1991-92 NEAIR OFFICERS

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Acknowledgements
Special thanks to: Audrey Adam, John Jacobsen, Marian Pagano, and Jane Price for their help in preparing the Program and making other conference arrangements. The Office of Analytical Services at Boston University for supplying the demonstration computers.

NOTES:
Badges must be worn to all Conference events. Be sure to sign up at the Registration Table for the Monday dinner groups by 2:00 on Monday.
Meet at 5:00 on Monday in hotel lobby for NEAIR Fun Run/Walk
# Program at a Glance

**Saturday, November 16**

- Reception for Early Arrivers - Skyline Rooms (A - E)

**Sunday, November 17**

**Registration - Ballroom Foyer**
- Introductory Statistics for Institutional Research
  (9:00 - 12:00)
  Skyline D
- Principles of Financial Management and Analysis for Institutional Researchers
  (9:00 - 12:00)
  Skyline E
- Computer Graphics
  (10:00 - 1:00)
  Mark Learning Center, Tufts University
- Institutional Planning: Principles and Applications
  (9:00 - 4:30)
  Skyline C

**Social Hour/Dinner/Entertainment - Museum of Science**

**Monday, November 18**

**Registration - Ballroom Foyer**
- Continental Breakfast - Grand Ballroom

**General Session - Grand Ballroom**
- The "Special Relationship" and Higher Education: How the UK and USA Systems Might Learn More from Each Other
  Skyline B
- The CPAE "User's Manual": How To See What You're Good At
  Skyline B
- Why Do Some Students Choose to Work While Others Do Not?
  Skyline C
- Researching Sexual Harassment and Date Rape on Campus
  Skyline D
- JMP Statistical Visualization Software for the Macintosh
  Skyline E
- One Macintosh Environment at Boston University
  Skyline E

**Lunch/Business Meeting - Grand Ballroom**
- Informal Computer Demonstration and Survey Fair - Ballroom Foyer
- The New Agenda Revisited
  Skyline A
- Using Diverse Reference Points to Inform Decision Making
  Skyline B
- Perceptions of College Experience and Goal Achievement Among Nonpersisters and Graduates
  Skyline C
- Public Accountability and Development (Remedial) Education
  Skyline D
- Status, Role, Experience, and Credentials as Factors Influencing Salaries of Professional Academic Librarians
  Skyline E
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<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tr>
<td>2:40 - 3:20</td>
<td>Revisited Interdisciplinary Approach to Science Education</td>
<td>Skyline A</td>
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<tr>
<td>3:20 - 3:50</td>
<td>The Chelsea Project at Boston University</td>
<td>Skyline B</td>
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<tr>
<td>3:50 - 4:30</td>
<td>Paradise with Paradox: An IR Director's Dream Come True</td>
<td>Skyline C</td>
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<tr>
<td>5:00 - 5:30</td>
<td>BREAK</td>
<td>Skyline D</td>
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<tr>
<td>5:30 - 6:00</td>
<td>Break in hotel lobby</td>
<td>Skyline E</td>
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<tr>
<td>6:00 - 7:30</td>
<td>NEAIR FUN RUN/WALK - meet in hotel lobby</td>
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<tr>
<td>7:30 - 9:00</td>
<td>CONTINENTAL BREAKFAST - Grand Ballroom</td>
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<td>7:45 - 8:45</td>
<td>Table Topics</td>
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<td>8:45 - 9:00</td>
<td>GENERAL SESSION - Grand Ballroom</td>
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<tr>
<td>10:15 - 12:00</td>
<td>Informal Computer Demonstration and Survey Fair - Ballroom Foyer</td>
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<td>10:30 - 11:10</td>
<td>Cost Containment</td>
<td>Skyline A</td>
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<tr>
<td>10:30 - 11:10</td>
<td>Course Demand Characteristics: Analyses Based on Student Registration Activity</td>
<td>Skyline B</td>
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<td>11:10 - 11:50</td>
<td>BREAK</td>
<td>Skyline C</td>
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<tr>
<td>11:20 - 12:00</td>
<td>Cost Containment (continued)</td>
<td>Skyline D</td>
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<tr>
<td>12:00 - 3:00</td>
<td>STEERING COMMITTEE MEETING - University A</td>
<td>Skyline E</td>
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<tr>
<td>1:00 - 4:00</td>
<td>Introductory Statistics for Institutional Research</td>
<td>Skyline A</td>
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<td></td>
<td>Principles of Financial Management and Analysis for Institutional Researchers</td>
<td>Skyline C</td>
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18th Annual Conference

Institutional Research
In a Changing Society

Royal Sonesta Hotel
Cambridge, Massachusetts

November 16 - 19, 1991
1991 NEAIR CONFERENCE PROGRAM

SATURDAY, November 16

6:00pm - 8:00pm

RECEPTION for Early Arrivers - Skyline Rooms (A - E)

SUNDAY, November 17

8:30am - 4:30pm

REGISTRATION - Ballroom Foyer

Newcomers to Institutional Research

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

9:00am - 4:30pm

WORKSHOP

Skyline A

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; and 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 his/her institution.

Institutional Planning: Principles and Applications

John A. Dunn, Jr.
Executive Director
Center for Planning Information
Tufts University

9:00am - 4:30pm

WORKSHOP

Skyline C

Institutional researchers are often called on to support or manage planning processes. Textbook approaches often ignore real institutional differences. Attendees will be asked to describe the central planning questions(s) and constraints at their institutions; we will then focus on underlying principles and their application to these situations. Participants will receive copies of the SCUP Guide for New Planners and Schmidtlein and Milton's Adapting Strategic Planning to Campus Realities.
The very basic in statistics will be covered in a way useful as an introduction or as a refresher to statistics. Data from an actual IR project will be used for illustration. Descriptive statistics, sampling and probability theory (including the famous M&M exercise), and three inferential methods (chi square, t-test, and Pearson’s r) will be covered. Participants will receive a notebook detailing the materials covered.

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.

A hands-on tutorial using the CHART option of LOTUS Freelance for DOS. Discussion will cover how to visualize data; what we need to know to create good graphs; and the characteristics of good design. A workbook and handouts will be distributed to attendees. While the workshop will be particularly useful for users of Freelance, non-users will also benefit from the discussion of conceptual and data/image management issues. Limited to 12 participants. Van to Tufts will pick up participants at 9:30am in the Sonesta Lobby.
Enrollment Management Research

Barbara Rudy
Boston University
1:30pm - 4:30pm
WORKSHOP
Skyline E

This workshop is designed for individuals with some IR experience but little or no experience with enrollment management research. Enrollment management is the attempt to influence the characteristics and the size of enrolled student bodies through recruitment and retention strategies. This workshop will provide an overview of the current methods of conducting market research, review the factors that shape college choice, and review student attrition research as a basis for designing student retention studies. We will discuss research and decision support systems needed for marketing, forecasting, program planning, and evaluation.

Computerized Data Analysis for Institutional Researchers

Mary Ann Coughlin
Research Analyst
Office of Institutional Research
Smith College
Marian Pagano
Researcher/Analyst
Tufts University
1:30pm - 4:30pm
WORKSHOP
Tufts University
Mark Learning Center

This workshop will provide the participants with an overview of the basic applications of the SPSS statistical software to a variety of functions performed in an institutional research office. Instruction will focus on the successful application of the SPSS software in an IR setting by providing hands-on experience utilizing the software package with specific examples from recent projects. The workshop is targeted for introductory to intermediate level computer users and assumes an underlying knowledge of statistics and institutional research applications. Limited to 12 participants. Van will pick up participants at 1:00pm in the Sonesta lobby.

SOCIAL HOUR/DINNER/ENTERTAINMENT
MUSEUM OF SCIENCE (badges must be worn)
An Evening at the Museum of Science

Sunday 6:00 - 10:00

Cocktails & Buffet by Creative Gourmets Limited

Browse the West Wing Exhibit Halls

Mugar Omni Theater

Blue Planet $6 admission

Ring of Fire $6 admission
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30am - 12:00 noon</td>
<td>REGISTRATION - Ballroom Foyer</td>
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<tr>
<td>7:30am - 9:00am</td>
<td>CONTINENTAL BREAKFAST - Grand Ballroom</td>
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<tr>
<td>7:45am - 8:45am</td>
<td><strong>Higher Education Data Sharing Consortium (HEDS)</strong></td>
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<td>Special Interest Group Skyline A</td>
<td>Kimberley Dolphin, Director HEDS Consortium, Tufts University This session will provide an informal update for HEDS members and others interested in sharing institutional data. The primary focus will be on cost containment and staffing issues.</td>
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<tr>
<td>7:45am - 8:45am</td>
<td><strong>Catholic Colleges and Universities</strong></td>
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<td>Special Interest Group Skyline B</td>
<td>Stuart L. Rich, Director Institutional Research, Georgetown University Representatives of Catholic colleges and universities are invited to share experiences and common concerns and to plan activities of mutual benefit.</td>
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<tr>
<td>7:45am - 8:45am</td>
<td><strong>Public Universities Information Exchange</strong></td>
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<td>Special Interest Group Skyline C</td>
<td>John A. Dunn, Jr., Executive Director Center for Planning Information, Tufts University An opportunity for members of the Exchange and others interested in data exchange activities in public institutions to discuss current plans, with a focus on studies of institutional productivity, staffing, and cost reduction.</td>
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<tr>
<td>7:45am - 8:45am</td>
<td><strong>Pennsylvania State System of Higher Education</strong></td>
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<td>Special Interest Group Skyline D</td>
<td>Maree R. Glanville, Director Institutional Research, Shippensburg University Institutional researchers from the State System in Pennsylvania will meet to discuss current issues and concerns.</td>
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<td>7:45am - 8:45am</td>
<td><strong>Two-Year Colleges</strong></td>
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<td>Special Interest Group Skyline E</td>
<td>Patricia Haeuser, Director Planning and Research, Anne Arundel Community College This SIG is intended for individuals dealing or concerned with the IR function in two-year institutions. Problems, concerns, and issues will be discussed in an informal setting.</td>
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MONDAY, November 18

9:00am - 10:00am  GENERAL SESSION - Grand Ballroom
Elizabeth Graham Cook,
Executive Director, Ad Club of Boston
"Marketing Higher Education in a Changing Society"

10:00am - 10:20am  COFFEE BREAK - Sponsored by Scanning Products, Inc.

Demand-Driven Volunteer Institutional Research at a Small Liberal Arts University
St. Bonaventure University
10:20am - 11:50am  PANEL
Skyline A

The "Special Relationship" and Higher Education: How the UK and USA Systems Might Learn More from Each Other
Peter Davies, Staff Tutor
The Staff College, Blagdon, UK
10:20am - 11:00am  PAPER
Skyline B

Why Do Some Students Choose to Work While Others Do Not?
Yuko Mulugetta
Research Associate for the Office of Financial Aid and Student Employment
Dennis Chavez
Program Director for Student Employment
Cornell University
10:20am - 11:00am  PAPER
Skyline C

John Biter, Chair of Institutional Research
Kathy Murphy, Assistant Professor of Management
Robert Murphy, Asst. to President for Planning and Research
Ann Preston, Assistant Professor of Mass Communication
Michael Russel, Assistant Professor of Marketing
Carol Wittmeyer, Assistant Professor of Education

This panel will review the origins, evolution and structure of IR at St. Bonaventure University, providing a model of a low-cost sustained research program. Initially the product of professors' individual curiosity, IR projects originate in response to requests from administrators and now emphasize marketing concerns. Faculty design and conduct the research on a volunteer basis.

American educators still have much to offer UK higher education particularly in areas such as credit accumulation and transfer. Experience and expertise can be beneficially imported as well as exported. UK developments in fields such as job-related training and assessment could provide useful lessons for US institutions.

Moderator: Michael McGuire

The survey has revealed that a financially aided student's decision to work during the academic year is significantly affected by his/her perception of the educational value of employment and work experience in high school. However, GPA, parental income, and minority status were not found to be important factors.

Moderator: Robert Froh
MONDAY, November 18

Researching Sexual Harassment and Date Rape on Campus

Dawn Geronimo Terkla
Director
Institutional Research
Tufts University

This workshare presentation is a topical case study on a work in progress at Tufts University. The process of putting together a campus research project on sexual harassment and date rape will be discussed, as opposed to actual results. The handling of the data and coordination between offices will be emphasized.

Moderator: Patricia Gildea

TOPICAL CASE STUDY

Skyline D

JMP Statistical Visualization Software for the Macintosh

Jim Ferguson
Assistant Director
Institutional Research
Hamilton College

JMP is a statistical visualization product for the Macintosh from SAS Institute. It includes a spreadsheet for viewing, editing, and transforming data. Graphics features include histograms, scatterplots, 3-D interactive data rotation. The best feature of the program is its intuitiveness and ease of use, enabling both the statistical sophisticate and the statistical novice to analyze data without the hassles of programming.

Moderator: Darryl Bullock

The CFAE "User's Manual": How To See What You're Good At

John A. Dunn, Jr.
Executive Director
Center for Planning Information
Tufts University

The Council for Aid to Education (CFAE) has collected fund-raising data from over 1,000 institutions for over 3 decades, but this rich database is underutilized. The panelists describe a "user's manual" to help development officers and researchers identify fund-raising strengths and opportunities, through trend and peer-group analyses.

Moderator: Jennifer Wilton
MONDAY, November 18

Data Privacy

Peter T. Farago  
Director  
Institutional Research & Planning Studies  
Anita Dubey  
Research Analyst  
Office of the Dean of Faculty  
Bentley College  

11:10am - 11:50am

TOPICAL CASE STUDY  
Skyline C

An Information Infrastructure for Enrollment Management: Tracking and Understanding Your Students  

Craig A. Clagett  
Director  
Institutional Research & Analysis  
Prince George's Comm. College  
Helen S. Kerr  
Research Analyst  
Washington College  

11:10am - 11:50am

PAPER  
Skyline D

One Macintosh Environment at Boston University  

Office of Analytic Studies  
Boston University  

11:10am - 11:50am

DEMONSTRATION  
Skyline E

As centralized computer systems expand, opportunity for accessing data also increases. Just because the capability exists, does that mean access should be granted? What are the implications of providing data in electronic versus printed form? The workshare will deal with these and related issues.

Moderator: Jean Kibler

Two kinds of information are needed for successful enrollment management: indicators for monitoring the performance of the enrollment management plan, and policy analyses to inform enrollment management strategies. An integrated approach to providing this information will be presented. Its use at both liberal arts and community colleges will be discussed.

Moderator: Dale Trusheirn

A panel of Boston University staff members will explain and demonstrate the utilization of Mac's within the Office of Analytical Services. The presentation will touch upon Mac-to-Mac networking and file storage, and use of various software packages in office and project management, data management, and report production. Discussions will include, but not be limited to, use of software packages such as Excel, FileMaker, PageMaker, Persuasion, and McDraw.

Moderator: David Weir
MONDAY, November 18

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<tr>
<th>12:00 noon - 1:30pm</th>
<th>LUNCH/BUSINESS MEETING - Grand Ballroom</th>
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<tr>
<th>1:30pm - 5:00pm</th>
<th>Informal Computer Demonstration and Survey Fair</th>
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**Ballroom Foyer**

IBM AT and MAC II computers available for informal demonstrations. And, a sample of survey instruments from other Institutional Research offices for your review.

**The New Agenda Revisited**

Marian Pagano  
Research Analyst  
Institutional Research  
Tufts University

1:50pm - 3:20pm  
PANEL  
Skyline A

John Biter, Chair of Institutional Research and Professor of Sociology, St. Bonaventure University  
Arthur Kramer, Director of Institutional Research, Passaic County Community College  
Ann Preston, Assistant Professor of Mass Communication, St. Bonaventure University

Last year a group of newer NEAIR members presented a "new agenda" for the association. That agenda will be reviewed in terms of our progress to date. Additional newcomers will also present their ideas for a new agenda. General topics will include diversity and equity in the profession.

**Using Diverse Reference Points to Inform Decision Making**

Robert C. Froh  
Peter J. Gray  
Office of Evaluation and Research  
Center for Instructional Development  
Syracuse University

1:50pm - 2:30pm  
PAPER  
Skyline B

As part of the Syracuse Freshmen Study three complimentary methods, namely surveying, focus group interviews, and institutional data analysis were used in combination to identify the experiences and perceptions of students on our culturally diverse campus. These strategies also helped incorporate input from staff and administrators with diverse viewpoints and backgrounds. This presentation will use examples of research and reporting processes, and policy and program proposals of the Syracuse Freshmen Study over the past three years to highlight the benefits of using diverse reference points to inform decision making.

Moderator: Maree Glanville
Seven Connecticut Community-Technical Colleges surveyed non-returning students concerning achievement of their educational goals and aspects of the Colleges with which they were satisfied/dissatisfied. Responses were compared to responses graduates had made on a similar survey. Subgroups of nonpersisters based on initial goals and outcomes were also compared.

Moderator: John Jacobsen

When faced with budget deficits, state and local governments often resort to questioning the fiscal resources spent on programs that are not popular or prestigious. This paper will provide the rationale and analyses that could be used to position an institution (in this case, a community college,) to respond to an attack on resources associated with developmental or remedial education.

Moderator: June Zeff

Existing studies review librarian salaries by either title, functional role, or experience. Rarely are questions of academic credentials or status considered. This presentation summarizes a 1991 study of salaries at 27 academic libraries by function, gender, faculty status, rank, tenure, professional experience, and degrees. Regional data will also be presented.

Moderator: Henry Shein
A successful integrated science course for nursing students unifies biology, chemistry, anatomy, physiology and microbiology into a single two-semester course. This paper describes the course, presents evidence of the course’s success, shows the support of the Nursing Division, and the value of it to the students who participated.

Moderator: Linda Suskie

Has mass marketing made the high school visit unimportant as a recruitment tool? Or does the personal quality of the high school visit still have unique advantages? Correlation analyses of ten years of Franklin Pierce empirical data, as well as theoretical considerations will form the basis of the discussion of this issue.

Moderator: Marian Steinberg

The study was a multi-method approach to assess the culture of an urban community college. By combining the qualitative methodologies of one-to-one open-ended interviews and focus groups with a multi-dimensionally scaled open-ended survey, it was found that there was informality and student, faculty and administrative subcultures that were tightly intertwined.

Moderator: Craig Clagett
MONDAY, November 18

Using SPSS TABLES to Create a Student Profile

Karen Bauer
Research Analyst
Dale Trusheim
Associate Director
Institutional Research & Planning
The University of Delaware

2:40pm - 3:20pm
DEMONSTRATION
Skyline E

3:20pm - 3:50pm
COFFEE BREAK - Sponsored by Lotus Development Corp.

The Chelsea Project at Boston University

Theodore G. Sharp
Asst. Dean for Special Programs
BU School of Education
Chairman of the Management Team for the BU-Chelsea Partnership

3:50pm - 4:30pm
TOPICAL CASE STUDY
Skyline A

Paradise with Paradox: An IR Director's Dream Come True

Laura Coelen
Director of Institutional Research
Paul Cohen
Database Programmer/Consultant
Holyoke Community College

3:50pm - 4:30pm
DEMONSTRATION
Skyline B

Using the TABLES procedure in SPSS, a Student Profile was created which shows student enrollment data by class level, sex, ethnicity, age, and major. This profile is updated biannually and distributed to campus officials who may use the profile to gain an understanding of current enrollments and to obtain annual report information.

Moderator: James Ritchie

A panel from Boston University will discuss the unique partnership between Boston University and the City of Chelsea School System. The Chelsea Project offers challenging data issues for internal statistical reporting, public relations, and program assessment. The audience will be invited to participate in a discussion of this evolving project.

Moderator: Dawn Geronimo Terkla

Demonstration of a micro-computer based student-unit tracking system developed with Title III funds. This extraordinarily flexible and fast software uses a relational database, Paradox 3.0, and produces standardized and individualized reports and permits tracking of retention and student performance over a 6-year period for any kind of cohort.

Moderator: Tom Gusler
Management Tools for Faculty Salary Decisions: Comparisons and Simulations

M. Patricia Gildea
Senior Policy and Planning Analyst
Office of Policy Analysis
University System of New Hampshire

Two management tools developed for use in faculty salary decision making are presented: 1) a book of salaries by discipline and rank compared to market means; and 2) a simulation model for disbursement of total salary dollars. The tools serve three institutions with differing discipline compositions, rank distributions and mean salaries.

Moderator: Anita Dubey

Development of Information Systems for Tracking Transfer Students

Judith A. McCarroll
Asst. Director Research
Community-Technical Colleges

A system for tracking transfer students from Connecticut Community-Technical Colleges to Connecticut State University and University of Connecticut is described, with some preliminary outcomes from data which have been collected, merged and analyzed.

Moderator: Stuart Rich

Re-Examining the Role of an Institutional Research Office in a Changing Technological, Fiscal and Political Climate

Jean Kibler
Associate for Institutional Research
SUNY College at Plattsburgh

A task force was established by the President of the college to make recommendations about the future agenda and staffing of the Office of Institutional Research. The investigative process by which the task force arrived at its recommendations and its usefulness for other colleges will be discussed.

Moderator: Richard Rugan

5:00pm - 5:30pm  NEAIR Fun Run/Walk (meet in hotel lobby)
6:00pm - 7:30pm  Newcomer-Oldcomer Reception - Skyline Rooms (A - E)
Computer-generated reports provide management information to department chairs, deans and other academic administrators. These reports give data at the department, school and college level on the use of adjuncts and regular faculty by course type and level; faculty credits for teaching, research and administration; and grade distributions by course and type level. The presenters will share copies of the reports and discuss their use. Participants will be encouraged to comment and to share approaches to similar reports in their institutions.

There is more to measuring instructional workload than organizing the data. The task entails a complex interaction of political and technical factors which, if not dealt with appropriately, become major roadblocks. This discussion offers some details as to how this task was accomplished at UMass/Boston and presents tactics, some successful and others less so, for overcoming problems and creating an analysis which is both usable and used.

Sooner or later (every ten years, in fact) higher education institutions undergo an accreditation visit. The purpose of this table topic is to provide a forum for colleagues who have recently gone through accreditation to share their experiences with those who are currently preparing for a review. It will be an opportunity to discuss both successful and unsuccessful strategies that have been developed in preparing for an accreditation review.
TUESDAY, November 19

7:45am - 8:45am  TABLE TOPICS - Grand Ballroom

D. Institutional Research on Student Sexuality

Jennifer W. Brown
Instructional Research
Connecticut State University

Issues, findings, and methodologies pertaining to research on student sexuality, with a special focus on high-risk behavior, will be discussed.

E. The Uses of Telephone Surveys in Institutional Research

Jane Price
Assistant Director
Institutional Research
Franklin & Marshall College

The contributions of telephone surveys to the field of institutional research will be discussed. Sub-topics include when to use telephone surveys, types of questions that lend themselves to telephone surveys, differential respondent characteristics, and linking survey responses to other information. Methodological issues such as how to budget for a telephone survey, what type of response rates to anticipate, and how quickly a telephone survey can be completed, will also be addressed.

F. Current Activities in Student Assessment

Larry Metzger
Director
Institutional Research
Ithaca College

How are institutions measuring and monitoring student development outside the classroom? What research initiatives are underway to improve student development in the areas of personal growth, interpersonal relations, leadership skills development, coping behaviors, etc.?

G. "Oh Say Can You See: Reflections on the Politics of Diversity, Demographics and Accreditation in Higher Education"

Darryl E. Bullock
Director
Planning & Institutional Research
Mercy College

Institutional researchers and planners can help inform campus discussion and decision-makers. The purpose of this roundtable is to explore initiatives already begun; review varieties of measures examining student growth (outcomes); and identify different methods of reporting findings.

H. Minority Pool for State System Universities

John P. Jacobsen
Data & Information Manager
PA State System of Higher Education

With the downward turn in high school graduates, are there enough minority students to meet enrollment goals for the State System of Higher Education in Pennsylvania?
1991 NEAIR CONFERENCE PROGRAM

TUESDAY, November 19

7:45am - 8:45am  TABLE TOPICS - Grand Ballroom

I. Retention Studies

Ingrid Telefors
Assistant to the Director of Planning and Institutional Research
Eastern Connecticut State

This session is an opportunity for informal discussion and exchange of ideas on creating useful and accurate retention studies.

J. Late-Breaking Topics

Kimberley Dolphin
Director
HEDS Consortium
Tufts University

Participants at this table will discuss any topics of interest or controversy that may have surfaced in higher education since the Conference Program was finalized.

K. Conference Evaluation (Invited Interview)

Stuart Rich
Director
Institutional Research
Georgetown University

Invited interview.

L. Conference Evaluation (Invited Interview)

Ellen Armstrong Kanarek
Program Director
Applied Educational Research, Inc.

Invited interview.

9:00am - 10:15am  GENERAL SESSION - Grand Ballroom
"Fantasies and Forecasts for the Year 2010"

Executive Panel:
Peter Davies, Staff College, Bristol, England
Richard Kraus, President, Cape Cod Community College
Margaret McKenna, President, Lesley College
Sherry Penney, Chancellor, Univ. of Massachusetts, Boston
IBM AT and MAC II computers available for informal demonstrations. And, a sample of survey instruments from other Institutional Research offices for your review.

Members of this panel, representing three different sectors of higher education, will discuss the cost containment issues and challenges that their institutions are facing with a special focus on the use of institutional research services in gathering data to underpin cost containment strategies in budget planning.

Course demand characteristics (e.g., how quickly do they fill up, high or low drop/add activity, the percent of student demand satisfied) have been utilized to aid decision makers in improving the use of their instructional resources. Registration data is analyzed and presented in a way that departmental chairs and deans can use.

Moderator: Patricia Haeuser
Making a Significant Difference with Institutional Research: Findings from a National Survey

Craig A. Clagett
Director of Institutional Research and Analysis
Prince George's Community College

Robin B. Huntington
Senior Research Analyst
Institutional Research
University of Maryland
Baltimore County

10:30am - 11:10am

PAPER
Skyline C

To respond to increasing responsibilities, institutional researchers must enhance their effectiveness and productivity. A national survey of institutional research directors identified both obstacles and solutions to meeting this challenge. The authors of The Institutional Research Practitioner will share "techniques that work" gleaned from the survey and their popular guidebook.

Moderator: Ellen Armstrong Kanarek

The Use of Structured Interviews in a Qualitative Study of Admissions Publications

Jane Price
Assistant Director
Institutional Research
Franklin & Marshall College

10:30am - 11:10am

PAPER
Skyline D

As the number of traditional college-aged students declines and the competition among colleges for students intensifies, an institution's recruitment literature becomes increasingly important. Institutional researchers 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 includes both quantitative and qualitative data on students' preferences for different styles and strategies that are currently used in Admissions literature. This paper won the Best Paper Award for the 1990 NEAIR Conference in Albany.

Moderator: Marian Pagano
TUESDAY, November 19

A Simple Computer Model for Prioritizing and Scheduling School Visits

David R. Weir, Jr.
Associate Director of Admissions
Franklin Pierce College

10:30am - 11:10am
DEMONSTRATION
Skyline E

This workshop will demonstrate a computer model and associated files that are used by Franklin Pierce College to prioritize and schedule school visits. The target audience will be admissions and data processing staff.

Moderator: Jennifer Brown

Attrition and C.I.R.P. Correlates of a Measure of Self-Confidence Regarding Transition into College

Robert W. Baker
Professor of Psychology
Clark University

11:20am - 12:00 noon
PAPER

Skyline B

This paper reviews everyday behavioral (e.g., attrition, level of academic performance, appeals for psychological services) and test/inventory (e.g., C. I. R. P.) correlates of a modification of the Student Adaptation to College Questionnaire for prematriculation use in measuring self-confidence regarding the impending transition into college.

Moderator: Albert Lefebvre

Degrees Granted as an Assessment Measurement for Community Colleges: A Misleading Indicator

Marcia M. Lee
Director of Institutional Research
Westchester Community College

11:20am - 12:00 noon
PAPER

Skyline C

This paper will show that for community colleges in particular, the number of degrees granted is a very misleading indicator. Moreover, the validity of degrees granted as an assessment indicator is further eroding since the percentage of students whose goal is to transfer, not graduate, is increasing. This trend has important implications for the newly enacted Students' Right To Know and Campus Security Act (P.L. 101-542), which modifies previous regulations and goes into effect July 1, 1993.

Moderator: Marian Walker
Estimating Numbers of Students with Disabilities, Their Needs and Ratings of Facilities and Services

Marian N. Steinberg
Director of Planning and Institutional Research
Eastern Connecticut State University

11:20am - 12:00 noon
PAPER
Skyline D

A survey was developed and administered to a sample of our total student body to estimate the number of students with disabilities, and the types and magnitudes of disabilities. In addition, all respondents were asked to evaluate facilities and services.

Moderator: Jane Price

Understanding and Using the Admitted Student Questionnaire (ASQ)

Ellen Armstrong Kanarek
Program Director
Applied Educational Research, Inc.

11:20am - 12:00 noon
DEMONSTRATION
Skyline E

This workshare is designed for users of the Admitted Student Questionnaire, new or experienced, who wish to explore ways of supplementing the standard ASQ reports. Topics will include preparing an executive summary; using college overlap information; using the Norms report; and relating ASQ to other institutional data.

Moderator: Michael McGuire

12:00 noon - 3:00pm
STEERING COMMITTEE/LUNCHEON - University A
The very basic in statistics will be covered in a way useful as an introduction or as a refresher to statistics. Data from an actual IR project will be used for illustration. Descriptive statistics, sampling and probability theory (including the famous M&M exercise), and three inferential methods (chi square, t-test, and Pearson's r) will be covered. Participants will receive a notebook detailing the materials covered. This is an encore presentation of a Sunday morning workshop.

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. This is an encore presentation of a Sunday morning workshop.