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
1992-93 Steering Committee

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Publications
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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

<table>
<thead>
<tr>
<th>Time</th>
<th>Evelley</th>
<th>Abenia A&amp;B</th>
<th>Triuna A</th>
<th>Triuna B</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 - 5:00</td>
<td>REGISTRATION (Conference Room - Lobby)</td>
<td>Total Quality Management Workshop (Session I)</td>
<td>Introduction to Statistics For Institutional Research</td>
<td>Understanding Campus Culture and Politics (Session I)</td>
</tr>
<tr>
<td>1:30 - 5:00</td>
<td>Newcomers Workshop</td>
<td>Total Quality Management Workshop (Session I)</td>
<td>Introduction to Statistics For Institutional Research</td>
<td>Understanding Campus Culture and Politics (Session I)</td>
</tr>
<tr>
<td>5:30 - 7:00</td>
<td>PRESIDENT'S RECEPTION (Sagamore Dining Room)</td>
<td>Total Quality Management Workshop (Session I)</td>
<td>Introduction to Statistics For Institutional Research</td>
<td>Understanding Campus Culture and Politics (Session I)</td>
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## SUNDAY - NOVEMBER 7

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>8:00 - 5:00</td>
<td>Registration (Conference Center - Lobby)</td>
<td>Total Quality Management Workshop (Session II)</td>
<td>Intermediate Statistics For Institutional Research</td>
<td>(4:00 - 5:00) Catholic Colleges and Universities - SIG</td>
</tr>
<tr>
<td>9:00 - 12:00</td>
<td>Effective Presentations For Institutional Research</td>
<td>Total Quality Management Workshop (Session II)</td>
<td>Intermediate Statistics For Institutional Research</td>
<td>(4:00 - 5:00) Catholic Colleges and Universities - SIG</td>
</tr>
<tr>
<td>1:30 - 5:00</td>
<td>Workshop on Beyond E-Mail: Getting Around On the Internet</td>
<td>Workshop on Choosing Technology for the IR Office</td>
<td>Understanding Campus Culture and Politics (Session II)</td>
<td>Catholic Colleges and Universities - SIG</td>
</tr>
<tr>
<td>5:00 - 5:30</td>
<td>MENTOR PROGRAM GET-TOGETHER (Triuna A)</td>
<td>Understanding Campus Culture and Politics (Session II)</td>
<td>Catholic Colleges and Universities - SIG</td>
<td>Catholic Colleges and Universities - SIG</td>
</tr>
<tr>
<td>5:30 - 6:30</td>
<td>GENERAL SESSION - KEYNOTE SPEAKER (Conference Center - Bellvue)</td>
<td>Understanding Campus Culture and Politics (Session II)</td>
<td>Catholic Colleges and Universities - SIG</td>
<td>Catholic Colleges and Universities - SIG</td>
</tr>
<tr>
<td>6:30 - 7:30</td>
<td>RECEPTION &amp; CASH BAR (Sagamore Dining Room)</td>
<td>Understanding Campus Culture and Politics (Session II)</td>
<td>Catholic Colleges and Universities - SIG</td>
<td>Catholic Colleges and Universities - SIG</td>
</tr>
<tr>
<td>7:30 - 9:00</td>
<td>BANQUET (Sagamore Dining Room)</td>
<td>Understanding Campus Culture and Politics (Session II)</td>
<td>Catholic Colleges and Universities - SIG</td>
<td>Catholic Colleges and Universities - SIG</td>
</tr>
<tr>
<td>9:30 - 10:00</td>
<td>INITIAL TEAM HUDDLES (Sagamore Dining Room)</td>
<td>Understanding Campus Culture and Politics (Session II)</td>
<td>Catholic Colleges and Universities - SIG</td>
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## MONDAY - NOVEMBER 8

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<tbody>
<tr>
<td>6:30 - 7:30</td>
<td>FUN RUN/WALK (Meet at Main Hotel Entrance)</td>
<td>HEDS Consortium (Rm.A)</td>
<td>Two-Year Colleges (Rm.B)</td>
<td>ASQ - ASQ+ Interest Group</td>
</tr>
<tr>
<td>8:00 - 11:00</td>
<td>REGISTRATION (Conference Center - Lobby)</td>
<td>Pennsylvania State System (Rm.B)</td>
<td>ASQ - ASQ+ Interest Group</td>
<td>Public Universities Information Exchange</td>
</tr>
<tr>
<td>7:30 - 8:30</td>
<td>BREAKFAST (Conference Center - Nirvana)</td>
<td>ASQ - ASQ+ Interest Group</td>
<td>Public Universities Information Exchange</td>
<td>Public Universities Information Exchange</td>
</tr>
<tr>
<td>7:45 - 8:45</td>
<td>SIGS</td>
<td>ASQ - ASQ+ Interest Group</td>
<td>Public Universities Information Exchange</td>
<td>Key Demographic and Economic Factors Affecting Community Colleges</td>
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<td>8:45 - 9:00</td>
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<td>ASQ - ASQ+ Interest Group</td>
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<td>Key Demographic and Economic Factors Affecting Community Colleges</td>
</tr>
<tr>
<td>9:00 - 9:45</td>
<td>The Use of NCES National Databases for Institutional Analysis</td>
<td>ASQ - ASQ+ Interest Group</td>
<td>Public Universities Information Exchange</td>
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<tr>
<td>Time</td>
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<tr>
<td>10:35 - 10:45</td>
<td>BREAK (Conference Center Lobby)</td>
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<tr>
<td>10:45 - 12:15</td>
<td>TEAM CASE STUDY GROUPS (Conference Center - Bellvue)</td>
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<tr>
<td>12:15 - 1:45</td>
<td>BUSINESS LUNCHEON (Conference Center Ballroom - Nirvana)</td>
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<tr>
<td>2:00 - 2:45</td>
<td>Developing a Survey to Assess the Graduate School Experience</td>
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<td></td>
<td>An Analysis of Entering Freshmen Survey Data As It Relates to Retention of Students</td>
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<td>Making the Most of the Mission Review</td>
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<td></td>
<td>Using ASQ to Determine Cognitive Fit Between Incoming Students and Future Enrollment</td>
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<tr>
<td>2:55 - 3:35</td>
<td>Putting the Real Focus Into Focus Groups</td>
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<td>A Review of the Writing Sample as an Index of Program Effectiveness</td>
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<td>Influence of Background Variables on Students' Evaluations of Faculty</td>
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<tr>
<td>3:35 - 3:45</td>
<td>BREAK (Conference Center Lobby)</td>
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<tr>
<td>3:50 - 4:30</td>
<td>Time to Degree Completion</td>
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<td></td>
<td>Developing Reliability Data for the ASQ Plus (Rm.A)</td>
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<td></td>
<td>Trends in Campus Crime (Rm.B)</td>
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<td>A Critical Multistat Eval. of Dev. Reading Instruction at Suffolk Community College</td>
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<td></td>
<td>Why Do Students Seek Employment</td>
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<tr>
<td>4:30 - 5:30</td>
<td>TEAM CASE STUDY GROUPS (Conference Center - Bellvue)</td>
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</tr>
<tr>
<td>6:00 - 7:00</td>
<td>RECEPTION, CASH BAR &amp; HORS D'EOUVRES (Sagamore Dining Room)</td>
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<tr>
<td>7:00 - 12:00</td>
<td>DINNER AND KARAOKE (Sagamore Dining Room)</td>
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**TUESDAY - NOVEMBER 9**

<table>
<thead>
<tr>
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<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>6:30 - 7:30</td>
<td>FUN RUN/WALK (Meet at Main Hotel Entrance)</td>
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<tr>
<td>7:30 - 8:30</td>
<td>U.S. News - America's Best College Values Discussion</td>
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<tr>
<td>8:00 - 9:00</td>
<td>BREAKFAST (Conference Center - Nirvana)</td>
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<tr>
<td>9:00 - 9:45</td>
<td>Conference Evaluations (Invited Interviews) (Conference Center - Nirvana)</td>
</tr>
<tr>
<td>9:00 - 9:45</td>
<td>No Pain, No Gain: How One College Emerged Stronger From the Fiscal Crisis</td>
</tr>
<tr>
<td>10:35 - 10:45</td>
<td>BREAK (Conference Center Lobby)</td>
</tr>
<tr>
<td>10:45 - 12:00</td>
<td>TEAM CASE STUDY PRESENTATIONS (Conference Center - Bellvue)</td>
</tr>
<tr>
<td>1:00 - 4:00</td>
<td>STEERING COMMITTEE MEETING (Evelley)</td>
</tr>
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</table>
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

### 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

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.

### 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

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.

### Statistics For IR, Session I

**MaryAnn Coughlin**  
Assoc. Prof. of Research & Statistics  

1:30pm - 5:00pm

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.

### Understanding Campus Culture and Politics

**Dr. J. Fredericks Volkwein**  
University at Albany  

1:30pm - 5:00pm

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.

### President's Reception (Sagamore Dining Room)

5:30pm - 7:00pm
<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop Title</th>
<th>Location</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00am - 12:00noon</td>
<td>Effective Presentations For Institutional Research</td>
<td>Conference Center Lobby</td>
<td>Dale Trusheim, Associate Director of Institutional Research and Planning, University of Delaware</td>
</tr>
<tr>
<td>9:00am - 12:00noon</td>
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<td>Conference Center Lobby</td>
<td>Gregory Lozier, Executive Director Planning and Analysis, Pennsylvania State University, Deborah J. Teeter, Director Institutional Research and Planning, University of Kansas</td>
</tr>
<tr>
<td>9:00am - 12:00noon</td>
<td>Intermediate Statistics for Institutional Research (Session II)</td>
<td>Conference Center Lobby</td>
<td>Mary Ann Coughlin, Associate Professor of Research and Statistics, Springfield College</td>
</tr>
<tr>
<td>1:30pm - 5:00pm</td>
<td>Beyond E-Mail: Getting Around On the Internet</td>
<td>Conference Center Lobby</td>
<td>James Fergerson, Director, Institutional Research, Bates College</td>
</tr>
</tbody>
</table>

**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

Choosing Technology for the IR Office
Jennifer Wilton
Director
Office of Institutional Research
University of Massachusetts, Boston
1:30pm - 5:00pm
Abenia

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.

Workshop

Understanding Campus Culture and Politics (Session II)
J. Fredericks Volkwein
University at Albany
1:30pm - 5:00pm
Triuna A

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

Catholic Colleges & Universities
Peter Murray
Catholic University of America
4:00pm - 5:00pm
Triuna B

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

SIG

Mentor Program Get-Together
5:00pm - 5:30pm
Triuna A

Rightsizing - A Practical Approach to Cost Reduction and Productivity Enhancement
Robert L. Culver
Senior Vice President and Treasurer
Northeastern University
5:30pm - 6:30pm
Conference Center - Bellvue

General Session

6:30pm - 7:30pm
7:30pm - 9:30pm
9:30pm - 10:00pm

Reception & Cash Bar (Sagamore Dining Room)

Banquet (Sagamore Dining Room)

Initial Team Hudles (Sagamore Dining Room)
### Monday

<table>
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<tr>
<th>6:30am - 7:30am</th>
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<tr>
<td>8:00am - 11:00am</td>
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<tr>
<td>7:30am - 8:00am</td>
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<tr>
<td>7:45am - 8:45am</td>
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#### 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
  - 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

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

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**

**Two-Year Colleges**

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**

**Pennsylvania State System of Higher Education**

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

**SIG**

**ASQ & ASQ+ Users Group**

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**

**Public Universities Information Exchange**

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**
<table>
<thead>
<tr>
<th>The Use of NCES National Databases for Institutional Analysis</th>
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</table>
| 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

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**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

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**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

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**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 - 10:35am  
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

### Break (Conference Center Lobby)

Break (Conference Center Lobby)

### Team Case Study Groups (Conference Center - Bellvue)

Team Case Study Groups (Conference Center - Bellvue)

### Business Luncheon (Conference Center - Nirvana)

Business Luncheon (Conference Center - Nirvana)
<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Speaker(s)</th>
<th>Affiliation(s)</th>
<th>Time</th>
<th>Room</th>
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</thead>
<tbody>
<tr>
<td>2:00pm - 2:45pm</td>
<td>Developing a Survey to Assess the Graduate School Experience</td>
<td>Jane Zeff</td>
<td>Assistant Director, Planning, Research &amp; Evaluation, William Patterson College</td>
<td>Evelley</td>
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<tr>
<td>2:00pm - 2:45pm</td>
<td>An Analysis of Entering Freshmen Survey Data As It Relates to Retention of Students</td>
<td>Linda LeFauve</td>
<td>Research Associate, Office of Institutional Analysis, State University of New York at Buffalo</td>
<td>Abenia</td>
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<tr>
<td>2:00pm - 2:45pm</td>
<td>Making the Most of the Mission Review</td>
<td>Eleanor Fujita</td>
<td>Director, Institutional Research, Hudson Community College</td>
<td>Triuna A</td>
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<tr>
<td>2:00pm - 2:45pm</td>
<td>Using ASQ to Determine Cognitive Fit Between Incoming Students and Future Enrollment</td>
<td>Yun K. Kim</td>
<td>Director, Office of Institutional Research, Goucher College</td>
<td>Triuna B</td>
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<td>2:00pm - 2:45pm</td>
<td>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.</td>
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<td>2:00pm - 2:45pm</td>
<td>Topical Case Study</td>
<td>Denise A. Krallman</td>
<td>Miami University</td>
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<td>2:00pm - 2:45pm</td>
<td>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.</td>
<td>Richard Rugen</td>
<td>Kutztown Univ. of PA</td>
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<td>2:00pm - 2:45pm</td>
<td>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.</td>
<td>James Stager</td>
<td>Millersville Univ. of PA</td>
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<td>2:00pm - 2:45pm</td>
<td>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.</td>
<td>Eleanor Swanson</td>
<td>College of New Rochelle</td>
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<td>2:55pm - 3:35pm</td>
<td><strong>Putting the Real Focus Into Focus Groups</strong></td>
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<td>Anita Dubey</td>
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<td>Mike Fusco</td>
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<td>Director Marketing, Bentley College</td>
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<td><strong>Evelley</strong></td>
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<td>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. <strong>Demonstration</strong></td>
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<td>2:55pm - 3:35pm</td>
<td><strong>A Review of the Writing Sample as an Index of Program Effectiveness</strong></td>
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<td></td>
<td>Stanley S. Jacobs</td>
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<td></td>
<td>Office of Planning and Institutional Research</td>
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<td>Villanova University</td>
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<td>Mary Ann Auseets</td>
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<td>Institute for Survey Research Temple University</td>
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<td><strong>Abenia</strong></td>
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<td>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. <strong>Paper</strong></td>
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<td>Moderator: James Ritchie, University of Pittsburgh</td>
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<td>2:55pm - 3:35pm</td>
<td><strong>Influence of Background Variables on Students' Evaluations of Faculty</strong></td>
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<td></td>
<td>Stuart L. Rich</td>
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<td></td>
<td>Director Institutional Research Georgetown University</td>
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<td><strong>Triuna A</strong></td>
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<td>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. <strong>Paper</strong></td>
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<td>Moderator: Marion Pagano, Columbia University</td>
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<td>2:55pm - 3:35pm</td>
<td><strong>Analysis of Funding Patterns for Federally Sponsored Research in Science &amp; Engineering 1981-1991</strong></td>
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<td>James Trainer</td>
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<td>Director HEDS</td>
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<td>Franklin and Marshall College</td>
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<td><strong>Triuna B</strong></td>
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<td>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-à-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. <strong>Paper</strong></td>
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<td>Moderator: Walter Liss, Tufts University</td>
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<td>3:35pm - 3:45pm</td>
<td><strong>Break (Conference Center Lobby)</strong></td>
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<td>Time to Degree Completion</td>
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<td><strong>Wendell G. Lorang</strong></td>
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<td>Associate Director</td>
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<td>SUNY - Albany</td>
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<td><strong>Craig Billie</strong></td>
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<td>Associate</td>
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<td>SUNY Central Administration</td>
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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

<table>
<thead>
<tr>
<th>Developing Reliability Data for the ASQ Plus</th>
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<tbody>
<tr>
<td><strong>Ellen Armstrong Kanarek</strong></td>
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<tr>
<td>Program Director</td>
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<tr>
<td>Applied Educational Research, Inc.</td>
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<td>3:50pm - 4:30pm</td>
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<td>Abenia A</td>
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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

<table>
<thead>
<tr>
<th>Trends In Campus Crime</th>
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<tbody>
<tr>
<td><strong>Bruce Szelest</strong></td>
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<td>Associate</td>
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<td>Institutional Research</td>
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<td>University at Albany</td>
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<td><strong>Fredericks Volkwein</strong></td>
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<td>Institutional Research</td>
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<td>University at Albany</td>
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<td>3:50pm - 4:30pm</td>
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<td>Abenia B</td>
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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

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

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

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.

4:30pm - 5:30pm

Team Case Study Groups
(Conference Center - Bellvue)

6:00pm - 7:00pm

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

7:00pm - 12:00pm

Dinner and Karaoke
(Sagamore Dining Room)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30am - 7:30am</td>
<td>Fun Run/Walk (Meet at Main Hotel Entrance)</td>
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<td>7:30am - 8:30am</td>
<td>Breakfast (Conference Center - Nirvana)</td>
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<td>8:00am - 9:00am</td>
<td>Conference Evaluations (Invited Interviews) (Nirvana)</td>
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<td>8:00am - 9:00am</td>
<td>Student Right-to-Know and Graduation Rate Data</td>
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<td></td>
<td>Roslyn Korb</td>
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<td>Chief of Cross-Sec. Studies Branch, NCES</td>
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<td>Nancy B. Schantz</td>
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<td>Statistician</td>
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<td>Cross-Sectional Studies Branch, NCES</td>
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<td>Susan G. Broyles</td>
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<td>Section Head of Student Surveys Inst. Studies Branch, NCES</td>
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<td>9:00am - 10:00am</td>
<td>No Pain, No Gain: How One College Emerged Stronger From the Fiscal Crisis</td>
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<td>Craig A. Clagett</td>
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<td>Director</td>
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<td>Institutional Research &amp; Analysis</td>
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<td>Prince George’s Comm. College</td>
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<td>9:00am - 9:45am</td>
<td>Organizational Sources of Disparities Between Male and Female Faculty Salaries</td>
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<td></td>
<td>Catherine E. Regan</td>
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<td>Research Associate</td>
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<td>SUNY System</td>
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<td>Fredericks Volkwein</td>
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<td>Institutional Research</td>
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<td>University at Albany</td>
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**November 9**

**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

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

- Craig A. Clagett
  - Director
  - Institutional Research & Analysis
  - Prince George’s Comm. College

9:00am - 9:45am

**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

**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

HowInsensitive 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

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

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)