

# NEAIR

north east association for institutional research

## Newsletter

Summer 2000

**Check your  
calendar to make  
sure you saved the  
dates:  
NEAIR Conference  
November 4-7, 2000  
Pittsburgh, PA**



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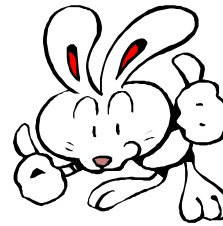
## Kudos Corner

Summer's here, but the NEAIR president is not. As this goes to press, Fred Volkwein is probably in South Africa, one of several stops on Fred's busy summer schedule of teaching, research, and, we hope, some relaxation. Before leaving, Fred asked us to pull together these acknowledgements of NEAIR members who are contributing in a number of ways to our profession.

### NEAIR leadership contributions to AIR

We are proud to point out that Michael Middaugh, current President of AIR, and Dawn Terkla, president-elect of AIR, are both past presidents of NEAIR. Their elections to president are well-deserved recognition of their leadership and contributions to our profession. Sandra Price is serving her second year as Chair of AIR's Task Force on Ethics. The committee reviewed AIR's Code of Ethics and is currently in the process of implementing their recommendations. C. Anthony Broh is also in his second year as Chair of AIR's Higher Education Data Policy Committee. One of Fred Volkwein's stops this sum-

## Beth Simpson & Eleanor Swanson



mer was in Santa Barbara, CA, where he was an instructor at AIR's Enrollment Management Institute. Karen

Bauer was also one of the instructors at the Enrollment Management Institute. From there Karen traveled to Cleveland, OH, where she joined NEAIR statistics guru Mary Ann Coughlin on the instructional staff of AIR's Institute on Foundations for the Practice of Institutional Research. Besides thanking all those who are currently serving in leadership roles, we would like to encourage you to volunteer your talents to NEAIR. Nominate yourself for an office, give a paper or serve as a moderator at a Conference, write an article for the newsletter, get involved in the mentor program, make suggestions – you never know where it might lead.

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## Sneak Preview

The NEAIR annual Conference will occur November 4<sup>th</sup> to 7<sup>th</sup> in lovely Pittsburgh. Becky Brodigan of Middlebury College is the Program Chair and Gary Rice of Indiana University of Pennsylvania is the able local arrangement chair. The site is the Hilton Pittsburgh & Towers Hotel, which is located a short walk from the shopping district of the city. The hotel offers three restaurants and

## Becky Brodigan

an elegant lobby bar that is perfect for networking with colleagues.

We have two lively keynote speakers: David L. Smallen and Thomas G. Mortenson.

David L. Smallen is the Director of Information Technology Services at Hamilton College. He currently provides leadership for information technology

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## Kudos Corner

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### IPEDS Workshop Coordinators

Through out this past spring and summer, several NEAIR members have worked hard with NEAIR to coordinate IPEDS workshops either at their own campus or a nearby institution. This has been no small feat as NCES and AIR personnel were sending the coordinators the training and logistical details literally days before the initial workshops were held.

Mitch Nesler, Regents College, hosted the IPEDS workshop at Union College with the volunteer services of Tina Gleason, Union College, James Strohecker, Union College, and Eileen McDonnell, Regents College. Mitch achieved his mission of making sure everyone was well fed (attendees gained an average of 2.4 pounds). His workshop received exceptionally positive feedback – we wonder why?!

John Whitely, Rochester Institute of Technology, planned to host a workshop, but, unfortunately, low enrollment forced the cancellation of this workshop. Thanks to John, Alice White and Robert Bowen of RIT for all the legwork spent in planning this workshop.

Jim Trainer, HEDS Consortium Director, and Beth Simpson, NEAIR Membership Secretary, hosted the IPEDS workshop at Bishop McDevitt High School in Harrisburg following HEDS' Summer Conference. Sandra Alexander, HEDS, and Donald Lerew, Messiah

College, pitched in as volunteer helpers.

Jim Ritchie, University of Pittsburgh, hosted a workshop at the University of Pittsburgh with volunteer help from Catherine Demchak, Eileen McLaughlin, Brian Hart and Jinx Walton, all from the University of Pittsburgh.

Steve Thorpe, Drexel University, hosted a workshop at Drexel University with help from Mark Palladino and Carol Grey, also of Drexel University. Steve was hoping to boast an attendance greater than the upcoming Republican Convention in Philadelphia, but his workshop attendance fell just short of the mark.

Mary Breeding, Springfield Technical Community College, hosted a workshop at Springfield Technical Community College. What is incredible is that she did all the work by herself. Wow!

Many thanks go to the NEAIR Local Coordinators for the hard work, planning, dedication and organizing they did to make these workshops happen. Many thanks, also, to the volunteers who helped with all the last minute details throughout the workshops!

Editor's Addendum: In compiling the list of people to be thanked for this article, Beth failed to mention the Coordinator of Coordinators, Beth Simpson. She

cheerfully agreed to do all the liaison work for NEAIR in finding site coordinators and keeping them informed. Many thanks to Beth for her hard work and skillful management of this project.

**Coming Soon:  
NEAIR ballots  
Be sure to vote!**

## Sneak Preview

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resources including all computing and voice and data communications. He created the Office of Institutional Research at Hamilton in 1987 and led its growth for a decade. He has contributed to the information technology field in higher education through publications, presentations, and service on the committees and boards of Cause, Educom and Educause, HEDS and currently as director of the Educause Leadership Institute. Most recently, he has collaborated with his colleague Karen Leach to organize the COSTS project to better understand the financial impact of delivering information technology support services in higher education.

**Thomas G. Mortenson** is Senior Scholar at the Center for the Study of Opportunity in Higher Education in Washington, DC. and an independent higher education policy analyst living in Oskaloosa, Iowa.

Tom's policy research focuses on opportunity for post-secondary education and training and the ways public policy fosters or impedes access to that opportunity. He has special concern for populations that are under-represented in higher education. His studies have addressed academic and financial preparation for college, access, choice, persistence, attainment, and labor force entry of college graduates. He is particularly interested in public and private finance of higher education opportunity and the enrollment consequences of the cost-shift from taxpayers to students that has been underway for the last 20 years. He has been employed in policy research and budget analysis roles for the University of Minnesota, Illinois Board of Higher Education, Illinois State Scholarship Commission, and the American College Testing Program. For more information on

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## Sneak Preview

(Continued from page 2)

Tom and Post Secondary Opportunity, visit their web-site at <<http://www.postsecondary.org/index.htm>>. The program promises to be full one with plenty of variety. Pre-conference workshop topics include: Designing and Conducting Web-based Surveys; Tools for Newcomers to Institutional Research; Path Analysis for Beginners; Designing Professional Presentations; Spring IPEDS Collection (I'm hoping mini-skirts are out); Research Design; Office Management and Information Dissemination.

There will be a wide range of research papers (A Diversity Needs Assessment for Staff, The Transformational Power of Strategic Planning, Using Qualitative Research Methods, Multi-Dimensional Scaling to Identify Comparison Groups), Special Interest Groups (Datatel Users, Banner Users, HEDS, COFHE), Vendor Showcases (SPSS, Petersons, National Student Loan Clearinghouse, Remark), Table Topics (My First Year in IR, Collaboration between IR and Academic Departments), Workshares (Facilities Planning in the 21<sup>st</sup> Century, Getting Hit with an IT System Change,



Using Students to Increase IR Resources) just to name a few!

The Special Event will take place on Sunday evening and you won't want to miss it. Our sumptuous banquet will be accompanied by the beautiful sounds of Il Quattero, a string quartet. The group is composed of four artists who play violin, cello, viola, and classical guitar. The classical guitar leader is also a professor at Indiana University of Pennsylvania. Il Quattero will only have to travel a few blocks from their Sunday afternoon performance with the Pittsburgh symphony for our evening event.

Besides the special event, Gary Rice has lined up opportunities for tours of Pittsburgh highlights: a tour of art museums, a trip to the Pittsburgh Zoo, a trip to Fallingwater (an incredible Frank Lloyd Wright house built over a waterfall), a trip to the Carnegie Science Center, and two tours of featuring Pittsburgh history (both include the Cathedral of Learning, but one includes the Frick Art Museum and former Frick home while the other features a ride on an incline). These tours range in cost from \$25-\$83, require advance registration, and may be cancelled if the minimum number of registrants is not met.

## Lessons from Newport

[Editor's note: As part of practicing what we preach, every year NEAIR asks Conference participants to fill out an evaluation of the Conference. The information gathered from the evaluation informs the planning for future Conferences. NEAIR is most grateful to Meihua Zhai for all the work she did in preparing the survey instruments, crunching the data, and writing up the evaluation report. The following is a summary of highlights from the evaluation.]

The Newport conference was a big success. It was one of the top four highest rated conferences in terms of overall quality in the past 12 years. The other three were the conferences in 1998, 1995 and 1994.

The two areas that were recommended to be strengthened in 1998 ("helped me develop new skills and technology" and "showcased effective use of technologies"), received their highest ratings since 1988.

The mean satisfaction ratings for all items referring to the conference's professional development components, were the highest since 1988: helping the attendees establish personal and professional contacts; giving new ideas on better ways to the job; giving new ideas to bring home and share; helping renew enthusiasm; addressing the latest develop-

## Meihua Zhai and Corby A. Coperthwaite

ments in IR, and showcasing the effective use of new technology.

Newcomers' orientation, conference organization and local arrangements received the highest ratings for both quality and usefulness this year.

Many of the suggestions from the membership for next year's Conference were focused on skill development (the use of statistics, statistical software packages, database management, data warehousing, Web site construction) and the changes in IPEDS reporting.

NEAIR members would prefer better coffee and soft music at dinnertime.

## Games People Play

There's a new game your supervisor might even let you play at work—Virtual University. It is supposed to simulate the challenges of running a university. You can even name the university after yourself. There's a demo to download at <<http://www.virtual-u.org>>. If anyone can figure it out and would like to review it for the next newsletter, please contact the editor.

## Mentor Program

Peggye Cohen

### Are you new to IR?

**Irrational Reactions...Irritating Regressions...Interesting Responses...Incredible Relevance...Insignificant Rankings...Insightful Reasoning...** Trying to figure out what **IR** \*really\* stands for? A MENTOR will be glad to chat with you about it. Newcomers to Institutional Research are paired with experienced IR folks through the NEAIR Mentor Program. Just contact Peggye Cohen (peggye@gwu.edu) or Ellen Peters (cpeters@abacus.bates.edu) to express your interest. Your mentor will contact you sometime this fall. Moreover, if you're planning to attend the NEAIR conference in Pittsburgh, there should be an opportunity to meet your mentor there.

### Are you not so new and willing to be a mentor?

Anyone interested in being a mentor this year, please contact Peggye Cohen (peggye@gwu.edu) or Ellen Peters (cpeters@abacus.bates.edu).



If you have a few years of IR experience, you have lots to offer a newcomer to the field. We need your assistance to provide expert guidance and advice to this year's new institutional researchers.

## Who wants to be a millionaire?

Okay, slight exaggeration, but there's still time to get your NEAIR grant proposals in. The grants program provides financial support to NEAIR members for two distinct purposes. The first type of grant is a *research grant* (\$1,000 maximum) to help cover the direct costs of conducting innovative research on topics that would be of interest to the IR community in the Northeast. The second type of grant is a *conference grant* (\$800 maximum) to help members attend conferences that would be beneficial to their professional development but fall outside the realm of traditional conferences that they might attend.

To facilitate the grants process, Rob Toutkoushian, chair of the NEAIR grants committee, has placed information on the application process on the NEAIR web site at

<<http://www.bates.edu/IR/NEAIR/grants.html>>



Grant Proposal Deadline  
September 1, 2000

### Send NEAIR Grant Applications to:

Rob Toutkoushian  
Executive Director, Univ. System of New Hampshire  
Office of Policy Analysis  
Myers Center  
27 Concord Rd.  
Durham, NH 03824

## Moves and News

### Retiring

**Ruth Wheeler** recently retired from her position as Associate VP for Planning and Information at Allegheny College in Meadville, PA. Ruth gave 38 years of service to higher education, the last 17 of which were in IR and planning. The IR function at Allegheny is now handled by the Office of Institutional Research, with Marian Sherwood as Director and Jessica Surovick as Research Analyst.

### Moving On

**Jim Trainer** hedded off to Villanova University where he is Director of Assessment and Planning. **Jason Casey**, formerly Director of Research at the Association of Independent Colleges and Universities of Pennsylvania, succeeded Jim Trainer as Director of the HEDS Consortium.

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## Moves and News

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**Cherry Danielson** left the University of Michigan to join the Office of Policy Analysis for the University System of New Hampshire as a Research Associate II. Though a life-long midwesterner, Cherry is a familiar face at NEAIR Conferences and was the recipient of last year's NEAIR conference grant.

**Tim Hospodar** became the new Director of Institutional Research and Planning at Onondaga Community College. He replaced David Rogers in the position.

### Moving Up

**Denise Krallman** has a new title: Assistant Director, Institutional Research. Her address is the same, Miami University at Oxford.

**Richard W. Prull** continues to be the Director of Institutional Research and Planning at Rhode Island College, but in the spring he took on the added responsibilities of being Interim Director of Management Information Services.

**Carol Wood** has been promoted to Director of Statutory Administration for the New York State College of Ceramics at Alfred University. She will now be responsible for oversight of all of the College's administrative functions, including budgeting, planning, physical plant, museum, public relations, continuing education, human resources, purchasing, etc. Folks at Clark University have been moving around internally: **Al Lefebvre** was promoted from Director of IR to Director of Administrative Information Services; **Jeff Himmelberger** was promoted from Ad-

missions Research Analyst to Coordinator of IR; and, **Greg Doerschler** joined the IR office as Admissions and Financial Aid Research Analyst.

Two of our colleagues who work at Brookdale County Community College in NJ received promotions this summer:

**Arnold Gelfman** was promoted to Executive Director of Planning, Assessment, and Research and **Laura Longo** was promoted to Director of Institutional Research and Evaluation.

### Congratulations

**Mark Oromaner**, Dean of Planning and Institutional Research at Hudson County Community College in NJ, received a 2000 Special Recognition Award from the National Council for Research and Planning in recognition of his service as editor of the Journal of Applied Research in the Community College. His discussion titled "Annual enrollments better reflect reality" appeared in Counsel, a publication of the National Council for Marketing and Public Relations.

### It's a girl X 2

**Robert Ploutz-Snyder**, Director of Institutional Research and Assessment at SUNY Cortland, on June 14th, 2000, became the proud father of Alexis Kathryn Ploutz-Snyder. Alexis arrived just in time for Father's day, and mom, baby and dad are all doing well. **Caitlin Hawkins** of Northwestern Connecticut Community College, gave birth to a baby girl, Julia Margaret on April 15th. Little Julia weighed 7 lb 7 oz and was 21".

## IPEDS training update

Many of you attended a NEAIR-sponsored workshop this summer at one of five institutions, but, despite all the hard work on the part of NCES, AIR, and NEAIR local coordinators, not everyone received the same quality of training. The initial workshops were trying as the NCES server could not handle the demands needed for so many to access their website at one time. The trainers did the best they could to troubleshoot the problems and provide as much content and help as possible, but we know attendees were frustrated. For those members attending the later workshops, the training sessions were logistically and tech-

**Beth Simpson**

nologically wonderful as NCES personnel had worked night and day to solve the problems raised by the initial workshops.

For those of you needing more help, NCES has placed tutorials and a section called "Most Frequently Asked Questions" on their website. Their website address is <<http://nces.ed.gov/ipeds/webbase.html>>.

NCES encourages calls to their IPEDS Help Desk at (877) 225-2568.

This fall at the NEAIR annual conference in Pittsburgh, we are hoping to host a half-day IPEDS workshop which will cover training for the spring component.

# AIR Time

Chris Call

## Authors Wanted

At the *Professional File* Editorial Board meeting in Cincinnati, the board identified the following topics as being particularly relevant to institutional researchers today. We invite authors to submit manuscripts to the *Professional File* that focus on one or more of these topics.

Using the Web to Enhance the Institutional Research Function  
 Understanding the Specific Needs of Students with Disabilities for Enrollment and Academic Planning  
 Distance Education  
 Institutional Research and Enrollment Management  
 Core Indicators and Performance Funding  
 Accreditation: Using the Data to Improve Learning, Programs, and Processes  
 Using Non-Quantitative Research Methods to Improve Practice  
 NCES and CASPAR Data Bases: Valuable Resources for the IR Office  
 Outsourcing and Vendors: Understanding the Advantages and Disadvantages for the IR Professional  
 The IR Office's Role in Regional Accreditation  
 Using Performance Gaps to Improve Practice  
 Cost-Benefit Considerations of On-line Courses and Curricula  
 Using the National Loan Student Clearinghouse Enrollment Search for Institutional Research and Enrollment Management  
 Academic Program Review: Where to Start, What to Keep, Where to End?

## Professional File Issues Revisited

The following articles were published in the *Professional File* and were recommended by the editorial board as being important, relevant topics to the field of institutional research. Potential authors are to submit manuscripts to the *Professional File* that revisit and highlight the key themes of these articles. Furthermore and more importantly, the editorial board invites the author to enhance and extend the key themes in these articles. Contact Chris Call in the AIR office at 850-644-8820 or ccall@garnet.acns.fsu.edu for copies of the original.

Organizing for Institutional Research (J.W. Ridge; 6 pp; No. 1)  
 Institutional Research and External Agency Reporting Responsibility (G. Davis; 4 pp; No. 8)

Career Development in Institutional Research (M.D. Johnson; 5 pp; No. 12)  
 The Institutional Research Director: Professional Development and Career Path (W.P. Fenstemacher; 6pp; No. 13)  
 Triage and the Art of Institutional Research (D.M. Norris; 6 pp; No. 16)  
 Effective Writing: Go Tell It on the Mountain (C.W. Ruggiero, C.F. Elton, C.J. Mullins & J.G. Smoot; 7 pp; No. 21)  
 The Adult Learner: Four Aspects (Ed. J.A. Lucas; 7 pp; No. 27)  
 Linking Learning Style Theory with Retention Research: The TRAILS Project (D.H. Kalsbeek; 7 pp; No. 32)  
 Accountability in Continuing Education: Measuring Noncredit Student Outcomes (C.A. Clagett & D.D. McConochie; 6pp; No. 42)

The *Professional File* publishes articles that synthesize issues, introduce new processes and models, and share applied, practical knowledge with professionals in the field of institutional research. Manuscripts are evaluated primarily on the extent to which they enhance practice in the field of institutional research, in contrast to focusing singly on the results of research or on theory development. AIR membership includes a free subscription to the *Professional File* so it receives high visibility (over 2,300 issues distributed quarterly) among the institutional research community.

Please note that all manuscripts that are submitted to the *Professional File* are reviewed and evaluated for possible publication by members of the PF Editorial Board. If you have any questions regarding this request, contact Dr. Andreea Serban, Associate Editor, *Professional File* (serban@sbcc.net).

## Yankee Bargains

New Englanders, especially, but datavores in general will be interested in Rob Toutkoushian's offer to share access to his database on New England states. The database may be reached through Rob's web site: <http://usnhdata.unh.edu/analysis/>  
 The database contains demographic, economic, and education statistics for the New England states. If you are interested, contact Rob at: r\_toutkoush@usnh.unh.edu