North East Association for Institutional Research
19th Annual Conference

Defining a Quality Education

The Hotel Washington • Washington, D.C. • November 14-17, 1992
Defining A Quality Education
1991-92 Steering Committee

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Georgetown University

Conference Proceedings
Karen Bauer
Research Analyst
University of Delaware
# Program at a Glance

**NorthEast Association for Institutional Research**

**19th Annual Conference**

**Washington, D.C.**

## SATURDAY - NOVEMBER 14

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<th>Time</th>
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<tr>
<td>12:30 - 1:00</td>
<td>TQM Workshop - Capital Newcomers Wuqshp - Council</td>
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<tr>
<td>1:00 - 1:30</td>
<td>Reception - President's Suite</td>
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<tr>
<td>5:30 - 7:00</td>
<td>TQM Workshop - Capital Newcomers Wuqshp - Council</td>
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## SUNDAY - NOVEMBER 15

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<tr>
<td>9:00 - 9:30</td>
<td>Registration - Lobby</td>
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<tr>
<td>9:00 - 12:00</td>
<td>An Assessment Primer Statistics I Workshop Finance I Workshop Planning Workshop</td>
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<tr>
<td>1:30 - 4:30</td>
<td>SPSS/PC+ Workshop Georgetown University Information Exchange Seminar 1:00pm - 4:00pm Federal Assessing and Improving General Education Workshop Workshop Capital Council</td>
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<tr>
<td>3:00 - 3:15</td>
<td>Break - Mezzanine</td>
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<td>4:45 - 5:45</td>
<td>Table Topics - Parkview</td>
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<tr>
<td>6:00 - 9:00</td>
<td>Social Hour and Dinner - The Old Ebbitt Grill</td>
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## MONDAY - NOVEMBER 16

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<tr>
<td>7:30 - 8:45</td>
<td>Continental Breakfast - Ballroom</td>
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<tr>
<td>7:45 - 8:45</td>
<td>Higher Education Data-Sharing Consortium (HEDS) Parkview</td>
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<tr>
<td>9:00 - 10:00</td>
<td>General Session - Ballroom - &quot;Judgments In The Window; Standards of Content and Standards of Performance&quot;</td>
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<tr>
<td>10:15 - 10:55</td>
<td>Transforming Higher Education Through Continual Quality Improvement: Implications for the IR Profession and Associations</td>
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<td>11:10 - 11:50</td>
<td>Parkview - Panel</td>
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<td>Time</td>
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<tr>
<td>12:00 - 1:30</td>
<td>Annual Business Meeting and Lunch - Ballroom</td>
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<td>2:40 - 3:20</td>
<td>Parkview - Panel</td>
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<td>3:20 - 3:45</td>
<td>Break - Mezzanine</td>
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<td>4:40 - 5:20</td>
<td>Assessing College Outcomes Using the Astin I-E-O Model Federal - Panel</td>
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<tr>
<td>6:00 - 7:30</td>
<td>Reception - Cash bar, hors d’oeuvres - Parkview</td>
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<td>6:30 - 7:30</td>
<td>Fun Run - Meet in the Hotel Lobby</td>
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<td>7:30 - 8:15</td>
<td>Continental Breakfast - Ballroom</td>
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<td>6:00 - 9:00</td>
<td>Table Topics</td>
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<tr>
<td>11:05 - 11:45</td>
<td>Parkview - Panel</td>
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<td>12:00 - 4:00</td>
<td>Steering Committee - Suite 331</td>
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**TUESDAY - NOVEMBER 17**

**10:10 - 10:50**
- U.S. News and World Report's Annual Best Colleges Study: Dimensions, Variables, Measures, and Weights
- Description, Application and Demonstration of the Higher Education Media Scan (HEMS) Reference System
  - Capital - Demonstration

**11:05 - 11:45**
- Developing a Comprehensive Data Base for Assessing Academic Productivity
- Federal - Paper

**12:00 - 4:00**
- Steering Committee - Suite 331
The following changes have been made to the program:

Cancelled: "The Potential Impact of IR on the Quality of Student Life"
4:40pm - 5:20pm Monday

Room Change: "Assessing College Outcomes Using the Astin I-E-O Model"
4:40pm - 5:20pm Monday
has been moved to the Federal Room

Of Special Note!

• Saturday - Reception in the President's Suite from 5:30pm - 7:00pm
  Welcome newcomers and early arrivals. To be held in Room 306.

• Sunday - Dinner at the Old Ebbitt Grill beginning at 6:00pm
  Take your place in history at the oldest saloon in town.

• Monday - Business meeting and luncheon in the Ballroom
  Be sure to leave your business card in the fishbowl at the Hospitality Desk in order to be eligible to win a weekend at the Sagamore on Lake George.

• Monday - Reception in the Parkview Room from 6:00pm - 7:30pm
  Meet your group for dinner.

• Tuesday - Fun Run/Walk at 6:30am
  Join Mike McGuire and others on a tour of the Mall.

• Special giveaways during the conference include:
  Word for Windows 2.0; Excel for Windows 4.0; SPSS for Windows; Harvard Graphics 3.0. Visit all the vendor exhibits.
Conference Program

Saturday

Newcomers to Institutional Research

Michael F. Middaugh
Director of Institutional Research & Planning
University of Delaware
12:30pm - 5:30pm
Workshop
Council

Advanced Statistical Analysis in Institutional Research Using SPSS/PC+

Marian Pagano
Director of Institutional Research & Planning
Columbia University
MaryAnn Coughlin
Research Analyst
Smith College
12:45pm - 5:15pm
Workshop
Georgetown University

Total Quality Management in Higher Education

G. Gregory Lozier
Exec. Director, Planning & Analysis
Pennsylvania State University
Deborah J. Teeter
Director, Institutional Research & Planning
University of Kansas
1:00pm - 5:00pm
Workshop
Capital

November 14

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 used by college presidents; defining critical issues for institutional research at your college; identifying sources of data; conducting survey research; using personal computers and software in institutional research; 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 their institution.

This is a joint theory, application, and execution workshop. It will cover many of the advanced statistics in the SPSS/PC+ package. Participants should be comfortable with basic statistics and SPSS commands. This case study workshop will walk participants through the application and interpretation of SPSS advanced statistics to common institutional research tasks, such as cluster analysis, factor analysis, analysis of variance, and multiple regression. Participants are encouraged to submit requests for coverage of other topics. Such requests should be made well in advance of the workshop.

Meet at Registration Desk for van transportation.

This workshop is designed as an introduction to individuals interested in examining such questions as “What is TQM?” “Who is practicing it?” and “What are some of the issues in getting started?” The presenters will describe the basic principles, underlying concepts, and origins of Total Quality Management, and introduce concrete examples of experiences with TQM.

Early Arrivals Reception - President’s Suite
Sunday
9:00am - 5:30pm

**Institutional Planning: Principles and Applications**
John A. Dunn, Jr.
President
Dean Junior College
9:00am - 12:00noon
Workshop
Caucus

**Principles of Financial Management and Analysis for Institutional Researchers — I**
James P. Honan
Associate Director
Programs and Professional Education
Harvard University
9:00am - 12:00noon
Workshop
Council

**Introductory Statistics for Institutional Research**
Marian Pagano
Director of Institutional Research
Columbia University
9:00am - 12:00noon
Workshop
Capital

**An Assessment Primer**
Barbara Wright
University of Connecticut
Former Director
AAHE Assessment Forum
9:00am - 12:00noon
Workshop
Federal

November 15
Registration - Hotel Lobby

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 question(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 other materials.

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.

The very basic ideas 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.

An introduction to the postsecondary assessment movement, including history, concepts, methods, controversies, and trends, along with basic steps for getting started.
The Exchange is a consortium of public universities committed to sharing strategic information and knowledge designed to support planning and management effectiveness among member institutions. This session for current members and potential new members interested in joining the consortium will focus on an update of the relocation of the Exchange to George Mason University and the studies to be undertaken during the year ahead.

This workshop is intended for those who are familiar with basic statistical concepts and applications but who want to learn how to efficiently use SPSS/PC+ to get appropriate output. The workshop will cover: 1) SPSS file types (.sys, .lis, .log, .pad); 2) basic statistical procedures and interpretation: frequency distributions, means, crosstabs, correlation, t-test and simple regression; 3) manipulating data and files: join, sort, recode, compute, if; and 4) basic reporting using report and tables. This is an immersion-type workshop using real IR data.

Meet at Registration Desk for van transportation.

This workshop will focus on issues relating to cost containment and retrenchment in colleges and universities. Using a case study and supplementary readings, the session will highlight the possible role of institutional researchers in the collection and analysis of financial and non-financial data to support and inform cutback management decisions and strategic planning.
### Assessing and Improving General Education: A Strategy Based on Coursework

**Elizabeth A. Jones**  
Research Associate, NCTLA, Pennsylvania State University

**James Ratcliff**  
Co-Director, NCTLA  
Pennsylvania State University

1:30pm - 4:30pm  
Workshop  
Capital

In this workshop, participants learn how to select multiple methods to assess student learning; link learning to coursework through transcript analysis; and use this information to improve curriculum, instruction, and learning. Participants receive a copy of the Handbook on Linking Assessment and General Education.

### Break - Mezzanine

### Table Topics - Parkview

Representatives of Catholic colleges and universities are invited to share experiences and common concerns and to plan activities of mutual benefit.

### Catholic Colleges and Universities

**Joseph Pettit**  
Vice President for Planning  
Georgetown University

4:45pm - 5:45pm  
Special Interest Group  
Caucus

The Student Right-to-Know and Campus Security Act specifies, in part, July 1993 reporting of student graduation, persistence, and for many colleges, transfer rates. This session will focus on the details of the Act, as well as methods of collection of the data required for compliance.

### Requirements and Implementation of the Student Right-to-Know Act

**Barbara Erdsneker**  
Senior Research Associate  
Institutional Research  
Bergen Community College

Participants in this session will discuss the potential impact on the institutional research function of making Campus-Wide-Information-Systems (CWISs) and fourth-generation language packages e.g., Focus) available to faculty and administrators who might not be completely informed of all the qualifications of the data.
How Institutional Researchers Can Enhance the Admission Process at Various Stages

Anne Marie Delaney  
Director of Program Research  
Boston College

Dawn Geronimo Terkla  
Director of Institutional Research & Planning  
Tufts University

Marjorie Wiseman  
Director Marketing, Institutional Research & Planning  
Northeastern University

This discussion will focus on how institutional researchers can enhance the ability of admission officers to achieve their recruitment goals. The discussion will identify specific studies institutional researchers can conduct and explore ways in which institutional researchers can interpret the results of such studies to increase admission officers’ understanding of the college age population and to enhance their ability to attract ideal candidates to their institutions.

Using SPSS in the IR Office

Dale W. Trusheim  
Associate Director  
Institutional Research & Planning  
University of Delaware

This table topic session is for both new and experienced SPSS users — mainframes or PC. Come prepared to share or discuss problems, solutions, questions, interesting code, or data analysis.

Assessment: Where are We Heading?

Barbara Wright  
University of Connecticut  
Former Director  
AAHE Assessment Forum

‘Authentic assessment,’ quality indicators, TQM...What do they mean, and where is postsecondary assessment headed? How can institutions — and institutional researchers — best respond to calls for greater institutional effectiveness? Join this discussion to share impressions and pool ideas.

6:00pm - 7:00pm  
Cash bar and hors d’oeuvres - The Old Ebbitt Grill

7:00pm - 9:00pm  
Dinner and “networking” - The Old Ebbitt Grill
### Monday

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<td>7:30am - 8:45am</td>
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<td>Special Interest Groups</td>
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#### Pennsylvania State System of Higher Education

**Maree R. Glanville**  
Director  
Institutional Research  
Shippensburg University

#### Public Universities Information Exchange

**Edward L. Delaney**  
Executive Director  
National Center for Strategic Information Exchange  
George Mason University

#### Two-Year Colleges

**Alan J. Sturtz**  
Director  
Institutional Research  
South Central Community College

#### Higher Education Data-Sharing Consortium (HEDS)

**Kimberly Dolphin**  
Director  
HEDS Consortium

### November 16

#### Special Interest Groups

- **Institutional researchers from the State System in Pennsylvania will meet to discuss current issues and concerns.**

- **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.**

- **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. A representative of the National Council for Research and Planning will brief participants on NCRP plans for 1992-93.**

- **An opportunity for HEDS members and others interested in data exchange activities to discuss current plans and future areas of analysis, with a focus on institutional productivity and cost containment issues.**
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<td>9:00am - 10:00am</td>
<td><strong>Judgments In The Window:</strong> Standards of Content and Standards of Performance</td>
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<td><strong>Clifford Adelman</strong></td>
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<td>Director, Division of Higher Education, Office of Research</td>
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<td>U.S. Department of Education</td>
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<td>10:15am - 10:55am</td>
<td><strong>Transforming Higher Education Through Continual Quality Improvement: Implications for the Institutional Research Profession and Associations</strong></td>
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<td>Edward L. Delaney</td>
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<td>AIR President</td>
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<td>Larry W. Metzger</td>
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<td>NEAIR President</td>
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<td>John Muffo</td>
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<td>AIR Vice President/President-Elect</td>
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<td>Terrence Russell</td>
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<td>AIR Executive Director</td>
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<td>Dawn Geronimo Terkla</td>
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<td>NEAIR President-Elect</td>
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<td>10:15am - 10:55am</td>
<td><strong>Evolution of a Special Needs Student Reporting System</strong></td>
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<td>Stephen Cunningham</td>
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<td>Institutional Research Specialist</td>
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<td>Office of Strategic Planning &amp; Research</td>
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<td>Pennsylvania College of Technology</td>
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The development of a computer database and reporting system used for Perkins Act reporting requirements and other internal needs at a public, two-year technical college will be discussed.

Moderator: Barbara Erdsneker
Bergen Community College
Using CIRP Data to Classify Students and Institutions

Larry Litten
Director of Research, COFHE
David Brodigan
Assoc. Dean, Institutional Research
Carleton College
10:15am - 10:55am
Paper
Federal

High School Graduates: What Do You Do with the Data?

John Jacobsen
Data and Information Manager
Office of Academic Affairs
Pennsylvania State System of Higher Education
Katharine Blake Holsworth
Senior Budget Planning Analyst
Pennsylvania State University
10:15am - 10:55am
Paper
Capital

Beyond IPEDS: The Use of National Data Bases in Institutional Research

Samuel S. Peng
Chief, Statistical Service and Methodological Research
National Center for Education Statistics
Roslyn Korb
Chief, Cross-Sectional Studies Branch, NCES
10:15am - 10:55am
Panel
Council

Factor analysis of the data on goals and values from the American Freshmen Survey obtained at 18 private, selective colleges and universities revealed seven principal dimensions. This paper will explore a typology of students based on these factors and the personal characteristics that are associated with membership in the different groups. It will also examine the characteristics of institutions which have relatively high or low scores on each of the dimensions.

Moderator: Lynn Rothstein
Union Theological Seminary

Two separate agencies find similar and very different uses for high school graduate data from the Pennsylvania Department of Education. How each entity uses the data will be discussed, including but not limited to projections and other uses of the data. Also being discussed will be other activities that might be of use to the universities and the high schools that send their students to either Penn State or the State System Universities.

Moderator: Walter Liss
Tufts University

This panel will describe several national databases, other than IPEDS, that have rich information for institutional research. The presentation will map major research issues with these databases, highlight findings from previous studies, and discuss procedures for obtaining these data bases and technical assistance. Implications for institutional research will be discussed.
### Risky Practices, Gender & Power: A Study of Heterosexual College Students

Jennifer Brown  
Director of Institutional Research  
Connecticut State University  

11:10am - 11:50am  
Paper  
Council

A report on risky practices in the sexual relationships of heterosexual, undergraduate college students, the effects of interpersonal power and gender on safer sex practices, and the implications of the findings for safer sex education.

**Moderator:** Kay Wijikumar  
**Indiana University of Pennsylvania**

In the world of institutional research, many researchers are constantly asked (and required) to conduct studies which would require carefully controlled longitudinal approaches in a few weeks of time. How do we deal with this enormous dilemma? How do we ensure the quality of the results? This session will discuss a residential facility study recently conducted in a small private four-year college. The study integrated the results from a focus group study, a student opinion survey, campus visits, and a survey of admitted applicants. In addition, the presenter will share practical experience gained from conducting an in-house focus group study.

**Moderator:** Jane Price  
**Franklin and Marshall College**

### Quilting of Fragmented Data: A Multi-Dimensional Approach to Conducting Ad-Hoc Research

Yun K. Kim  
Director  
Office of Institutional Research  
Goucher College  

11:10am - 11:50am  
Topical Case Study  
Caucus

The CSEQ was completed by 114 first-time freshmen in Spring, 1989 and again for a follow-up as seniors in Spring, 1992. This study explored differences in quality of effort, satisfaction with the University environment, and estimates of gains made as freshmen and seniors. Implications for policy and program change that can help define a quality education will be discussed.

**Moderator:** Brenda Bailey  
**Edinboro University of Pennsylvania**

### The College Student Experiences Questionnaire: A Follow-Up Study

Karen W. Bauer  
Senior Research Analyst  
Office of Institutional Research  
University of Delaware  

11:10am - 11:50am  
Paper  
Capital

This paper presents the rationale, methodology, and results of a study designed to determine the predictive validity of principal admission characteristics in relation to performance in specific types of academic courses. The admission characteristics examined include Verbal and Mathematical SAT scores and High School Rank. In the context of this study, academic courses are classified both by level of difficulty, as 'More Challenging' and 'Less Challenging' and by content, as 'More Challenging Language Oriented' and 'More Challenging Quantitatively Oriented' courses.

**Moderator:** Harding Faulk  
**Cheyney University of Pennsylvania**

### Validity of Admission Characteristics in Predicting Performance in Academic Coursework

Anne Marie Delaney  
Director of Program Research  
Boston College  

11:10am - 11:50am  
Paper  
Federal

This paper presents the rationale, methodology, and results of a study designed to determine the predictive validity of principal admission characteristics in relation to performance in specific types of academic courses. The admission characteristics examined include Verbal and Mathematical SAT scores and High School Rank. In the context of this study, academic courses are classified both by level of difficulty, as 'More Challenging' and 'Less Challenging' and by content, as 'More Challenging Language Oriented' and 'More Challenging Quantitatively Oriented' courses.
### Institutional and Association Research

#### Cecilia Ottinger
Assistant Director
Division of Policy Analysis & Research, ACE

#### Frank Balz
Executive Director
NIICU

#### Enid Jones
Director of Research, AACC

#### Meredith Ludwig
Director, Association Research
AASCU

#### Dale Trusheim
Associate Director
Institutional Research
University of Delaware

### Assessing County Support for Community Colleges: An Institutional Research Success Story

#### Craig A. Clagett
Director
Institutional Research & Analysis
Prince George's Community College

#### Craig A. Clagett
Director
Institutional Research & Analysis
Prince George's Community College

### Annual Business Meeting and Luncheon - Ballroom

This case study describes the origins and development of an analysis credited with partially defusing a delicate political situation and preventing a substantial cut in college revenue. In addition to presenting several measures for assessing relative county aid, the internal and external politics of sharing the information will be discussed. Suggestions for increasing the incidence of such success stories will be presented.

**Moderator:** Maree Glanville
Shippensburg University of Pennsylvania
Integrating Strategic and Facilities Planning in a Comprehensive Public University

Lou Fabian
Director, Planning & Evaluation
Academic Affairs
Lock Haven University of Pennsylvania
1:45 pm - 2:25 pm
Topical Case Study Caucus

A Financial-Risk Indicator Model: The Ability to Predict Attrition and the Ability to Pay

David J. Costello
Dean of Enrollment Planning
Newbury College
1:45 pm - 2:25 pm
Paper
Federal

The Ten-Year Self-Study: Where Do I Begin?

Thomas Gusler
Assistant Academic Vice President
Clarion University of Pennsylvania
2:40 pm - 3:20 pm
Workshare Caucus

CIRP Freshman Survey: Twenty-Year Trends at a Liberal Arts College

Indira Govindan
Director of Institutional Research
Connecticut College
2:40 pm - 3:20 pm
Paper
Federal

Although many institutions are engaged in formal planning activities, few have attempted to integrate academic and facilities planning. The advantages and challenges of linking these planning processes will be explored in this workshare session.

Moderator: Amy Ensminger
Mansfield University of Pennsylvania

The viability of a tuition-driven college is closely linked to the financial risks it takes with each entering class. At a relatively small institution (1,000 FTEs) a slight movement in the college's bad debt ratio can cost or benefit an institution dramatically. At an institution that has a rolling admissions process, it becomes more imperative that a financial risk indicator system be developed whereby the college can make a sound decision on whether or not to enroll a specific student. This report details how a financial risk indicator system can be developed and implemented.

Moderator: Katharine Blake Holsworth
Pennsylvania State University

This session will offer an opportunity for institutional researchers to share concerns, solutions, and practical planning advice with members regarding preparations for a ten-year self-study for the Middle States Association. Sample handouts will be available.

Moderator: George Force,
Slippery Rock University of Pennsylvania

Connecticut College has participated in the CIRP Freshman survey for more than twenty years. In the first year it changed from a women's to a coed institution. This paper will examine trends in its students' educational aspirations, personal values, and political values as it made the transition from a single-sex to a coed college.

Moderator: John Jacobsen
Pennsylvania State System
## Exploration of Some Rules for Comparative Analysis of Student Subgroups

Pam Roelfs  
Associate Director  
Institutional Research  
University of Connecticut  
2:40pm - 3:20pm  
Paper  
Council

How should institutional researchers analyze college effectiveness in educating and servicing a specific student subgroup? Research reports on student athletes vs. student nonathletes were reviewed to identify possible general guidelines for comparative analysis of student subgroups.

*Moderator: Dawn Geronimo Terkla*  
*Tufts University*

## Tracking Transfer Students: the Perils and Pitfalls of Complying with the Student Right to Know Act (PL101-542)

Marcia M. Lee  
Director  
Office of Institutional Research  
Westchester Community College  
2:40pm - 3:20pm  
Paper  
Capital

The purpose of this paper is to discuss the process used at Westchester Community College to identify students who transferred to four-year colleges before graduating and to provide a transfer student profile and back-up data suitable to satisfy auditors’ verifying requirements for the Student Right-to-Know and Campus Security Act.

*Moderator: William Freund*  
*National Center for Education Statistics*

## New Standards for Accreditation: Implications for Institutional Research

Dawn Geronimo Terkla  
Director  
Institutional Research & Planning  
Tufts University  
3:45pm - 4:25pm  
Paper  
Caucus

In January, 1992, the New England Association of Schools and Colleges issued new standards for accreditation. The objectives of this session are to describe the new standards, to highlight the differences between the new standards and the previous standards, and to discuss the implications that these new standards may have for institutional researchers.

*Moderator: Phyllis Fitzpatrick*  
*Fairfield University*
This longitudinal study investigates factors related to retention and degree completion for students enrolled at a comprehensive community college. Associations between student and institutional variables are explored in the context of previous empirical research and theoretical models of student retention. Correlates of persisting students and high-retention programs are described, with discussion of strategy implications for program improvement and enhanced retention of at-risk students.

**Moderator:** Thomas Judd  
Rockland Community College

Tough questions confront efforts to refocus and improve undergraduate education. “Consumer” perspectives of educational experiences have a prominent role in this change process. The Senior Review Project, consisting of interview and questionnaire data, was designed to obtain evaluative information from graduating seniors. Presented results highlight academic choice(s) and services issues.

**Moderator:** James Ritchie  
University of Pittsburgh

This paper compares the accuracy of students' self-reported information about financial aid awards with actual data on the types and amounts of these awards. This study shows that students' self-reports do not correspond closely to actual data. The results provide evidence for how nonsampling errors may bias survey results.

**Moderator:** Joseph Ravelli  
Rutgers University
Marketing and Development: Implementing Bachelor Degree Programs at a Two-Year Institution

Suzanne Szydlik
Research Associate
Newbury College

David J. Costello
Dean of Enrollment Planning
Newbury College

3:45pm - 4:25pm
Paper
Capital

Changing market demands, responding to the needs and wants of students, and defining new market niches are just three reasons why a two-year college would seek to offer students a bachelor degree option. This paper focuses attention on a two-year career-oriented college that seeks to offer four-year bachelor degree programs in the areas of Business Administration and Legal Studies. This decision was driven by the philosophy of the College yet was well grounded in institutional and market research.

Moderator: Michael McGuire
Franklin and Marshall College

4:40pm - 5:20pm

Getting at the Heart of the Matter: The Power of Persuasion in Institutional Research

Peter Tran
Research Associate
Analytical Services
Boston University

4:40pm - 5:20pm
Demonstration
Council

The pervasive use of charts and graphics in institutional research calls for a computer program that is easy to use, flexible, and versatile. Persuasion, voted recently by Macintosh users as 1992's best presentation graphics program, provides institutional researchers with just that kind of program.

Moderator: Richard Heck
Colgate University

Assessing College Outcomes Using the Astin I-E-O Model

Joseph Pettit
Vice President for Planning
Georgetown University

Eva E. Nance
Director of Institutional Research
University of Notre Dame

4:40pm - 5:20pm
Panel
Parkview

Alexander S. Astin has long argued that talent development using an input-environment-outcome model is the proper way to assess college outcomes. In 1991, Georgetown University and the University of Notre Dame used the Follow-up Survey of UCLA's Higher Education Research Institute (HERI) as a senior survey and, where possible, matched the responses of individual seniors with those given to the 1987 CIRP Freshman survey. This presentation will examine the results of the resulting data using multiple regression analysis and other statistical procedures to understand both the cognitive and affective changes that took place during college. This analysis will be of particular interest to other institutional researchers since HERI plans to replace the follow-up survey with a similar instrument called the College Student Survey which will allow other colleges and universities to conduct comparable studies.
Achieving a consensus definition of quality education in the higher education community is difficult at best, impossible at worst. One reason for this difficulty may be that various higher education institutions define quality education in very different ways. This presentation compares the way U.S. research universities, Class I and Class II institutions and a selected number of community colleges from across the United States define quality education. The results indicate a significant difference in how these two groups define the term in a variety of publications that address both internal and external audiences.

Moderator: Arthur Kramer
Passaic County College

This study, conducted at a large, public, four-year institution, examines similarities and differences between native and transfer students on general characteristics, methods of financing education, assessments of programs and services, assessments of skills and abilities, and on current employment status.

Moderator: Marion Pagano
Columbia University

The primary focus of this paper is to demonstrate that institutional research studies can have significant impacts on currently enrolled students. This project uses the results of three institutional research studies to develop proposals that departments can quickly implement to improve the quality of life of currently enrolled students.

Moderator: Michael Middaugh
University of Delaware

Reception - Cash bar, hors d'oeuvres. Meet your party for dinner at one of Washington's many restaurants
<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>6:30am - 7:30am</td>
<td>Fun Run - Meet in the Hotel Lobby</td>
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<tr>
<td>7:30am - 8:45am</td>
<td>Continental Breakfast - Ballroom</td>
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<td>8:00am - 9:00am</td>
<td>Table Topics - Ballroom</td>
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**Barron's! Peterson's! College Guides! UGH! The University of Connecticut's Process for Answering "All of the Above"**

Donna Davis  
Assistant to the Director  
Institutional Research  
University of Connecticut

**ASQ/ASQ+ Interest Group**

Ellen Armstrong Kanarek  
Program Director  
Applied Educational Research, Inc.

**The Ups and Downs of Implementing Deming's Total Quality Management at a Private Institution**

Yun K. Kim  
Director  
Office of Institutional Research  
Goucher College

**State Agency Need for Data vs. Institutional Autonomy**

Joseph Ravelli  
Director of Academic Planning  
Rutgers University

Our office receives numerous questionnaires, surveys, and college guides to fill out, but has so little time. This topical case study will describe the process the University of Connecticut uses to complete many of these questionnaires. Handouts will be available. Solutions and suggestions will also be solicited.

This session represents an opportunity for those interested in the Admitted Student Questionnaire or Admitted Student Questionnaire Plus to discuss their experiences, have their questions answered, and learn what changes may be planned.

The presenter will focus on numerous ups and downs of implementing Deming's total quality management (TQM) philosophy at a small four-year liberal arts college. The presenter will share the steps the College employed to learn about TQM and discuss the processes involved in developing a workflow diagram of Room Setup Procedure for special events as an example of how to implement TQM at the lowest level. Different levels of an institutional research office's involvement in implementation of TQM will also be discussed.

State agencies need institutional data for public accountability. At the same time, colleges and universities must maintain academic autonomy and ensure the appropriate use of their data. Can we reconcile these frequently conflicting interests?
As state legislatures and the public continue to ask for accountability from institutions of higher education, the time is right to review some of our standard tools of assessment. Program review is one of those traditional tools colleges have at their disposal to systematically examine major programs and help “define a quality education.” In this session, the types of computer-generated reports produced by this office for a program review information packet are shared and discussed. The information packet focuses on departmental components such as program enrollment, course history, faculty efforts, and student profiles.

Invited interviews.

In 1990, NCES initiated a process to improve the IPEDS survey forms and data collection process. Input was sought from the postsecondary community to improve coverage, quality and timeliness of the surveys. This presentation will focus on changes to the IPEDS universe definition and will give special attention to changes to the 1993 forms.
The Role and Impact of the Institutional Researcher in the Presidential Search Process

Robert M. Karp
Assistant Dean
Institutional Research & Records
North Country Community College

9:15am - 9:55am
Paper
Capital

This paper describes a case study on the role and impact an institutional researcher had in a presidential search process. Emphasis on the development and implementation of weighted rating scales, interviewing forms, mini-fact sheets, and related contributions to the process are provided and discussed.

Moderator: Jane Zeff
William Paterson College

A College-Wide Information System (CWIS) at SUNY Potsdam

Peter J. Hoyt
Coordinator for Institutional Research
State University of New York at Potsdam

9:15am - 9:55am
Topical Case Study
Caucus

SUNY Potsdam is evolving from a centralized computing environment to the client/server model of computing. Institutional Research is playing a leadership role in this trek to distributive computing. This case study explores issues of data security, integrity, and timeliness; appropriate formats for electronic information; and the necessary infrastructure to implement a college-wide information system.

Moderator: Lou Fabian
Lock Haven University of Pennsylvania

Institutional Research and Graduate Education: Developing Recruitment and Marketing Data

Lynn Rothstein
Director of Institutional Research
Union Theological Seminary

Mary Jean Whitelaw
Director of Data Management
The Carnegie Foundation for the Advancement of Teaching

9:15am - 9:55am
Paper
Parkview

Thirteen graduate theological schools developed an Entering Student Questionnaire — Fall ’91. The presentation will discuss the process of this cooperative venture of a new constituency for institutional researchers, a format for presenting data to a varied institutional audience, recruitment and marketing data, the “longitudinal” project, and its Foundation grant support.

Moderator: Elizabeth Johnson
Massachusetts Institute of Technology
Getting a Handle on Faculty Workload

Herbert M. Turner, III
Research Analyst
Institutional Research & Planning
University of Delaware

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

9:15am - 9:55am
Topical Case Study Council

U.S. News and World Report's Annual Best Colleges Study: Dimensions, Variables, Measures, and Weights

Michael D. McGuire
Director
Planning & Institutional Research
Franklin and Marshall College

Robert Morse
U.S. News and World Report
10:10am - 11:45am
Panel
Parkview

A Comparison of Influences on Grading Practices of Faculty at Two-Year and Four-Year Institutions

Thomas Judd
Director
Institutional Research
Rockland Community College
10:10am - 10:50am
Paper
Caucus

Colleges and universities across the country are facing increasing pressure to produce data on their faculty's workload; the University of Delaware is no exception. The Office of Institutional Research was asked to develop a series of reports in response to this pressure. This study explores their design, development, and current use by the university's administrators.

Moderator: Timothy Walsh
Temple University

Recent efforts to analyze the "Best Colleges" methodology in critical but constructive ways have focused on four levels of that methodology: the "academic areas," or larger dimensions that define quality; the component variables that are used to quantify quality on those dimensions; the specific measurements and methods associated with each variable; and the weights assigned to the component variables and quality dimensions to produce a summary ranking. The goal of this panel is to review the current status of these four levels, and to discuss the adequacy of alternatives to the "Best Colleges" model. A special focus of the weighting system will include a discussion of sensitivity analyses conducted by U.S. News and a study of expert judgements conducted by Franklin and Marshall.

Moderator: Curtis Bauman
East Stroudsburg University of Pennsylvania

How comparable are grades between institutions? This study examines and compares the use of formal evaluation methods, the types of skills reflected in final grades, the sources influencing course objectives, and faculty attitudes toward grading at two-year and four-year institutions.

Moderator: Curtis Bauman
East Stroudsburg University of Pennsylvania
The National Study of Postsecondary Faculty: The How's, Why's and Wherefore's

Roslyn Korb
Chief
Cross-Sectional Studies Branch
National Center for Education Statistics

Sameer Abraham
Senior Survey Director
NORC

James Fairweather
Associate Professor
Pennsylvania State University

10:10am - 10:50am
Panel
Council

Description, Application and Demonstration of the Higher Education Media Scan (HEMS) Reference System

Jeffrey E. Dutton
Director
Institutional Studies
State University of New York at Buffalo

Kathleen K. Bissonnette
Director
Institutional Analysis & Planning
West Virginia University

10:10am - 10:50am
Demonstration
Capital

In the 1987-88 academic year, the National Center for Education Statistics conducted the National Study of Postsecondary Faculty (NSOPF), a comprehensive study of higher education instructional faculty. This presentation will focus on results from that study and provide some insights on the process and problems associated with undertaking a national data collection activity such as NSOPF.

HEMS, a computer-assisted retrieval system, is effective for tracking topic-specific articles, locating data for comparative analyses, identifying and monitoring emerging issues, organizing office resources, and improving your decision-support effectiveness. It provides access to articles in eight higher education publications including The Chronicle. Actual applications will be demonstrated.

Moderator: Thomas Gusler
Clarion University of Pennsylvania
A survey to obtain information about students' background and concerns as they approach college was completed by more than 90% of the freshman class prior to orientation. Results of the survey were made available to orientation leaders and to faculty who teach freshman seminar courses. This paper describes the survey results and their use.

Moderator: Darryl Bullock
Mercy College

Women at a university with a strong math/science curriculum had higher 4-year completion rates and equivalent grade-point averages within majors even though their SAT-Math scores were significantly lower than the men's at the time of entry. The data were consistent for two successive classes. The culture of the university is discussed.

Moderator: Mona-Rae Thompson
University of Maryland

In an era of scarce resources, it is essential that colleges and universities develop mechanisms for ascertaining that fiscal and human resources are being allocated in the most effective and efficient manner. Most institutions have baseline measures for assessing academic productivity, i.e., FTE majors, course enrollments, student credit hour generation, etc. This paper will describe how those baseline measures can be enhanced with detailed analysis, and can be augmented and strengthened with the addition of selected fiscal data elements. The result is a more richly textured explanation of academic productivity across departments within a college, and across colleges within a university.

Moderator: Clover Hall
Iona College
An Information Infrastructure for Enrollment Management: Tracking and Understanding Your Students

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

Helen S. Kerr
Director of Institutional Research
Washington College

11:05am - 11:45am
Paper
Caucus

Winner of 1991 Best Paper Award

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: Kathleen Keenan
Massasoit Community College

12:00noon - 4:00pm
Steering Committee Meeting - Suite 331