:05 pm | **Contributed Paper**  
Beverwyck  
**Expectation vs Achievement: Are Students Getting What They Want from College?**  
Alan J. Sturtz, Director, Institutional Research, Planning and Development, South Central Community College  
Moderator: R. Criss Mattison  
Every year a survey is administered to all new students. This study examines, over a period of five years, what percentage of new students indicate their intention to receive a degree from South Central, how many who say they intend to receive a higher degree actually transfer, what are the most often listed goals new students want to achieve, and have these changed over the course of the study. |
| 11:25 am - 12:05 pm | **Contributed Paper**  
Van Rensselaer  
**Evaluating Institutional Efforts to Compensate Faculty**  
Scott Bodfish, Director, Institutional Research and Planning Support, Wilkes University  
Moderator: Richard W. Prull  
This paper presents a model to account for the correlation between average faculty salaries, and tuition levels, using multiple regression analysis of institutional data on private colleges and universities. Different regression analyses are discussed, and their applications to different research issues will be noted. |
| 11:25 am - 12:05 pm | **Demonstration**  
Ballroom C  
**Efficient Use of PC's for Statistical Analysis**  
Hans Ladanyi, Director, Institutional and Small Business Research, University of Maine at Presque Isle  
This is a demonstration of the efficient use of several PC software packages for statistical programming and reporting. Statistical packages, spreadsheets, and word processors will be used interactively. Emphasis will be on gaining efficiency through use of appropriate programming sequences and macros and through transferring programs and macros across packages. |
| 12:15 pm - 4:00 pm | **Steering Committee Meeting** |
| 1:30 pm - 3:30 pm | **State University of New York Five-year Enrollment Planning Committee Meeting** |
GRAPHIC AND PROGRAM DESIGN
BY AUDREY ADAM
RESEARCHER/ANALYST
TUFTS UNIVERSITY