

North East Association for Institutional Research

20th Annual Conference



20 Years: Putting it All Together

The Sagamore at Lake George • Bolton Landing, N.Y. • November 6-9, 1993



20 Years: Putting it All Together

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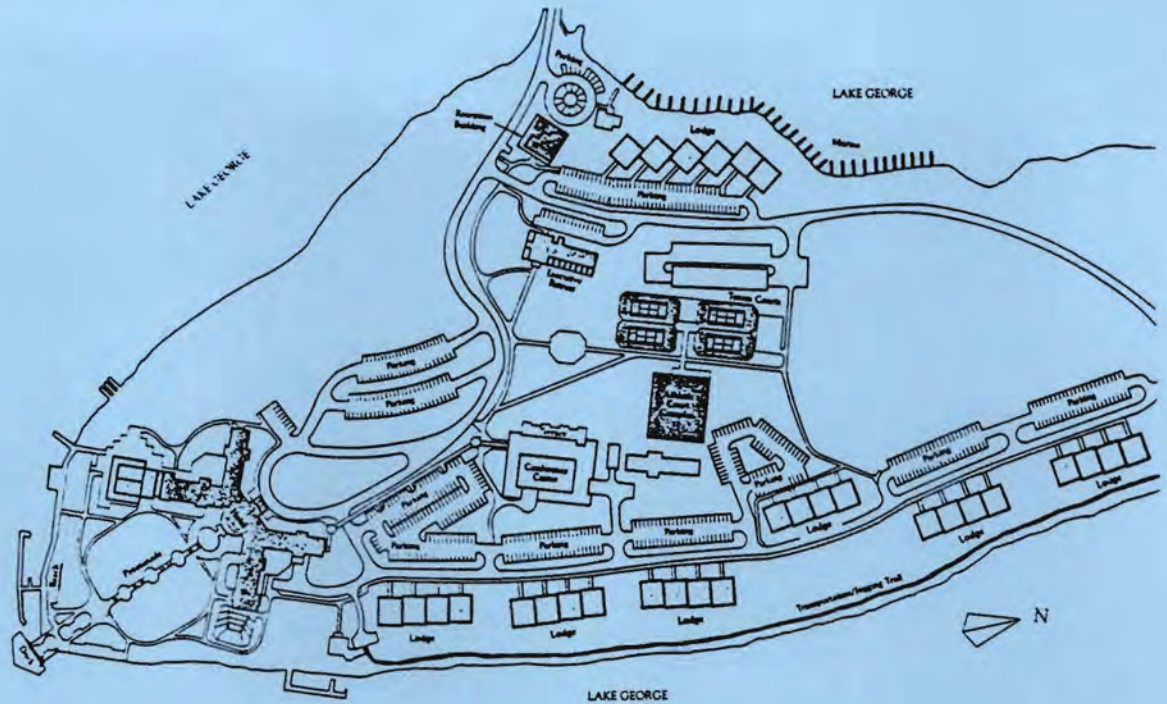
Director of Institutional Research
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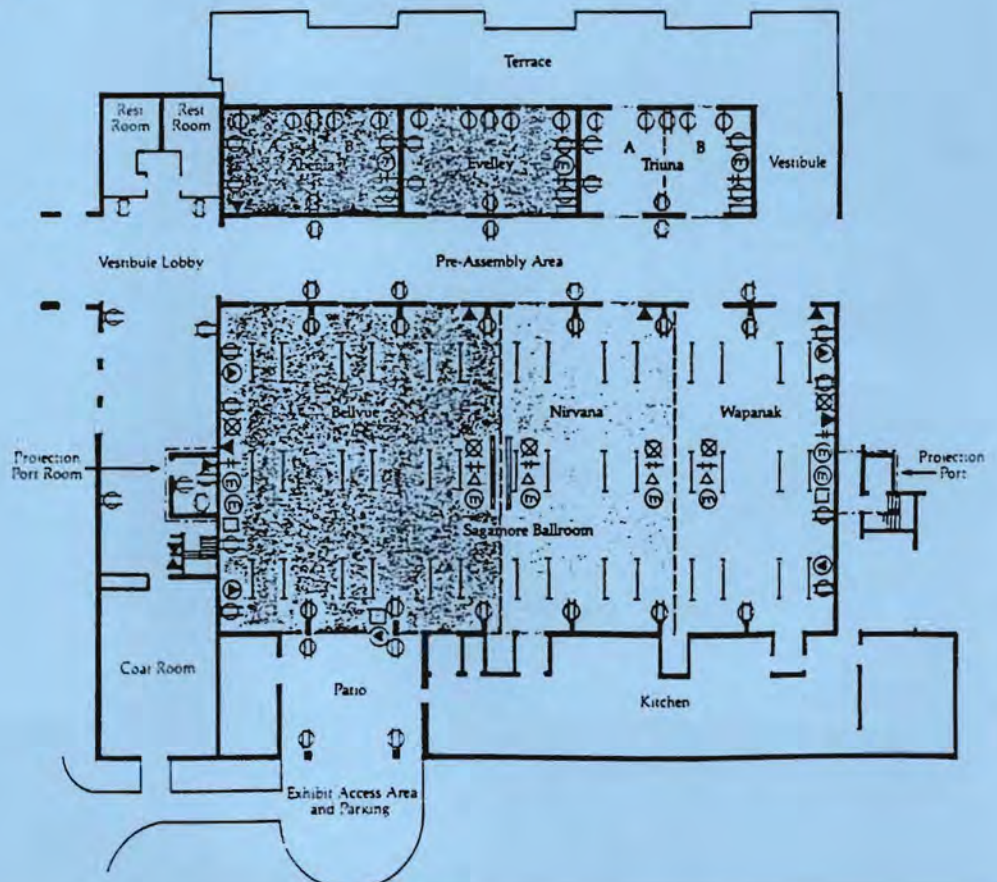
Jane Price

Assistant Director of Institutional Research
Franklin & Marshall College

The Sagamore



Conference Center



Program at a Glance

Northeast Association for Institutional Research

20th Annual Conference

The Sagamore, Lake George

SATURDAY - NOVEMBER 6

Time	Evelley	Abenia A&B	Triuna A	Triuna B
12:00 - 5:00	REGISTRATION (Conference Room - Lobby)			
1:30 - 5:00	Newcomers Workshop	Total Quality Management Workshop (Session I)	Introduction to Statistics For Institutional Research	Understanding Campus Culture and Politics (Session I)
5:30 - 7:00	PRESIDENT'S RECEPTION (Sagamore Dining Room)			
SUNDAY - NOVEMBER 7				
8:00 - 5:00	Registration (Conference Center - Lobby)			
9:00 - 12:00	Effective Presentations For Institutional Research	Total Quality Management Workshop (Session II)	Intermediate Statistics For Institutional Research	
1:30 - 5:00	Workshop on Beyond E-Mail: Getting Around On the Internet	Workshop on Choosing Technology for the IR Office	Understanding Campus Culture and Politics (Session II)	(4:00 - 5:00) Catholic Colleges and Universities - SIG
5:00 - 5:30	MENTOR PROGRAM GET-TOGETHER (Triuna A)			
5:30 - 6:30	GENERAL SESSION - KEYNOTE SPEAKER (Conference Center - Bellvue)			
6:30 - 7:30	RECEPTION & CASH BAR (Sagamore Dining Room)			
7:30 - 9:30	BANQUET (Sagamore Dining Room)			
9:30 - 10:00	INITIAL TEAM HUDDLES (Sagamore Dining Room)			
MONDAY - NOVEMBER 8				
6:30 - 7:30	FUN RUN/WALK (Meet at Main Hotel Entrance)			
8:00 - 11:00	REGISTRATION (Conference Center - Lobby)			
7:30 - 8:30	BREAKFAST (Conference Center - Nirvana)			
7:45 - 8:45 SIGS	HEDS Consortium	Two- year Colleges (Rm.A) Pennsylvania State System (Rm.B)	ASQ - ASQ+ Interest Group	Public Universities Information Exchange
9:00 - 9:45	(9:00 - 10:00) The Use of NCES National Databases for Institutional Analysis	Designing Alumni Research for Assessment and Planning	Salary Equity: Comparison of Two Methodologies	Key Demographic and Economic Factors Affecting Community Colleges

9:55 - 10:35		Inferential Research Methods in Educational Administration: Benefits and Limitations	Electronically Accessible Survey Data Using Gopher	Examples of How IR Can Help Campus Administrators
10:35 - 10:45	BREAK (Conference Center Lobby)			
10:45 - 12:15	TEAM CASE STUDY GROUPS (Conference Center - Bellvue)			
12:15 - 1:45	BUSINESS LUNCHEON (Conference Center Ballroom - Nirvana)			
2:00 - 2:45	Developing a Survey to Assess the Graduate School Experience	An Analysis of Entering Freshmen Survey Data As It Relates to Retention of Students	Making the Most of the Mission Review	Using ASQ to Determine Cognitive Fit Between Incoming Students and Future Enrollment
2:55 - 3:35	Putting the Real Focus Into Focus Groups	A Review of the Writing Sample as an Index of Program Effectiveness	Influence of Background Variables on Students' Evaluations of Faculty	Analysis of Funding Patterns for Federally Sponsored Rsch. in Sci. and Engin. 1981 - 1991
3:35 - 3:45	BREAK (Conference Center Lobby)			
3:50 - 4:30	Time to Degree Completion	Developing Reliability Data for the ASQ Plus (Rm.A) Trends in Campus Crime (Rm.B)	A Critical Multiplist Eval. of Dev. Reading Instruction at Suffolk Community College	Why Do Students Seek Employment
4:30 - 5:30	TEAM CASE STUDY GROUPS (Conference Center - Bellvue)			
6:00 - 7:00	RECEPTION, CASH BAR & HORS D'EOUVRES (Sagamore Dining Room)			
7:00 - 12:00	DINNER AND KARAOKE (Sagamore Dining Room)			
	TUESDAY - NOVEMBER 9			
6:30 - 7:30	FUN RUN/WALK (Meet at Main Hotel Entrance)			
7:30 - 8:30	U.S. News - America's Best Collge Values Discussion	BREAKFAST (Conference Center - Nirvana)		
8:00 - 9:00	Conference Evaluations (Invited Interviews) (Conference Center - Nirvana)			
9:00 - 9:45	(9:00 - 10:00) Student Right-to-Know and Graduation Rate Data	No Pain, No Gain: How One College Emerged Stronger From the Fiscal Crisis	Organizational Sources of Disparities Between Male and Female Faculty Salaries	Outreach Programs and Their Varying Impact on Key Market Segments
9:55 - 10:35		How Insensitive Can You Get? Further Anal. of the 'Best Colleges' Rankings	Analytical Techniques for Studying Student Retention	Topical Case Study on Salary Compression and Inversion
10:35 - 10:45	BREAK (Conference Center Lobby)			
10:45 - 12:00	TEAM CASE STUDY PRESENTATIONS (Conference Center - Bellvue)			
1:00 - 4:00	STEERING COMMITTEE MEETING (Evelley)			

Conference Notes

Mentor Program

Mentor Program participants will have their initial get-together on Sunday evening right before the Keynote Address from 5:00 - 5:30pm at the Conference Center in Triuna A. The purpose of the NEAIR Mentor Program is to help members who are new to the field and/or region to establish a network of colleagues for sharing expertise in relevant areas of institutional research. Jennifer Brown is presently the coordinator of this program.

Team Case Study

This year's NEAIR Conference features a Team Case Study exercise interwoven throughout the more traditional parts of the Program. The purpose of the exercise is for participants to share and practice institutional research techniques within the context of an actual case study. Conference attendees have been assigned automatically to Study Teams. Each Study Team will be presented a case study that will prompt the team to design one or more institutional research projects to address the information needs of the institution in question. The Study Teams will then formulate and share final recommendations with all conference attendees.

The exercise is intended to be a fun, non-competitive, and informative experience for both experienced and novice institutional researchers. Relax, huddle, and enjoy this hands-on part of the conference!



Conference Program

Saturday

Newcomers to IR

Michael F. Middaugh
Director of IR & Planning
University of Delaware

Karen Bauer
Senior Research Analyst
University of Delaware

Dale Trusheim
Assoc. Director of IR & Planning
University of Delaware

1:30pm - 5:00pm
Evelley

Introduction to the Foundations of Total Quality Management and a Model of Continuous Improvement (Part I)

Gregory Lozier
Exec. Dir. of Planning and Analysis
Pennsylvania State University

Deborah J. Teeter
Director of IR and Planning
University of Kansas

1:30pm - 5:00pm
Abenia

Statistics For IR, Session I

MaryAnn Coughlin
Assoc. Prof. of Research & Statistics

1:30pm - 5:00pm
Triuna A

Understanding Campus Culture and Politics

Dr. J. Fredericks Volkwein
University at Albany

1:30pm - 5:00pm
Triuna B

5:30pm - 7:00pm

November 6

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 "A Handbook 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; and developing forecasting models.

Workshop

This workshop will acquaint participants with the conceptual principles and foundations on which the pursuit of quality relies, as well as with some of the "tools" and methods of TQM. A problem-solving model will be used to illustrate how to apply these principles and tools. Working in teams is an aspect of TQM that will be both practiced and discussed.

Workshop

In Session I the very basic ideas in statistics will be covered in a way useful as an introduction or as a refresher to statistics. Descriptive statistics, sampling and probability theory as well as the inferential methods of chi square, t-test, and Pearson's r will be covered.

Workshop

This workshop acquaints institutional researchers with campus culture and politics, giving attention to both external environments and internal inner workings. The effectiveness of institutional research is enhanced when professionals understand the historical roots and organizational dynamics of their institutions. Workshop participants will examine those organizational characteristics that make these institutions more or less effective, and will discuss those campus features that have the greatest impact on the practice of institutional research.

Workshop

President's Reception (Sagamore Dining Room)

Sunday

9:00am - 5:30pm

**Effective Presentations
For Institutional Research****Dale Trusheim**Associate Director of
Institutional Research
and Planning
University of Delaware9:00am - 12:00noon
Evelley**Total Quality Management
(Session II)****Gregory Lozier**Executive Director
Planning and Analysis
Pennsylvania State University**Deborah J. Teeter**Director
Institutional Research
and Planning
University of Kansas9:00am - 12:00noon
Abenia**Intermediate Statistics
for Institutional Research
(Session II)****Mary Ann Coughlin**Associate Professor
of Research and Statistics
Springfield College9:00am - 12:00noon
Triuna A**Beyond E-Mail: Getting
Around On the Internet****James Fergerson**Director
Institutional Research
Bates College1:30pm - 5:00pm
Evelley**November 7****Registration - Conference Center Lobby**

This workshop, aimed primarily at newcomers to Institutional Research, has two objectives. The first section of the workshop focuses on key principles of effective data presentation and reporting (design, use of color, tables vs. charts, types of charts, etc.). The second section will demonstrate relatively new computer technology which can also aid effective presentations. Computer generated slide shows, transparencies, and slides will be discussed and presented.

Workshop

This workshop will acquaint participants with the conceptual principles and foundations on which the pursuit of quality relies, as well as with some of the "tools" and methods of TQM. A problem-solving model will be used to illustrate how to apply these principles and tools. Working in teams is an aspect of TQM that will be both practiced and discussed.

Workshop

Session II will pick up with inferential statistics where Session I leaves off and will discuss such topics as Analysis of Variance, Regression, and Factor Analysis.

Workshop

The workshop will be an introduction to the variety of services available on the Internet. Topics covered will be: ftp, telnet, gopher, WAIS, finding information, data, and people on the networks, and news and discussion groups. (A basic understanding of electronic mail will be helpful).

Workshop

Sunday

The Sagamore, Lake George, 1993

<p>Choosing Technology for the IR Office</p> <p>Jennifer Wilton Director Office of Institutional Research University of Massachusetts, Boston</p> <p>1:30pm - 5:00pm Abenia</p>	<p>This workshop is designed to help those charged with technological decisions, particularly in new offices, to make the best choices possible for their situation. Factors covered will include the impact of the availability of and access to data, tools and technical support and the staffing skills of the office.</p> <p><i>Workshop</i></p>
<p>Understanding Campus Culture and Politics (Session II)</p> <p>J. Fredericks Volkwein University at Albany</p> <p>1:30pm - 5:00pm Triuna A</p>	<p>This workshop acquaints institutional researchers with campus culture and politics, giving attention to both external environments and internal inner workings. The effectiveness of institutional research is enhanced when professionals understand the historical roots and organizational dynamics of their institutions. Workshop participants will examine those organizational characteristics that make these institutions more or less effective, and will discuss those campus features that have the greatest impact on the practice of institutional research.</p>
<p>Catholic Colleges & Universities</p> <p>Peter Murray Catholic University of America</p> <p>4:00pm - 5:00pm Triuna B</p>	<p><i>Workshop</i></p> <p>Representatives of Catholic colleges and universities are invited to share experiences and common concerns and to plan activities of mutual benefit.</p> <p><i>SIG</i></p>
<p>Mentor Program Get-Together</p> <p>5:00pm - 5:30pm Triuna A</p>	
<p>Rightsizing - A Practical Approach to Cost Reduction and Productivity Enhancement</p> <p>Robert L. Culver Senior Vice President and Treasurer Northeastern University</p> <p>5:30pm - 6:30pm Conference Center - Bellvue</p>	<p><i>General Session</i></p>
<p>6:30pm - 7:30pm</p> <p>7:30pm - 9:30pm</p> <p>9:30pm - 10:00pm</p>	<p>Reception & Cash Bar (Sagamore Dining Room)</p> <p>Banquet (Sagamore Dining Room)</p> <p>Initial Team Hudles (Sagamore Dining Room)</p>

Monday

6:30am - 7:30am

8:00am - 11:00am

7:30am - 8:00am

7:45am - 8:45am

**Higher Education
Data-Sharing
Consortium (HEDS)****James Trainer**Director
HEDS Consortium

7:45am - 8:45am

Evelley

Two-Year Colleges**Alan J. Sturtz**Director
Institutional Research
South Central
Community College

7:45am - 8:45am

Abenia A

**Pennsylvania State System
of Higher Education****Richard Rugen**Assistant to the president
Planning & Institutional Technology
Kutztown University

7:45am - 8:45am

Abenia B

ASQ & ASQ+ Users Group**Ellen Armstrong Kanarek**Program Director
Applied Educational Research, Inc.

7:45am - 8:45am

Triuna A

**Public Universities
Information Exchange****Michael Middaugh**Director of IR & Planning
University of Delaware

7:45am - 8:45am

Triuna B

November 8**Fun Run/Walk** (Meet at Main Hotel Entrance)**Registration** (Conference Center Lobby)**Breakfast** (Conference Center - Nirvana)**Special Interest Groups**

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.

SIG

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 the coming year.

SIG

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

SIG

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.

SIG

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.

SIG

Monday

The Sagamore, Lake George, 1993

The Use of NCES National Databases for Institutional Analysis

William H. Freund
Chief
Institutional Studies Branch
National Center for Education
Statistics

Susan G. Broyles
Section Head
Institutional Studies, NCES

Roslyn Korb
Mathematical Statistician, NCES
9:00am - 10:00am
Evelley

This panel is designed to help participants gain hands-on experience in the use of several national databases that have rich information for institutional research. The panel will map major research issues that can be addressed with these databases, discuss technical issues such as sampling weights and variance computation in analyzing sample survey data, and illustrate and practice the use of PCs to create analysis files and conduct statistical analyses. Procedures for obtaining these databases and technical assistance from NCES will also be discussed in the panel.

Panel

Moderator: John J. Casey, Georgian Court College

Designing Alumni Research for Assessment & Planning

Anne Marie Delaney
Director of Program Research
Boston College
9:00am - 9:45am
Abenia

The purpose of this paper is to present the design, implementation strategies, analytical techniques and significant results from a recently completed undergraduate alumni study administered to School of Education graduating classes from 1987 through 1991. The paper will show how the methodology can be applied to different academic disciplines and professional schools, and how alumni research can be designed and utilized to meet various institutional research purposes including Accreditation, Assessment, Program Evaluation, and Program Planning.

Paper

Moderator: Amy Ensminger, Mansfield Univ. of PA

Salary Equity: Comparison of Two Methodologies

Denise A. Krallman
Institutional Research Analyst
Budgeting, Planning & Analysis
Miami University
9:00am - 9:45am
Triuna A

Salary equity studies have traditionally utilized multiple regression as the method for identifying salary inequities. A new method of studying salary equity was introduced in 1991. The purpose of this study was to use both methods in studying salary equity at Miami University and determining consistency of their results.

Paper

Moderator: Phyliss A. Fitzpatrick, Fairfield University

Key Demographic and Economic Factors Affecting Community Colleges

Marcia M. Lee
Director
Office of Institutional
Research & Planning
Westchester Community College
9:00am - 9:45am
Triuna B

This paper seeks to identify the main economic and demographic factors affecting community colleges and discuss them in terms of planning needs for the future.

Paper

Moderator: Arthur Kramer, Passaic County
Community College

**Inferential Research Methods
in Educational Administration:
Benefits and Limitations**

Caroline L. Pike
Research Analyst
Office of Institutional Research and
Enrollment Planning
Ithaca College

9:55am - 10:35
Abenia

This paper will discuss how research methods may be applied to existing institutional data to address administrative concerns. More specifically, the paper will describe data analysis techniques and how the results of inferential statistical methodologies can be used to inform decision making in the context of freshmen academic experience.

Paper

Moderator: John P. Jacobsen, State System of Higher Ed.

**Electronically Accessible
Survey Data Using Gopher**

Cynthia Lucia
Staff Assistant/
Information Services
Potsdam State College

9:55am - 10:35am
Triuna A

At Potsdam College, we have begun to make survey response data accessible electronically to our campus community. We use client-server "freeware" called Gopher to "publish" the survey responses on the College-Wide-Information-System (CWIS). We encourage academic decision makers to review the narrative data and to make suggestions as to how we could revise it to present the College in the best possible light.

Topical Case Study

Moderator: Richard Kline, California Univ. of PA

**Examples of How IR Can
Help Campus Administrators**

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

9:55am - 10:35am
Triuna B

Many institutional researchers consult with campus colleagues in survey design and analysis. With three survey projects, the presenter will discuss the sequence of events (from initial contact with colleague requesting help through completion of a summary report) and will offer some of the "pleasures" and "nightmares" experienced in each project.

Topical Case Study

Moderator: Daryl Bullock, Mercy College

10:35am - 10:45am

Break (Conference Center Lobby)

10:45am - 12:15pm

Team Case Study Groups (Conference Center - Bellvue)

12:15pm - 1:45pm

Business Luncheon (Conference Center - Nirvana)

Monday

The Sagamore, Lake George, 1993

**Developing a Survey
to Assess the Graduate
School Experience**

Jane Zeff
Assistant Director
Planning, Research & Evaluation
William Patterson College

2:00pm - 2:45pm
Evelley

Session attendees will review a survey being developed for the Graduate Office. Questions seek students' opinions about the quality of graduate services, library holdings, and the programs they have just completed. Other questions explore how students financed their graduate education and the reasons why they pursued an advanced degree.

Topical Case Study

Moderator: Denise A. Krallman, Miami University

**An Analysis of Entering
Freshmen Survey Data
As It Relates to Retention
of Students**

Linda LeFauve
Research Associate
Office of Institutional Analysis
State University of New York
at Buffalo

Mark L. Molnar
Senior Programmer
Office of Institutional Analysis
SUNY at Buffalo

2:00pm - 2:45pm
Abenia

Freshman Survey data were analyzed to determine which variables were related to retention/graduation. Variables included were students' concern about financing their education, self-ratings of intellectual/social abilities, reasons for going to college and expectations of the college experience, and educational plans. Results of the analysis and programming issues will be discussed.

Paper

Moderator: Richard Rugen, Kutztown Univ. of PA

**Making the Most of
the Mission Review**

Eleanor Fujita
Director
Institutional Research
Hudson Community College

2:00pm - 2:45pm
Triuna A

A multi-faceted approach to the review of the college's mission was used as an opportunity for institutional renewal and as a tool for understanding and improving the college's image within and without the college.

Topical Case Study

Moderator: James Stager, Millersville Univ. of PA

**Using ASQ to Determine
Cognitive Fit Between
Incoming Students and
Future Enrollment**

Yun K. Kim
Director
Office of Institutional Research
Goucher College

2:00pm - 2:45pm
Triuna B

The college-fit theory and cognitive consistency and dissonance theories could offer some explanation on student attrition. This study will use three years of Admitted Student Questionnaire data to develop college image types and learn which pre-enrollment image type is most likely to predict the future enrollment behavior.

Paper

Moderator: Eleanor Swanson, College of New Rochelle

Monday

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**Putting the Real Focus
Into Focus Groups****Anita Dubey****Mike Fusco**Director
Marketing, Bentley College2:55pm - 3:35pm
Evelley

Using videotape clips, props, sample topic guides, and other collateral material, this presentation will demonstrate how to execute focus groups quickly, cheaply, and in a variety of settings. Examples from over 30 groups, conducted over an 18 month period, will be used to demonstrate how to satisfy objectives from publications development to customer service. This session will be of interest to those who would like to have a quick overview of focus groups and will also provide helpful hints to those who have previously conducted focus groups.

*Demonstration***A Review of the Writing
Sample as an Index of
Program Effectiveness****Stanley S. Jacobs**Office of Planning and
Institutional Research
Villanova University**Mary Ann Ausetts**Institute for Survey Research
Temple University2:55pm - 3:35pm
Abenia

A review of research concerning the reliability, validity and useability of the writing sample as a special case of the essay examination was presented. The period since 1965 was emphasized. Of particular concern was the utility of the writing sample as a measure of the effect of the undergraduate experience.

Paper

Moderator: James Ritchie, University of Pittsburgh

**Influence of Background
Variables on Students'
Evaluations of Faculty****Stuart L. Rich**Director
Institutional Research
Georgetown University2:55pm - 3:35pm
Triuna A

The literature on students' evaluations of faculty yields conflicting evidence on the influence of background variables (course level, class size, discipline, grades sex and rank of faculty, *e.g.*) on ratings. Two years of course evaluations were examined to determine the relationship of these variables to faculty evaluations at a highly selective private university.

Paper

Moderator: Marion Pagano, Columbia University

**Analysis of Funding Patterns
for Federally Sponsored
Research in Science
& Engineering 1981-1991****James Trainer**Director
HEDS
Franklin and Marshall College2:55pm - 3:35pm
Triuna B

This paper provides a longitudinal analysis of federally funded research in science and engineering for the period 1981-1991. It examines the allocation of funds to institutions over time and explores shifts in the sources of funds vis-a-vis various federal agencies. Data are sorted and analyzed by 13 agencies and 8 disciplines. The paper serves as an introduction to the use and availability of federal databases.

Paper

Moderator: Walter Liss, Tufts University

3:35pm - 3:45pm

Break (Conference Center Lobby)

Time to Degree Completion

Wendell G. Lorang
Associate Director
Institutional Research
SUNY - Albany

Craig Billie
Associate
Institutional Research
SUNY Central Administration

3:50pm - 4:30pm
Evelley

This paper presents a statistical profile and analysis of the differences between students who completed a baccalaureate degree within four years and those students who took longer than four years to graduate. This study presents the methodology and results for nearly 12,000 bachelor's degree recipients in the State University of New York system in 1991-92 and compares these results with those from the University at Albany, a large research university within the SUNY system.

Paper

Moderator: George T. Force, Slippery Rock Univ. of PA

Developing Reliability Data for the ASQ Plus

Ellen Armstrong Kanarek
Program Director
Applied Educational
Research, Inc.

3:50pm - 4:30pm
Abenia A

This presentation describes the steps involved in evaluating the consistency of the ratings of the same colleges by the same students responding to Admitted Student Questionnaire Plus surveys mailed by two different colleges. Some of the issues examined include: identifying students completing more than one questionnaire; setting up the data file; choosing appropriate comparisons; interpreting the results.

Topical Case Study

Moderator: Richard C. Heck, Colgate University

Trends In Campus Crime

Bruce Szelest
Associate
Institutional Research
University at Albany

Fredericks Volkwein
Director
Institutional Research
University at Albany

3:50pm - 4:30pm
Abenia B

This research merged several national databases containing federal crime statistics, community demographic data, and campus characteristics. The study displays the trends in campus crime since 1974, and using 1990 data from over 390 campuses, examines the relationships between campus crime and college characteristics.

Paper

Moderator: Ann L. Henderson, Skidmore College

**A Critical Multiplist Evaluation
of Developing Reading
Instruction at Suffolk Com. Col.**

Anthony Napoli
Suffolk Community College
and Department of Psychology
SUNY at Stony Brook

Paul Wortman
Department of Psychology
SUNY Stony Brook

Christina Norman
Department of Psychology
SUNY Stony Brook

3:50pm - 4:30pm
Triuna A

**Why Do Students Seek
Employment?
Summary Results of National
Student Survey Responses**

Yuko Mulugetta
Senior Research Associate
Office of Financial Aid and Student
Employment
Cornell University

3:50pm - 4:30pm
Triuna B

4:30pm - 5:30pm

6:00pm - 7:00pm

7:00pm - 12:00pm

Three quasi-experimental studies are presented which lend support for the positive effects of developmental reading courses on reading comprehension levels. Study 1 used a regression-discontinuity design to test the effects of the developmental reading course on overall grade point average. Possible "mortality" bias was ruled out in Study 2 using a nonequivalent control group design. Study 3 used a single group pretest-posttest design to assess the effectiveness of the developmental reading course on improving reading comprehension skills. Significant pre- to post-test gains were found.

Paper

Moderator: Larry Metzger, Ithaca College

The study presents results of the National Student Employment Survey, which involves over 4,500 responses. The study found that students seek employment for financial as well as educational/career enrichment purposes.

Paper

Moderator: Thomas Flaherty, Central CT State Univ.

Team Case Study Groups
(Conference Center - Bellvue)

Reception, Cash Bar & Hors D'Eouvres
(Sagamore Dining Room)

Dinner and Karaoke
(Sagamore Dining Room)

Tuesday

The Sagamore, Lake George, 1993

Tuesday

6:30am - 7:30am

7:30am - 8:30am

Robert Morse
U.S. News & World Report
7:30am - 8:30am
Evelley

8:00am - 9:00am

**Student Right-to-Know
and Graduation Rate Data**

Roslyn Korb
Chief of Cross-Sec. Studies Branch
NCES

Nancy B. Schantz
Statistician
Cross-Sectional Studies Branch
NCES

Susan G. Broyles
Section Head of
Student Surveys Inst. Studies
Branch, NCES

9:00am - 10:00am

Evelley

**No Pain, No Gain: How One
College Emerged Stronger From
the Fiscal Crisis**

Craig A. Claggett
Director
Institutional Research & Analysis
Prince George's Comm. College

9:00am - 9:45am

Abenia

**Organizational Sources of
Disparities Between Male and
Female Faculty Salaries**

Catherine E. Regan
Research Associate
SUNY System

Fredericks Volkwein
Director
Institutional Research
University at Albany

9:00am - 9:45am

Triuna A**November 9****Fun Run/Walk** (Meet at Main Hotel Entrance)**Breakfast** (Conference Center - Nirvana)

Bring your breakfast and come and discuss the most recent U.S. News' "America's Best College Values". All are welcome. Bring your criticisms, compliments, questions, or suggestions of any kind.

Conference Evaluations (Invited Interviews)(Nirvana)

This presentation will address the current status of the SRK regulations and related compliance issues. In addition, presenters will discuss plans for pretesting the National Center for Education Statistics' (NCES) Graduation Rate Survey and incorporating the survey into the IPEDS data collection cycle. Audience participation is encouraged.

Panel

Moderator: Jane Zeff, William Paterson College

Can a college benefit from a ten percent budget cut? After describing the measures adopted by a Maryland community college to meet this emergency, including introduction of an unusual differential fee structure based on discipline costs, the paper argues that the fiscal crisis provided the impetus for implementation of a number of reforms long contemplated but never adopted by the college. Implications of this "crisis as catalyst" model for planning theory will be discussed.

Paper

Moderator: Stuart L. Rich, Georgetown University

This research explores both organizational and individual sources of salary differences between male and female faculty. Drawing upon a database of 6,536 full-time faculty at a variety of research, doctoral, comprehensive, medical, and two-year institutions, the study uses multivariate analysis to examine the influences of organizational size, wealth, and complexity (in addition to the traditional measures that indicate a faculty member's education, work experience, rank, and discipline).

Paper

Moderator: Linda M. LeFauve

Outreach Programs and Their Varying Impact on Key Market Segments

David J. Costello
Dean
Enrollment Planning
Newbury College

9:00am - 9:45am
Triuna B

How Insensitive Can You Get? Further Analysis of the 'Best Colleges' Rankings

Michael McGuire
Director
Institutional Research
Franklin & Marshall College

9:55am - 10:35am
Abenia

Analytical Techniques for Studying Student Retention

Anne Marie Delaney
Director
Program Research
Boston College

9:55am - 10:35am
Triuna A

Topical Case Study on Salary Compression and Inversion

Denise A. Krallman
Institutional Research Analyst
Budgeting, Planning & Analysis
Miami University

9:55am - 10:35am
Triuna B

10:35am - 10:45am

10:45am - 12:00noon

1:00pm - 4:00pm

The outreach efforts of many institutions are extensive and, more importantly, expensive. With each passing year, the recruitment effort among colleges for qualified students has increased. What has not maintained pace with this increased effort, is the management and assessment of specific outreach programs. This paper analyzes how various outreach programs impact key market segments (quality applicants, financial aid applicants, housing applicants, etc.).

Paper

Moderator: Yun Kim, Goucher College

This session will feature the results of sensitivity analyses of the 1992 'Best Colleges' data for the National Liberal Arts category. Shifts in institutions' ranks were observed under three alternative weighting scenarios constructed from data obtained in a 1992 survey of college presidents, admissions directors, and academic deans. Explanations for the shifts in rankings will be offered, and the implications of the 'Best Colleges' model's instability for both the institutions affected by those shifts and the consumer audience will be discussed.

Paper

Moderator: Joseph Revelt, Shippensburg Univ. of PA

The purpose of this paper is to present the design and analytical techniques employed in retention studies that have produced information responsive to the questions and concerns of university administrators. Proposed enhancements to these studies - to include socially relevant variables and to meet anticipated 'Right-to-Know' information requirements - will also be discussed. Three topics to be addressed in the paper include: Data Requirements for a Longitudinal Retention File, Logic for Developing Computer Programs, and Analytical Techniques for Predicting Retention.

Paper

Moderator: Ellen Armstrong Kanarek, Applied Ed. Rsch.

A study was conducted this year at Miami University to look at the issue of salary compression (and in an extension of this study - salary inversion). Discussion will center on how best to identify salary compression and inversion so that inequalities can be addressed.

Topical Case Study

Moderator: Eleanor Fujita

Break (Conference Center Lobby)

Team Case Study Presentations (Conf. Ctr. - Bellvue)

Steering Committee Meeting (Evelley)