Southern Association for Institutional Research

October 22-25, 2005

Engaging Challenges as the Paradigms Shift

SAIR 2005

Charleston, South Carolina

The Francis Marion Hotel
Charleston, South Carolina

2005 Conference Program

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CONFERENCE AT A GLANCE

Saturday, October 22
7:30am - 5:00pm	Registration
8:00am - 11:45am	Workshops
8:30am - 12:00pm	SAIR Board Meeting
1:00pm - 5:00pm	Workshops
1:00pm - 5:00pm	Southern University Group (SUG)
6:00pm - 7:00pm	President Ross Griffith's Reception (The General Mark Clarke Suite, Francis Marion Hotel, Room 1201)
7:00pm - 9:00pm	Dinner out for early arrivals

Sunday, October 23
7:30am - 5:00pm	Registration
8:00am - 11:45am	Workshops
8:30am - 12:00pm	Southern University Group (SUG)
1:00pm - 4:00pm	Workshops
4:00pm - 4:45pm	Presenters & Facilitators' Meeting
4:00pm - 4:45pm	Vendors Meeting
5:00pm - 5:45pm	Newcomers' Reception
6:00pm - 7:30pm	Opening Session
7:30pm - 9:30pm	Opening Reception

Monday, October 24
7:30am - 5:00pm	Registration
7:30am - 8:15am	Continental Breakfast
7:30am - 8:15am	Dinosaurs' (Past Presidents) Breakfast
7:30am - 8:15am	Affiliated & Special Interest Groups
8:30am - 9:30am	Conference General Session
9:45am - 10:30am	Concurrent Sessions
10:30am -11:00am	Vendor-Sponsored Refreshment Break
11:15am - 12:00pm	Concurrent Sessions
12:00pm - 1:00pm	Lunchtime Roundtables
1:15pm - 2:00pm	Concurrent Sessions
2:15pm - 3:00pm	Concurrent Sessions
3:00pm - 3:30pm	Refreshment Break
3:30pm - 4:15pm	Concurrent Sessions
4:30pm - 5:15pm	Concurrent Sessions
5:30pm - 6:15pm	Special Interest Groups
6:30pm - 9:00pm	Special Event

Tuesday, October 25
7:30am - 9:00am	Awards Breakfast & SAIR Annual Business Meeting
9:15am - 10:00am	Concurrent Sessions
10:15am - 11:00am	Concurrent Sessions
12:00pm - 3:00pm	SAIR Board Meeting

WELCOME TO SAIR 2005

Welcome to Charleston, South Carolina, and the 32ⁿᵈ annual SAIR conference. The conference planning committees and members of the South Carolina Association for Institutional Research (SCAIR) have planned a memorable conference for us.

*Our conference theme is "**Engaging Challenges as the Paradigms Shift.**" I am hopeful you will attend several engaging presentations that will challenge you to consider new ways for achieving your professional goals. More than twenty preconference workshops will provide attendees with new skills and insights ranging from Accreditation to SAS. As you choose from over seventy concurrent sessions, you will find papers, panels and software demonstrations related to your tracks of interest and you will have engaging conversations with colleagues during luncheon roundtables spanning nearly thirty topics.*

The conference will also include two engaging plenary sessions. During the opening general session Dr. Craig Swenson, Senior Vice President for Academic Affairs and Provost at the University of Phoenix, will address the topic "Twenty-First Century Learning: Educational Innovation and Technology." This general session will also include brief welcomes from the College of Charleston, the Medical University of South Carolina, and the Citadel. Finally, the general session will serve as one of the venues for SAIR to recognize Dr. Larry Jones for his decades of service to our organization. During our plenary session on Monday morning, Dr. Mary Thornley, President of Trident Technical College, will address the topic "The S.L.O. Boat to Accountability: Embracing the Challenge of Assessing Student Learning."

Don't forget to pick up your fedoras, feathers and pearls as you enter the Colonial Ballroom on Sunday evening for the conference's opening Roaring Twenties reception following the opening general session. The conference's special event on Monday includes a tour of the historic district of Charleston via carriage and an award winning dinner at the legendary Boathouse Restaurant.

We are most appreciative of our vendors and sponsors. Please plan to visit the exhibit booths throughout the conference but particularly during the refreshment breaks on Monday morning and afternoon.

Thank you for attending SAIR 2005 and be sure to take some time, when there are no conference events scheduled, to explore Charleston—Where History Lives.

Jim Eck
SAIR 2005 Program Chair

Conference Tracks

The **Accreditation Track** addresses the revised principles of accreditation adopted by the Southern Association of Colleges and Schools. Our members will gain valuable insights about this important process of external peer review.

The **Assessment Track** addresses authentic approaches to evaluating administrative, support and learning outcomes. Whether reflecting upon insights gained from national surveys or highlighting improved learning outcomes based upon locally developed assessment measures, these sessions will highlight best practices.

The **Community College Track** is a burgeoning area of interest at SAIR. The size and diversity of the community college sector requires us to learn as much as we can about these institutions.

The **Institutional Research Track** addresses the effective and efficient collection of data to inform college and university decisions. In addition to data collection, sessions may also address data analysis and dissemination to various stakeholders.

The **Planning Track** is the newest track at SAIR. Because thoughtful planning informs decisions, these sessions address how legitimate planning processes shape the agenda for colleges and universities.

The **Technology Track** addresses the use of technology to facilitate our work. Sessions that demonstrate creative and innovate uses of multiple media will enable us to improve upon services at our own institutions.

Conference Awards

Please leave copies of recent work at the registration desk no later than 1:00pm on Monday, October 24, for various awards that will be given at the Awards Breakfast. The awards are for Best Factbook, Best Planning Document, Best Mini Factbook, Best Website, and Electronic Factbook.

SATURDAY, OCTOBER 22

Saturday, October 22, 7:30am—5:00pm
REGISTRATION
Location: Mezzanine/Meeting Level (see map on page 31)

Saturday, October 22, 8:30am—Noon
SAIR Board Meeting
Convener: Ross Griffith, *Wake Forest University*
Location: Middleton

Saturday, October 22, 8:00am - 11:45am
WORKSHOPS

WORKSHOPS

Workshop 1: Paradigm Shifts in Institutional Research or "*Who Moved My Cheese*?"
Saturday, October 22, 8:30am - 11:30am
Location: Francis Marion Hotel, Pinckney
Primary Presenter: Daina Henry, *College of William and Mary*

Spencer Johnson's bestseller book *Who Moved My Cheese?* is a story about paradigm shifts. Three rats in a maze are successful at managing change – one rat is not. This workshop integrates Johnson's thoughts on change and paradigm shifts with the IR work we do and the lives we lead. IR professionals are constantly forced into change, whether it is in a new administration, new technology, new roles or changed priorities. This workshop will offer the thoughts from Johnson, Covey's 7 Habits and others in an interactive format to discuss the nature of change and effective habits to manage it.

Workshop 2: A System that Really Works: The Integration of Planning, Program and Service Review, Assessment, and Budgeting
Saturday, October 22, 8:30am - 11:30am and continued 1:00pm - 4:00pm
Location: Francis Marion Hotel, Calhoun
Primary Presenter: Patricia Abell, *Guilford Technical Community College*

This workshop will focus on integration of planning, program and service review, assessment, and budgeting using a model proven effective at Guilford Technical Community College for the past eight years. Mission statements, strategic initiatives, student learning outcomes, environmental scanning, program and service reviews, and assessment guide the development of annual objectives and action plans. Those objectives are then prioritized for inclusion in budget development. Participants will be able to assess their own planning process as the workshop progresses through in-box exercises featuring large- and small-group interaction and discussion.

Workshop 3: Online Institutional Effectiveness: Supporting Faculty and Staff
Saturday, October 22, 8:30am - 11:30am
Location: College of Charleston, ECTR 203
Primary Presenter: Ginger Pedersen, *Palm Beach Community College*

Palm Beach Community College has completed a user-friendly, online institutional effectiveness process that allows for quick access to electronic data and utilization of the results of assessment and data gathering in a prompt and efficient way. The online IE process supports faculty and administration in making educational decisions. The process has moved the faculty through the stages of developing objectives and student outcomes in support of the expanded mission of the College, including the objectives and strategies. Samples of student outcomes, data sources and means of assessment are provided.

Workshop 4: Statistics for Institutional Research Using SAS Enterprise Guide
Saturday, October 22, 8:30am - 11:30am
Location: College of Charleston, ECTR 108
Primary Presenter: Sue Walsh, *SAS Institute Inc.*

Enterprise Guide is a point-and-click interface to the power of SAS software. This workshop will introduce you to the software and how it might be used to explore and analyze data. It will also address how to use the output to write reports and presentations regarding your findings.

Workshop 5: Microsoft Access for Beginners - The Fundamentals of Relational Databases
Saturday, October 22, 8:30am - 11:30am
Location: College of Charleston, ECTR 109
Primary Presenter: Joachim Knop, *George Washington University*
Additional Presenter: Kim Dam, *George Washington University*

This workshop is designed for those with little or no prior experience with Microsoft Access. Participants will import raw data files into tables and create composite keys to relate data tables to each other. Queries will be used to address data problems typical to institutional research. The workshop also shows how to extract selective data from Microsoft Access into Microsoft Excel. Participants who wish to use Access for storing and querying large data files extracted from their student information system would benefit the most from this workshop.

Workshop 6: Beginners' IPEDS Workshop
Saturday, October 22, 8:00am - 11:45am
Location: College of Charleston, ECTR 110
Primary Presenter: Darline Morris, *Texas State Technical College*
Additional Presenter: Tammie Richey, *Jefferson State Community College*

This workshop will be an introduction to NCES/IPEDS data and the tools developed to access the data through the Peer Analysis System (PAS), the Dataset Cutting Tool (DCT), the

Executive Peer Tool (ExPT), and the College Opportunities Online (COOL). The latest changes introduced by NCES/IPEDS will also be covered and participants will have the opportunity to practice hands-on exercises.

**Saturday, October 22, 1:00pm - 5:00pm
SOUTHERN UNIVERSITY GROUP (SUG)**
Convener: Sam Lowther, *Auburn University*
Location: Carolina A

**Saturday, October 22, 1:00pm - 5:00pm
WORKSHOPS**

Workshop 7: Designing a Program Assessment System for Continuous Improvement
Saturday, October 22, 1:00pm - 4:00pm
Location: Francis Marion Hotel, Pinckney
Primary Presenter: Julia Pet-Armacost, *University of Central Florida*
Additional Presenter: Robert L. Armacost, *University of Central Florida*

This workshop describes how to develop and implement a successful program assessment system. Specific topics include the following: the role of assessment in continuous improvement, key characteristics of program assessment success, essential components of an assessment process, organizational structures and support, the role of quality assurance in managing the process, and web technologies to facilitate program assessment. Participants will have an opportunity to conduct self-assessments of their institutions' processes.

Workshop 8: Data Mining for Institutional Research Using SAS Enterprise Miner
Saturday, October 22, 1:00pm - 4:00pm
Location: College of Charleston, ECTR 108
Primary Presenter: Sue Walsh, *SAS Institute, Inc.*

Data mining has been used by universities in a number of areas, including but not limited to enrollment management, retention and graduation analysis, and donation prediction. This workshop will give you an overview of the data mining process as well as introduce the capabilities of SAS Enterprise Miner.

**Workshop 9: Key Responsibilities and Strategies for the Practice of Institutional Research:
A Newcomer's Workshop**
Saturday, October 22, 1:00pm - 5:00pm and continued Sunday, October 23, 8:00am - 11:45am
Location: College of Charleston, ECTR 109
Primary Presenter: Karen Webber Bauer, *The University of Georgia*
Additional Presenter: Larry Jones, *The University of Georgia*

This workshop is designed for practitioners who are new to the field of Institutional Research. With a combination of facilitated lecture/discussion and hands-on exercises at desktop computers, the workshop will address such key IR components as identifying data sources, developing factbooks and peer comparisons, conducting survey research for assessment and evaluation, and completing an effective report or presentation in a timely manner.

Workshop 10: Intermediate/Advanced IPEDS Workshop
Saturday, October 22, 1:30pm - 5:00pm
Location: College of Charleston, ECTR 110
Primary Presenter: Darline Morris, *Texas State Technical College*
Additional Presenter: Tammie Richey, *Jefferson State Community College*

This workshop will discuss the latest changes and improvements to the various NCES/IPEDS tools, and more advanced materials will be introduced. Participants will have the opportunity to practice hands-on exercises. In addition, there will be a full demonstration of the Dataset Cutting Tool that allows users to customize data files and download entire IPEDS data tables.

Workshop 11: Intermediate/Advanced MS Access for Institutional Researchers
Time: Saturday, October 22, 1:00pm - 4:00pm and continued Sunday, October 23, 8:30am - 11:30am
Location: College of Charleston, ECTR 203
Primary Presenter: Meihua Zhai, *George Mason University*

Intended for IR professionals with ample knowledge and strong interest in bringing their MS Access skills and knowledge to a new level, this workshop is designed to introduce MS Access beyond its role as data storage and querying engine. Participants will learn how to build text and data manipulation functions in VBA (Visual Basic Application) and practice using advanced SQL (Structured Query Language). Participants will also have a chance to learn how to create Access pages for online data collection and information distribution purposes.

**Saturday, October 22, 6:00pm - 7:00pm
President Ross Griffith's Reception
Sponsored by SCAIR
Location: The General Mark Clarke Suite,
The Francis Marion Hotel, Room 1201**

**7:00 - 7:15 pm
Location: Meet in Lobby of Francis Marion**
Early Arrivals and Newcomers will have the opportunity to join in a reasonably priced dinner at a local restaurant, The Terrace, Saturday night at 7:15 p.m. The restaurant is within walking distance of the hotels. The dinner will be preceded by a complimentary reception from 6:00-7:00 p.m., sponsored by SCAIR in The General Mark Clarke Suite, The Francis Marion Hotel, Room 1201.

If you plan to attend the Early Arrival Dinner, please come to the lobby of the Francis Marion Hotel by 7:15 p.m.

SUNDAY, OCTOBER 23

Sunday, October 23, 7:30am-5:00pm
REGISTRATION
Location: Mezzanine/Meeting Level

Sunday, October 23, 8:30am—Noon
SOUTHERN UNIVERSITY GROUP (SUG)
Convener: Sam Lowther, Auburn University
Location: Carolina A

Sunday, October 23, 8:00am - 11:45am
WORKSHOPS

Workshop 12: Planning and Evaluation: Creating a Framework for Quality and Viability
Sunday, October 23, 8:30am - 11:30am
Location: Francis Marion Hotel, Pinckney
Primary Presenter: Mary C. Jones, *Jefferson Community and Technical College*

Confronted with increasing demands for accountability and faced with demographic, technological, cultural, informational, business, and financial forces, many community colleges rely on some form of planning and evaluation process to demonstrate quality outcomes. Maintaining financial viability within this context is a struggle for most institutions. The development of a planning and evaluation framework linking critical college-wide processes, including planning, budgeting, quality improvement, and operational/program review, is the focus of this presentation.

Workshop 13: Evaluating Institutional Effectiveness and the Quality Enhancement Plan: Training for Evaluators
Sunday, October 23, 8:00am - 11:45am
Location: Francis Marion Hotel, Calhoun
Primary Presenter: Ann Chard, *Commission on Colleges*

The first part of this workshop is a discussion on evaluating institutional effectiveness and the Quality Enhancement Plan from the institutional perspective. The second part of the workshop will provide official training for evaluators serving on visiting committees, particularly the Off-Site and On-Site Committees involved in the reaffirmation process.

Workshop 14: IPEDS Made Easy: Using AGB's Benchmarking Service to Support Your Institutional Research Needs
Sunday, October 23, 8:30am - 11:30am
Location: College of Charleston, ECTR 108
Primary Presenter: Merrill Schwartz, *Association of Governing Board*
Additional Presenters: Chris Mee, *Coastal Carolina University*; Mary Gunn, *Coastal Carolina University*

The increasing level of competition in the higher education marketplace demands accurate and timely data to support decision making. This session will use presentation, discussion, and interactive exercises to explore best practices and characteristics of good comparative data, including creating comparison groups and identifying key performance indicators. Using a new online tool, the AGB Benchmarking Service, participants will get hands-on experience generating comparison groups and custom reports, using a database with more than five years of IPEDS data for U.S. institutions and data from other sources.

Workshop 15: SQL for IR staff: A Crash Course for Novices Using SAS PROC SQL
Sunday, October 23, 8:30am - 11:30am
Location: College of Charleston, ECTR 110
Primary Presenter: Evan Davies, *College of William and Mary*
Additional Presenter: Dennis Catley, *Virginia Tech*

Institutional researchers are increasingly using SQL applications within software packages to access data from relational databases. Training in SQL techniques is generally non-existent or less than compelling. Many opportunities use grocery store examples, do not focus on selection procedures, or are too simplistic for research data. Drag-and-drop SQL generators may not offer the flexibility necessary to select desired data without modifying the query. This workshop will give the novice SQL user the "concept-bridging" information necessary to begin understanding and writing SQL queries to select appropriate data from institutional databases.

Sunday, October 23, 1:00pm - 4:00pm
WORKSHOPS

Workshop 16: Moving to Online End-of-Course Surveys: The Collaborative Process and Tiered Survey Product Used by a Dozen Universities
Sunday, October 23, 1:00pm - 4:00pm
Location: Francis Marion Hotel, Pinckney
Primary Presenter: Katharine Mason, *TLT Group*
Additional Presenter: Robin Zuniga, *TLT Group*

Twelve colleges around the country have engaged in a FIPSE funded project with the goal of improving teaching and learning through assessment. Our process is to create a culture of reflective practice that leads to using course evaluations in a formative manner. Our product is a new online tiered survey tool. The faculty, department, college and university can all have a layer of questions on the student feedback form, but only the faculty gets the results from their layer. Our audience will participate in the conceptual mapping exercise that is the basis for focusing the campus discussion on questions to be included in end-of-course surveys.

Workshop 17: Navigating Through a SACS Accreditation Review: A Model for Crafting Successful Compliance Certification and QEP Reports
Sunday, October 23, 1:00pm - 4:00pm
Location: Francis Marion Hotel, Calhoun
Primary Presenter: Thomas Cleary, *Manatee Community College*

This workshop will provide a model that was used to guide one college through a very successful SACS accreditation review. A special focus will be on those areas of the compliance certification and QEP most often cited by on- and off-site SACS review teams. Both the process and product of re-accreditation will be discussed. A list of best practices and tips for developing fully compliant reports will be offered. The final portion of the workshop will be dedicated to sharing 30 specific strategies that will ensure the acceptability and usefulness of any QEP.

Workshop 18: Enhancing your SAS Programming Skills with PROC REPORT and the Output Delivery System
Sunday, October 23, 1:00pm - 4:00pm
Location: College of Charleston, ECTR 108
Primary Presenter: Kathleen Morley, *Baylor University*
Additional Presenter: Jana Marak, *Baylor University*

This workshop will provide hands-on instruction and practice using PROC REPORT and the Output Delivery System (ODS) from SAS. PROC REPORT combines features of the print, tabulate, and means procedures into one report-writing tool. This procedure allows the user to have control over certain aspects of formatting such as column widths and break lines. ODS will be used to produce high-quality output in a variety of formats – rich text format, html, and pdf. ODS also enables the programmer to control the format of the output such as column widths, colors, and fonts. The resulting output can be more visually pleasing and useful than the traditional output. Participants should have experience in using the SAS libname, data step, and other basic SAS functions.

Workshop 19: Assessment Matters: Tools and Techniques for Success
Sunday, October 23, 1:00pm - 4:00pm
Location: College of Charleston, ECTR 109
Primary Presenter: Randy L. Swing, *Policy Center on the First Year of College*

This workshop is a primer for institutional researchers and assessment professionals who need to develop and conduct assessment of student learning outcomes, student satisfaction, and student growth during the college years. The workshop will include an overview of the four key assessment structures and will explore how to overcome the research design problems which frequently trip up assessment efforts (no control group, low response rates, confusion between individual and program assessment, etc.) Participants will receive a typology of assessment instruments, samples of selected assessment instruments, and sample designs of effective qualitative assessment efforts.

Workshop 20: Statistics 101 for Institutional Researchers
Sunday, October 23, 1:00pm - 4:00pm
Location: College of Charleston, ECTR 110
Primary Presenter: Lori Rothenberg, *SAS Institute*

Colleges and universities increasingly are collecting more data on their institutions for accreditation and assessment purposes. It can seem like a daunting task to begin to make sense of the data. However, thanks to software advances, there are statistical and reporting techniques that can be used to begin to quickly make sense of data. The purpose of this workshop is to teach participants graphical and statistical methods in JMP software that are particularly pertinent to institutional researchers.

Workshop 21: Students on the Move
Sunday, October 23, 1:00pm - 4:00pm
Location: College of Charleston, ECTR 203
Primary Presenter: John P. Ward, *National Student Clearinghouse*

Student transition is a collegiate constant but colleges often do not know where students go. Do they transfer out or drop out? Do they graduate after leaving us? Do our graduates go on to graduate school, and if so, where? Where do our admitted but non-enrolled students actually attend? This workshop teaches you how to get factual answers to questions like these.

Sunday, October 23, 4:00pm - 4:45pm
VENDORS MEETING
Convener: Lorne Kuffel, *The College of William and Mary*
Location: Pinckney

Sunday, October 23, 4:00pm - 4:45pm
PRESENTERS AND FACILITATORS MEETING
Conveners: Mary Gunn, *Coastal Carolina University*; Jim Eck, *Rollins College*
Location: Carolina A

Sunday, October 23, 5:00pm - 5:45pm
NEWCOMERS RECEPTION
Convener: Catherine Watt, *Clemson University*
Location: Gold

Sunday, October 23, 6:00pm - 7:30pm
CONFERENCE OPENING SESSION
Facilitator: Jim Eck, *Rollins College*
Location: Carolina A and B

Craig Swenson, Provost and Senior Vice President for Academic Affairs at the University of Phoenix, will present "Twenty-First Century Learning: Educational Innovation and Technology."

His presentation will indicate how to some observers University of Phoenix reflects a shifting paradigm within American higher education. With its emphasis on providing access for underserved populations, innovation in learning technologies, and learner-centered market-based programs the Phoenix model may offer insights into the development of new approaches to research, evaluation and planning. Moreover, thoughtful debates are ongoing about the role of this emerging, third sector and how higher education landscape may change in the near future.

Craig Swenson has served as Provost and Senior Vice President for Academic Affairs at University of Phoenix since 2000. Dr. Swenson joined the University of Phoenix as a practitioner-faculty member in 1985 while serving as a Vice President and Marketing Director for a large banking system. He was honored with the University's Distinguished Teaching Award in 1989 and is a frequent speaker in the areas of higher education, learning innovation, and assessment.

Sunday, October 23, 7:30 - 9:30pm
Location: Colonial

Roaring 20's OPENING RECEPTION

Sponsored by The Citadel, The College of Charleston, The Medical University of South Carolina, and SPSS

Bathtub gin, speakeasies, hot jazz, the Charleston….

A wild era, a romantic era, an era of American prosperity and optimism….

Flappers were bobbing their hair, rolling down their stockings, raising their hemlines and wearing makeup….

Kick off the 2005 SAIR conference in Charleston in 1920's style….with flapper dancers, fedoras, feathers, and pearls….

Enjoy dancing and hors d'oeuvres in the opulence of the 1926 Colonial Ballroom….

MONDAY, OCTOBER 24

Monday, October 24, 7:30am - 5:00pm
REGISTRATION
Location: Mezzanine/Meeting Level

Monday, October 24, 7:30am - 8:15am
CONTINENTAL BREAKFAST AND SPECIAL INTEREST GROUPS
Location of Continental Breakfast: Prefunction A - Mezzanine/Meeting Level
Sponsored by National Student Clearinghouse, Inc.

AFFILIATED AND SPECIAL INTEREST GROUPS
Monday, October 24, 7:30am - 8:15am

Cooperative Institutional Research Program (CIRP)
Convener: Sandra Marquez-Hall, *Texas Tech University*
Location: Laurens

Delaware Study (Parts I & II)
Convener: Michael Middaugh, *University of Delaware*
Location: Carolina A

Florida Association for Institutional Research (FAIR)
Convener: Michael Droll, *Central Florida Community College*
Location: Pinckney

Kentucky Association for Institutional Research (KAIR)
Convener: Mary Korfhage, *University of Louisville*
Location: Rutledge

Mississippi Association for Institutional Research (MAIR)
Convener: Gwen Aldridge, *Northwest MS Community College*
Location: Parkview

North Carolina Association for Institutional Research (NCAIR)
Convener: Laura Boyles, *Davidson College*
Location: Carolina B

Tennessee Association for Institutional Research (TENNAIR)
Convener: Greg Schutz, *Austin Peay State University*
Location: Drayton

Texas Association for Institutional Research (TAIR)
Convener: Gerry Dizinno, *University of Texas, San Antonio*
Location: Colonial

Monday, October 24, 8:30am - 9:30am
CONFERENCE GENERAL SESSION
Facilitator: Jim Eck, *Rollins College*
Location: Colonial

Mary Thornley, President of Trident Technical College, will present "The S.L.O. Boat to Accountability: Embracing the Challenge of Assessing Student Learning."

Dr. Thornley's presentation will address how today's colleges and universities are accountable to a variety of constituencies: the Department of Education, the Council for Higher Education Accreditation, regional and disciplinary accrediting agencies, state and local governments, taxpayers, parents, and, of course, students. They all have different definitions for the quality of an institution. These definitions have in turn given rise to a wide assortment of measures, most of which fail to address the single most important question—are students learning what we expect them to learn? Colleges now have a unique opportunity to establish student learning as a new standard for accountability. Effectively defining and measuring student learning outcomes (S.L.O.) will provide institutions of higher education powerful accountability ammunition to answer their sharpest critics and arm their strongest supporters.

Dr. Thornley has been president of Trident Technical College, a two-year public institution in Charleston, South Carolina, since 1991. Dr. Thornley holds a doctorate of education in curriculum and instruction from the University of South Carolina; a master of arts in teaching English from the University of North Carolina at Chapel Hill; and a bachelor of arts in English and French from Mars Hill College, North Carolina.

9:45am - 10:30am CONCURRENT SESSIONS

Monday, October 24, 9:45am -10:30am
PAPER

Start your planning with a SWOT!
Track: Planning
Primary Presenter: Sharron L. Ronco, *Florida Atlantic University*
Additional Presenter: John J. Cahill, *Florida Atlantic University*
Facilitator: Amy Bawcom, *University of Mary Hardin-Baylor*
Location: Carolina A

Planning at any level can benefit from an analysis of the internal strengths and weaknesses of an organization or unit, and a scan of the external environment for opportunities and threats. A "strengths-weaknesses-opportunities-threats" (SWOT) analysis can be broadly construed or narrowly focused, involve many constituencies or few, take place over months or minutes, but it is always intended to set the stage for meaningful planning. We share the process and results of our recent SWOT analysis for strategic planning, which included online surveys, focus groups, and analysis of existing survey data. The exercise led to frank discussions about directions for planning.

Monday, October 24, 9:45am -10:30am
PANEL

IPEDS: Recent Changes and Future Challenges
Track: Institutional Research
Primary Presenter: Susan G. Broyles, *National Center for Education Statistics*
Additional Presenter: Janice A. Plotczyk, *National Center for Education Statistics*
Facilitator: Gerry Dizinno, *University of Texas at San Antonio*
Location: Colonial

One thing we can count on is change. In a climate of escalating demands for more and more data and increased accountability, the job of institutional researchers and others on campus gets more difficult all the time. And the National Center for Education Statistics (NCES) must adapt to meet the evolving needs of our data users and providers.

This panel will focus on the efforts that NCES is making to provide quicker, better, and more useful data. Topics for discussion include changes to future data collections, the possible impact of HEA reauthorization, and current IPEDS projects of interest to the IR community. New data dissemination tools available for use will be demonstrated.

Monday, October 24, 9:45am -10:30am
PAPER

Strategies for Containing Costs in Higher Education
Track: Technology
Primary Presenter: Michael F. Middaugh, *University of Delaware*
Facilitator: Maryann Ruddock, *University of Texas at Austin*
Location: Gold

Congress, among others, has criticized higher education for failing to contain "costs." The flashpoint for this criticism is escalating tuitions, which reflect sticker price, not cost. This paper examines direct expenditures for instruction in 24 academic disciplines over a five year period to determine rates of growth. The paper also examines growth rates over the same time frame for selected non-instructional functions. The result of this analysis is a clearer description of cost (as opposed to price) drivers in colleges and universities, and a fuller understanding of the relationship (or lack thereof) between cost and price of a college education.

Monday, October 24, 9:45am -10:30am
PAPER

A Dashboard Report: Value Added Through Drill-Downs, Peer Comparisons, and Significance Tests
Track: Institutional Research
Primary Presenter: Mary Sapp, *University of Miami*
Facilitator: Jim Purcell, *Oklahoma State Regents for Higher Education*
Location: Carolina B

Many institutions find dashboard reports a useful way to share information with busy trustees and senior administrators. This session presents a dashboard report with three unique features. First, the dashboard is produced from a spreadsheet that links to more detailed graphs and tables of trends and peer data. These "drill-down" links can be used during a presentation to provide additional detail about indicators of interest, while still maintaining the "at-a-glance" benefit of the dashboard. Second, it reports both peer comparisons and five-year trends. Third, icons are generated by macros that use statistical analyses to measure trends and comparisons with peers.

Monday, October 24, 9:45am -10:30am
PAPER

OATS: Online Assessment Tracking System
Track: Assessment
Primary Presenter: J. Joseph Hoey, *Georgia Institute of Technology*
Additional Presenter: Jonathan Gordon, *Georgia Institute of Technology*
Facilitator: Jodi Herrin, *USC-Aiken*
Location: Calhoun

Beginning in 1998 with a paper-based annual reporting process, a major research institution in the South has developed and refined a web-based assessment tracking and documentation system that has proven to be key to that institution's recent highly successful SACS reaffirmation efforts. This presentation will trace the development of the process, outline the system's current features, and will conclude with lessons learned in putting the assessment process on the web. Special Equipment Request This session will require the following: Computer Projector and Internet Access.

This presentation is predicated upon the ability to present, in real time, the features and operation of our online assessment tracking system. Hearing how the system has evolved from a paper-based process and then seeing how the online system operates will be key to the learning experience of those in attendance.

Monday, October 24, 9:45am -10:30am
PAPER

Documenting QEP Progress: Development of an On-Line QEP Reporting System
Track: Accreditation
Primary Presenter: Caula Beyl, *Alabama A&M University*
Facilitator: Denise Gardner, *University of Georgia*
Location: Pinckney
Once a Quality Enhancement Plan (QEP) has been developed and approved under the new Principles for Accreditation: Foundations for Quality Enhancement, an Impact Report which documents the effects of the QEP on student learning is required five years after its implementation. Alabama A&M University has approached this requirement by developing an on-line QEP reporting system to allow all levels of the university family to report progress made on QEP goals annually. These reports are open for viewing and sharing which enhances the involvement of the entire university in the QEP implementation process.

Monday, October 24, 9:45am-10:30am
PAPER

SACS, Institutional Effectiveness, and The Community College
Track: Community College
Primary Presenter: Patricia Abell, *Guilford Technical Community College*
Facilitator: Ruth Salter, *Valdosta University*
Location: Drayton

SACS definition of Institutional Effectiveness is ongoing, integrated, institution-wide, research-based planning and evaluation processes; systematic review of programs and services; and showing continuous improvement and effective accomplishment of the college's mission. This session will give you an overview of GTCC's Institutional Effectiveness process which received very positive comments from the SACS team and no recommendations. The purpose of the session is to answer your questions and help you to determine whether your processes will survive the test, or if they need just a little more work.

Monday, October 24, 9:45am-10:30am
CORPORATE DEMONSTRATION

Introducing Class Climate from Scantron
Track: Institutional Research
Primary Presenter: Glenn Evans, *Scantron Corporation*
Facilitator: Shelly Lang, *Coastal Carolina University*
Location: Laurens

Class Climate is Scantron's ultimate tool for survey-based evaluation in education. It allows you to conduct hundreds of surveys using a mixed online and paper/ pencil approach through a central server. Distributed scanning and a web-based form designer add additional functionality for distributed campus environments. Class Climate handles questionnaires for programs of study, student services, seminars, alumni surveys and more. The integrated norm and benchmarking options, PDF

feedback reports, and quality management views give you all you need for the implementation of enterprise-wide feedback reporting.

Monday, October 24, 9:45am-10:30am
PAPER

Engagement and Achievement: Do NSSE data predict academic performance?
Track: Assessment
Primary Presenter: Pat Lancey, *University of Central Florida*
Additional Presenter: Paula Krist, *University of Central Florida*
Facilitator: Heidi Dickerson, *Coastal Carolina University*
Location: Rutledge

Most educators believe there is a relationship between engagement factors and actual academic performance for students. This session describes analyses that 1) compared student self-report of grades with actual GPA and 2) NSSE variables and their relationship to GPA. Differences between seniors and freshmen are highlighted. Session participants will be encouraged to combine NSSE data with institutional data to make interpretations that are meaningful to the individual institution. This session will be most valuable for the institutional researcher who is seeking an approach for exploratory research in the relationship between engagement variables and academic performance.

Monday, October 24, 9:45am-10:30am
PAPER

The NPSAS 2004 Oversample and What We Can Learn
Track: Institutional Research
Primary Presenter: Patricia DeWitt, *Shorter College*
Facilitator: S. Wickes Westcott, III., *Clemson University*
Location: Parkview

The purpose of NPSAS is to examine how students and their families pay for education. For the 2004 administration, sample size was increased in twelve states, making the sample representative within those states for students attending institutions in three sectors: public two-year, public 4-year, and private not-for-profit 4-year. This oversample was a feasibility study; use of the database by institutional researchers may encourage repetition. There is much information which could impact state policy. This presentation will show examples comparing students in the three sectors within state, comparing the state with others, and looking at variable dependencies at the state level.

Monday, October 24, 10:30am - 11:00am
Refreshment Break
Sponsored by SAS
Location: Prefunction Areas A and B

11:15am - Noon CONCURRENT SESSIONS

Monday, October 24, 11:15am - 12:00pm
CORPORATE DEMONSTRATION

SAS Made Easy: An Introduction to SAS Enterprise Guide
Track: Technology
Primary Presenter: Sue Walsh, *SAS*
Facilitator: Dorothy Cheagle, *Morris College*
Location: Pinckney

The purpose of this presentation is to show you how SAS Enterprise Guide (EG) can be used for your teaching and research needs – whether you are an experienced SAS user or have never used SAS before. EG is a thin client interface to the SAS System that provides you transparent access to date, point-and-click usability, a customizable user interface, and easy export of your results to other software applications. The demonstration will introduce you to EG to explore and analyze your data and then use the output to write reports and give presentations.

Monday, October 24, 11:15am - 12:00pm
CORPORATE DEMONSTRATION

The National Survey of Student Engagement: Promoting Assessment & Accountability in Higher Education
Track: Assessment
Primary Presenter: Camille Kandiko, *Indiana University*
Facilitator: Camie Berry, *South Carolina State University*
Location: Drayton

In this session presenters discuss the National Survey of Student Engagement (NSSE), a large-scale, multiple-institution project designed to annually gather and disseminate information about collegiate quality. Specifically, panelists will describe the history and evolution of the project and discuss how colleges and universities from across the country are using the NSSE to assess undergraduate education and enhance institutional improvement and accountability efforts. Representatives from several institutions will provide first-hand accounts of using NSSE to enhance campus initiatives. Audience participation will be encouraged throughout and a large portion of the presentation will be reserved for extended dialogue.

Monday, October 24, 11:15am - 12:00pm
PAPER

Using a Market Ratio Factor in Faculty Salary Equity Studies
Track: Institutional Research
Primary Presenter: Andrew L. Luna, *University of West Georgia*
Facilitator: Betty Boatwright, *South Carolina State University*
Location: Carolina B

This study used multiple regression analysis to develop an explanatory model to determine if using a single market ratio variable was a stronger predictor for faculty salaries than the use of k-1 dummy variables representing the various disciplines. A total of 20 four-year institutions from a southeastern state sys-

tem were used in the study, and only regular, full-time tenured or tenure track faculty were used (n = 5,447). These 20 institutions represented three research universities, two regional universities, 13 state universities, and two state colleges.

Monday, October 24, 11:15am - 12:00pm
SOFTWARE DEMONSTRATION

Building an Excel Pivot Table for Your University OIR Website
Track: Institutional Research
Primary Presenter: Kathy Huffman, *Mississippi State University*
Additional Presenter: Elaine Turner, *Mississippi State University*
Facilitator: Sally Holley, *Jefferson State Community College*
Location: Rutledge

After being shown the wonderful capabilities of Excel Pivot Tables by Mary Harrington at the SAIR 2004 Conference in Biloxi, Mississippi, we decided to take the plunge and develop pivot tables for the MSU Institutional Research website. Providing a user friendly website tool for data collection and analysis has been an advantage for not only the requestors, but also for our OIR staff. Access to pivot tables allows requestors freedom to manipulate the university data as they need and reduces the many ad-hoc and repetitive requests received in the department. Whether using the pivot tables to create a complete data report with graph/chart or just to obtain a simple answer, pivot tables are very user friendly and may provide just the information needed in the shortest amount of time.

Monday, October 24, 11:15am - 12:00pm
PANEL

SACS Online Compliance Reporting: Surviving and Thriving
Track: Accreditation
Primary Presenter: J. Joseph Hoey, *Georgia Institute of Technology*
Additional Presenters: Shawn Carnley, *Georgia Institute of Technology;* Denise Gardner, *The University of Georgia*
Facilitator: William Berg, *Furman University*
Location: Calhoun

This panel presentation concerns the process of developing a web-based documentation system at a major research institution for the SACS Compliance Report in accordance with the SACS Principles of Accreditation. The system developed played a strong role in enabling the institution to emerge from the review process without any recommendations. Panelists will discuss the considerations in setting up the online documentation, site layout, database construction, navigability, and specific design and reporting considerations germane to issues such as faculty qualifications, consortia and agreements, and web-based assurance of student learning and institutional effectiveness.

Monday, October 24, 11:15am - 12:00pm
PAPER

The Convergent and Discriminant Validity of NSSE Scalelets
Track: Assessment
Primary Presenter: Gary R. Pike, *Mississippi State University*
Facilitator: Thomas Higerd, *Medical University of South Carolina*
Location: Carolina A

College and university administrators, as well as faculty members, are more likely to take responsibility for student learning if they believe that the assessment data represent their students and suggest specific actions for improvement. An earlier study (Author 2004) found that scalelets (i.e., focused measures, usually consisting of four or five items) provide dependable metrics for assessing student learning at the college or department level. The present research evaluated the convergent and discriminant validity of the scalelets. Results indicated that the scalelets had greater explanatory power and provided richer detail than traditional NSSE benchmarks.

Monday, October 24, 11:15am - 12:00pm
PAPER

A Model for Using Student Engagement Data to Improve Academic Programs and Support Services in a Community College
Track: Community College
Primary Presenter: Jackie Bourque, *J Sargeant Reynolds Community College*
Facilitator: Renee Hayes, *Georgia Southern University*
Location: Parkview

A model will be introduced that is being used by one community college to carry out a major assessment activity as part of institutional strategic planning, using the Community College Survey of Engagement (CCSSE). Participants will learn how this model was implemented – from the initial stages of securing buy-in from faculty and staff and administering the survey to 78 randomly selected classes of students and then through the later stages of dissemination, explanation, and use of the results for improving academic programs and support services.

Monday, October 24, 11:15am - 12:00pm
SOFTWARE DEMONSTRATION

Decision Support via the Web: One Approach using Coldfusion and Oracle
Track: Technology
Primary Presenter: Andy Furlow, *University of Georgia*
Facilitator: Erin Bentrim-Tapio, *Spartanburg Methodist College*
Location: Laurens

An important mission for an IR office is distributing information to campus leaders for informed decision making. The Office of Institutional Research at UGA is developing an online reporting system known as FACTS, Facilitated Access to Campus Trends and Statistics. FACTS uses a data repository built

with Oracle/Linux, and a web interface built with ColdFusion. It replaces an older system of static web pages. This demonstration will enable SAIR participants to view some of the main features of this reporting tool as well as learn about the technical infrastructure of its architecture.

Monday, October 24, Noon - 1:00pm
LUNCHEON ROUNDTABLES
Location: Colonial Room and Gold Ballroom
Sponsored by The Institute of Higher Education, the University of Georgia

Join your colleagues for lunch at a **Roundtable** topic of your choice. A buffet lunch will be provided. The host of the table will present a few ideas and encourage discussion of the topic. Roundtables 1 through 14 are in Colonial. Roundtables 15 through 27 are in Gold.

LUNCHEON ROUNDTABLES

Roundtable 1
Assessment Made Easy!
Track: Assessment
Primary Presenter: Iva Bergeron, *Delgado Community College*
Additional Presenter: Liz Land, *Delgado Community College*
Location: Colonial

A fast and easy alternative to capturing all of the institution's planning and assessment data in one database and to report on that data in a simple and user-friendly environment will be discussed.

Roundtable 2
Programming without Tears: A Technique for Retrieving Data without the Knowledge of Programming Languages
Track: Institutional Research
Primary Presenter: Sunny Li, *Florida A&M University*
Location: Colonial

Many IR offices require programmers to write elaborate computer programs to access their institution's data from the state server or other databases. An efficient way for any IR staff member who is not trained to write computer programs can retrieve IR data with only a basic knowledge of SPSS or Excel. All IR staff can be involved in retrieving data from state files making the IR office more efficient and freeing up the computer programmer for specialized programming activities. Two procedures will be shared: (1) a procedure to download data from state files to local computers; and (2) a procedure to convert the state data to SPSS.

Roundtable 3
Examine Logistic Models in Admission Discrimination Analysis
Track: Institutional Research
Primary Presenter: Zhao Yang, *Old Dominion University*
Location: Colonial

Admission process and outcomes for undergraduate applicants in many institutions are often scrutinized by some civil right organizations. Often, the simple-form linear logistic model is applied to detect any discriminatory patterns against minority applicants. The logistic model and certain flaws will be discussed. Actual data from a four-year selective institution shows the robustness of a modified model, with different conclusions on discriminating minorities.

Roundtable 4
InConcert Strategic Planning Software
Track: Planning
Primary Presenter: David Mullins, *East MS Community College*
Location: Colonial

Although all colleges follow fundamentally the same planning and assessment processes, there are vast differences in the institutional units that report data, the geographic distribution of those units, the technology platforms in each unit, and the format of planning and assessment documents. With funding from the MidSouth Partnership for Rural Community Colleges and support from the Mississippi State University Center for Advanced Vehicular Systems, East Mississippi Community College is developing InConcert. This software is the first that simultaneously provides planning and assessment training, data gathering, and document production. We will share the many uses that can be made of InConcert software.

Roundtable 5
Secure Online Student Assessment of Instruction
Track: Assessment
Primary Presenter: Lenore Benefield, *Florida Gulf Coast University*
Additional Presenter: Matthew Kulmacz, *Florida Gulf Coast University*
Location: Colonial

Use of Online Student Assessment of Instruction built using an SCT Banner web-based login and an MS Access database to gather responses will be discussed. Using this system, students can assess their course once, only courses for which they are enrolled, and may access the system from anywhere they have Internet access while their individual responses remain anonymous.

Roundtable 6
A Look in the Mirror: Using a Campus-Wide Survey to Initiate Change
Track: Planning
Primary Presenter: Pat Lancey, *University of Central Florida*
Additional Presenter: Paula S. Krist, *University of Central Florida*
Location: Colonial

Targeted surveys can be catalysts for institutional change. Many factors need to be considered at all phases of development and implementation of a survey for staff, faculty and administrators. At this roundtable we will discuss a university-wide Quality of Life survey, from its inception, through its im-

plementation, to reporting results from the survey. The survey addressed the university's strategic plan and results are being used to establish sound plans for change in several areas.

Roundtable 7
SACS, Faculty Credentialing, and the Community College
Track: Community College
Primary Presenter: Patricia Abell, *Guilford Technical Community College*
Location: Colonial

To achieve a successful SACS Compliance Certification, Guilford Technical Community College needed to verify the appropriateness of faculty qualifications as they relate to faculty instructional assignments. At this roundtable we will outline the steps that led the college to develop a process to ensure that existing documentation of faculty qualifications are appropriate and up-to-date and to ensure that new faculty hires, both full-time and adjunct, are in compliance with the SACS requirements.

Roundtable 8
Survival Analysis
Track: Institutional Research
Primary Presenter: Chau-Kuang Chen, *Meharry Medical College*
Location: Colonial

Cox regression analysis allows researchers to identify risk factors that significantly impact the hazard of academic difficulty. It helps the college document the program effectiveness by investigating the survival functions and the hazard curves among distinct programs. Join us for a discussion of Cox regression analysis.

Roundtable 9
A Community College's Effect on a Four-Year Institution: A Perspective of One Louisiana University
Track: Institutional Research
Primary Presenter: Kenneth A. Smith, *Southeastern Louisiana University*
Location: Colonial

The Community College system is relatively new to the state of Louisiana, with the Louisiana Community and Technical College System Board of Supervisors becoming operational on July 1, 1999. This system oversees three long-established community colleges previously governed by the University of Louisiana System, along with four relatively new community colleges. This discussion will examine the effects on a four-year institution when a new community college is created in its market area.

Roundtable 10
The Relationship Between Personal and Social Growth, Involvement in College and Subsequent Alumni Giving
Track: Institutional Research
Primary Presenter: James A. Thomas, *Freed-Hardeman University*

Location: Colonial

This roundtable discussion focuses on how college experiences influence the decision of alumni to contribute financially to a small, religiously affiliated liberal arts university. Collegiate extracurricular activities and the college's contribution to personal and social development were examined as they relate to donor status and donor level. ACT College Outcomes Survey data obtained from 1,885 graduating seniors (93% of the population) between 1994 and 2003 were combined with donation and undergraduate involvement records. Join us to discuss the results.

Roundtable 11
Institutional Research - What's IR All About?
Track: Institutional Research
Primary Presenter: Khagesh Pathak, *Auburn University*
Location: Colonial

Many people take the Institutional Research path as their profession, but when they begin working for IR, they have barely any idea about what they will be doing or what all is included in this profession. Newcomers are encouraged to join this discussion to understand the role of Institutional Research in a university and to learn about the profession in general.

Roundtable 12
Assessing Student Services: One Way of Demonstrating Quality and Maintaining Excellence
Track: Assessment
Primary Presenter: Michael D. Hadley, *Methodist College*
Location: Colonial

Are student services effectively contributing to the accomplishment of the college's mission? One small liberal arts college tries to answer this question by using the Noelle-Levitz Student Satisfaction Inventory. The approach was simple: use a standardized survey instrument, add a few institutional driven supplemental questions, and select a group of peer institutions. The discussion will focus on the effectiveness of this approach, lessons learned, and how to use the data generated from this approach to maintain excellence.

Roundtable 13
Faculty Competencies to Teach Online: A Review
Track: Technology
Primary Presenter: Nasreen Ahmad, *Collin County Community College District*
Location: Colonial

The objective of the discussion is to share the literature relevant to distance learning, to identify the competencies for e-teaching, and to explore how different institutions assess faculty readiness for e-teaching. Findings would be useful for institutions that are in the process of developing initiatives for the determination of faculty competencies and professional development.

Roundtable 14
Variations in the Impact of Institutional Research Offices in Data Driven Management: Buffering, Enabling and Assessing the Technical Core
Track: Institutional Research
Primary Presenter: Lawrence J. Redlinger, *The University of Texas at Dallas*
Additional Presenter: Sharon Etheredge, *The University of Texas at Dallas*
Location: Colonial

Our purpose is to discuss the structural conditions and processes by which IR can enable a data-driven perspective given its location within a college or university. While data accuracy is paramount to credibility, examination of which data streams have elevated importance tell IR researchers much about their organizations and IR's impact. We discuss three primary data-driven functions of IR: Buffering, Enabling and Assessing university work and the paradigmatic tensions inherent in differing models of governance.

Roundtable 15
College-wide Involvement in the QEP Topic Selection Process
Track: Accreditation
Primary Presenter: Judy Woods, *Itawamba Community College*
Location: Gold

College-wide involvement for selecting the QEP Topic requires planning. This roundtable discussion will share how our community college engaged faculty, staff, students, and the external community in the topic selection process.

Roundtable 16
Getting the Biggest Bang for the Buck: Using National Surveys to "Predict" Student Success
Track: Institutional Research
Primary Presenter: Christine L. Mee*, Coastal Carolina University*
Additional Presenter: Mary M. Gunn, *Coastal Carolina University*
Location: Gold

National student surveys, such as CIRP and College Student Survey (CSS), can be expensive to administer and analyze. One senior public university has administered the CIRP survey for over 30 years and, for the first time, administered the CSS last fall. This roundtable will provide the opportunity to discuss successes in identifying characteristics that appear to lead to student success, i.e., graduation.

Roundtable 17
There's a New Kid in Town
Track: Institutional Research
Primary Presenter: Julianna Proctor, *University of Alabama*
Location: Gold

Newcomers can discuss the hurdles incurred when working in the Institutional Research and Assessment operations of an institution of higher learning. Old timers can sensitize to the needs of new and future employees. Topics will include working in a university environment, must-have references/tools, and personal contacts.

Roundtable 18
National Study of Community College Instructional Costs and Productivity
Track: Community College
Primary Presenter: Harriott D. Calhoun, *Jefferson State Community College*
Location: Gold

This project, referred to as the Kansas Study and adapted from the methodology of the Delaware Study, provides data for both intra- and inter-institutional comparisons and benchmarking with respect to how much community college faculty teach and at what cost, at the disciple/program level of analysis. FIPSE has extended funding so that participation this year is still at no cost to the institutions. Current participants and those interesting in learning more about the project are invited to take part in a discussion of the methodology and potential benefits for their institutions.

Roundtable 19
Out of the Frying Pan into the Fire? SIS+ to Banner Conversion
Track: Institutional Research
Primary Presenter: William W. Hughes, *The University of Alabama*
Additional Presenter: Hannelore Delbridge, *The University of Alabama*
Location: Gold

This discussion will focus on issues relating to converting from SIS+ to Banner. What kinds of problems have resulted from difficulties in data structures between SIS+ and Banner? Are there secrets to help make navigation through Banner easier? Do you use Banner's IPEDS reporting tools? What are the advantages and pitfalls of doing so?

Roundtable 20
Student Financial Aid Reports
Track: Institutional Research
Primary Presenter: Michel Schexnayder, *Louisiana State University*
Location: Gold

This roundtable will discuss student financial aid reporting. The financial aid section of the Common Data Set, the federal FISAP and the NSF Graduate Student Survey, three standard reports many institutions prepare will be discussed. The Common Data Set methodology of reporting need-based aid which meets student needs an other state-wide reporting issues will be discussed.

Roundtable 21
On Target with Dashboards and Indicators
Track: Institutional Research
Primary Presenter: Merrill Schwartz, *Association of Governing Boards of Universities*
Location: Gold

Creating a set of custom indicators for your college or university is painstaking work. Displaying the indicators in an engaging, easy-to-read dashboard report, which tells a story (and fits on one page) requires skill and artistry. Where do you start and how should it look? What do most institutions use and what would reflect the values and goals unique to your institution? Share your indicators, design ideas, and questions and hear how others have done it. The facilitator will provide examples of dashboards for public and private institutions, and recommendations from experts.

Roundtable 22
Developing a Successful QEP Assessment Plan: Strengthening the Global Competence and Research Experiences of Undergraduate Students
Track: Assessment
Primary Presenter: J. Joseph Hoey, *Georgia Institute of Technology*
Location: Gold

This roundtable discussion concerns the process of developing an assessment plan for the Quality Enhancement Plan in accordance with the requirements of the SACS Principles of Accreditation. Using a major research institution in the South as an example, an overview will be shared concerning the role served by IR/Assessment in creating the plan, understanding the extant literature, developing appropriate faculty expectations for student learning, designing appropriate assessments, and acquiring relevant baseline data. The session should be of interest to those colleagues who are currently or soon will be involved in designing, implementing, and assessing QEP initiatives for their institution.

Roundtable 23
An Innovative Approach to the New SACS Reaffirmation Process
Track: Accreditation
Primary Presenter: Terry Norris, *Columbus State University*
Additional Presenter: Joyce Hickson, *Columbus State University*
Location: Gold

The move away from a static to a dynamic SACS process affords institutions with the opportunity for creativity and "out-of-the-box" thinking. Learn how one institution utilized the new paradigm to devise non-traditional measures to challenge faculty to think critically about the issues of institutional effectiveness and enhanced student learning. An innovative approach that resulted in high levels of faculty and administrator engagement and the motivation to work toward campus change will be shared.

Roundtable 24
Program and Service Unit Assessment Strategies
Track: Community College
Primary Presenter: Vicky L. Putman, *Collin County Community College District*
Location: Gold

The assessment of the academic programs and support service units at an institution is important for regional accreditation as well as for the improvement of the institution. As institutions evolve, the assessment process must evolve also in order to remain relevant and useful. This roundtable discussion will explore ways to determine the assessment information an institution's decision-makers need that will balance time constraints of faculty and staff members with the need for detailed information and analysis.

Roundtable 25
Online Assessment Users
Track: Technology
Primary Presenter: Tiffany Phagan, *Embry-Riddle Aeronautical University*
Location: Gold

Individuals from institutions currently conducting program assessment online are invited to swap war stories. Is your online application homegrown or purchased? What have been the major challenges/successes? What lessons have been learned?

Roundtable 26
Pigs, Snakes, Dead People, and the Size of the Box: Finding the Humor in Enrollment Management Challenges
Track: Planning
Presenter: Michelle Appel, *University of Maryland College Park*
Additional Presenter: Angela Hamlin, *University of Maryland College Park*
Location: Gold

Enrollment management encompasses more than just determining how many students to admit and how likely they are to yield. Issues around retention, graduation, and time to degree can have considerable impact on an institution. For instance, when the number of students flowing out of an institution is greater than the number flowing in, new challenges arise. This roundtable will discuss enrollment management challenges faced by a large public institution and the ways in which IR can inform these discussions.

Roundtable 27
Portrait of a Freshmen Cohort: Graduation Characteristics of The University of Alabama 1998 Freshmen Class
Track: Institutional Research
Presenter: Jon Charles Acker, *The University of Alabama*
Location: Gold

This research analyzes retention to graduation characteristics of the first-time freshmen cohort of fall 1998. Students were contrasted on various demographic and academic characteristics,

including sex, race/ethnicity, distance from home, entrance examination scores, and grade point average. Some of the finding included that 61.6% of the cohort graduated, while 66.9% of females graduated. There is a strong positive relationship between graduation rate and ACT composite score. Students who lived between 40 and 400 miles away from campus had substantially higher graduation rates than those that lived closer or farther away. It is hoped that this roundtable will foster discussion about characteristics found at other institutions that enhance student success and graduation rates.

1:15pm - 2:00pm CONCURRENT SESSIONS

Monday, October 24, 1:15pm - 2:00pm
PAPER

To IRB, or Not to IRB?: That Is the Question
Track: Institutional Research
Primary Presenter: Mary Sapp, *University of Miami*
Additional Presenter: Thomas K. Martin, *Collin County Community College District*
Facilitator: Michael Droll, *Central Florida Community College*
Location: Pinckney

Ethical treatment of human research subjects is an issue that cuts across all institutional types. Federal regulations require approval by an Institutional Review Board (IRB) for human subjects research (e.g., surveys or focus groups that lead to generalizable knowledge). We will discuss IRB regulations and their ethical and historical underpinnings, with special attention to their relevance for institutional research.

Monday, October 24, 1:15pm - 2:00pm
PAPER

Two Web Sites in One: Producing the SACS Compliance Certification (and More) Online
Track: Accreditation
Primary Presenter: Martha Banks, *Northeast Alabama Community College*
Additional Presenter: Lynde Mann, *Northeast Alabama Community College*
Facilitator: Susan Prior, *USC-Columbia*
Location: Laurens

Northeast Alabama Community College is a member of the Commission on Colleges' Class of 2005, the first to complete the compliance certification process under the Commission's completed guidelines for the Principles of Accreditation. Participants in this session will gain an understanding of the process of developing (1) a working web site for use by institutional personnel, (2) a web site for presentation of Compliance Certification and QEP materials according to Commission guidelines, and (3) back-up materials. Special emphasis will be given to the Compliance Certification and the presentation of almost all documentation electronically.

Monday, October 24, 1:15pm - 2:00pm
SOFTWARE DEMONSTRATION

MindManager: A Visualization Tool
Track: Technology
Primary Presenter: Dana L. Dalton, *Winston-Salem State University*
Facilitator: Marla Mamrick, *USC-Columbia*
Location: Rutledge

MindManager is a software that is widely used for visualizing concepts, processes and task management. This tool is a great asset when groups are in the brainstorming or idea phase of a project. Ideas can be immediately captured and displayed for ease of access and collaboration. Topics can be arranged in relation to one another and priorities can be assigned. Deadlines and timeframes can be entered allowing task progression to be monitored. An especially nice feature of this software is its export capabilities to other Microsoft applications. MindManager is very useful in strategic and long-range planning.

Monday, October 24, 1:15pm - 2:00pm
SOFTWARE DEMONSTRATION

Profiling for Planning and Progress - Building Academic Unit Profiles for Planning Budget Support and Program Review Processes
Track: Institutional Research
Primary Presenter: Meihua Zhai, *George Mason University*
Additional Presenter: Donna Kidd, *George Mason University*
Facilitator: Mim Armour, *Winthrop University*
Location: Calhoun

The practice of publishing academic unit or departmental profiles is not new to many institutions. However, presenting such profiles in the form of multi-year trend analysis on the web has yet to become common. This demonstration will show how one university leverages the web technology in building a versatile online academic unit profile to aid planning, budget support and program review processes. It will also share with the audience how staff workloads are kept to the minimum by using advanced Visual Basic Application, SAS and Cold Fusion in automating the production process.

Monday, October 24, 1:15pm - 2:00pm
PAPER

Continuous Quality Improvement in Program Assessment: Using Student Learning Outcomes Effectively
Track: Assessment
Primary Presenter: Paula Krist, *University of Central Florida*
Facilitator: Cathy Tanner, *Bishop State Community College*
Location: Drayton

Identifying clear student learning outcomes is critical to successful continuous quality improvement in the academic and support areas at a college or university. The role of the Institutional Researcher is pivotal to this effort. This session will demonstrate a model for the development of quality program level student-learning outcomes. Participants who are interested in Institutional Effectiveness efforts will learn techniques for

teaching faculty and support area directors to write targeted student learning outcomes. How to write direct and indirect measures for student learning outcomes will be emphasized.

Monday, October 24, 1:15pm - 2:00pm
PAPER

Surveys: An inventory of products available to Institutional Researchers
Track: Planning
Primary Presenter: John Kalb, *Southern Methodist University*
Facilitator: Kendrick Tatum, *Duke University*
Location: Carolina B

Surveys are an integral part of Institutional Research activity. This presentation will summarize many of the various survey products available to IR offices, their contents, and cost. Attendees are invited to share their experiences.

Monday, October 24, 1:15pm - 2:00pm
PANEL

SAIR: Reflections on Institutional Research from Six Decades
Track: Institutional Research
Primary Presenter: Larry G. Jones, *University of Georgia*
Facilitator: Daniel Thomas, *University of Maryland*
Location: Parkview

An enlightening and entertaining view of SAIR roots and history presented in an hysterically historical fashion by panelists who literally shaped the development of institutional research, the Southern Association for Institutional Research and the Association for Institutional Research.

Monday, October 24, 1:15pm - 2:00pm
PAPER

The First Year of College: A Dozen Ideas for IR Officers
Track: Assessment
Primary Presenter: Randy Swing, *Policy Center on the First Year of College*
Additional Presenter: Bradley Cox, *University of South Carolina*
Facilitator: Kim Thoma, *The University of Alabama System*
Location: Carolina A

This session will present a dozen ideas for Institutional Researchers to apply to their own campus' efforts to improve the first year of college. Starting with published research, the presenters will report the core finding from a selection of published studies and suggest how a local campus could conduct research to determine if the findings hold true for the local campus. Topics selected will focus on student behaviors, learning outcomes, and institutional actions which impact first-year students. The basic concept of this session is that even small IR shops can and should be actively engaged in studying the first year in ways that shape local institutional policy.

Monday, October 24, 2:15pm - 3:00pm
CORPORATE DEMONSTRATION

Calculating Retention Rates in an Increasingly Complex Enrollment Environment
Track: Institutional Research
Primary Presenter: Teresa Farnum, *Teresa Farnum & Associates*
Facilitator: Lisa Lord, *Delta State University*
Location: Drayton

Effective initiatives to increase retention and graduation rates must be data-driven; yet tracking those rates has become complicated by high levels of stop-out and "swirling" enrollments. This highly interactive session gives participants the opportunity to work together on an exercise designed to help determine a procedure for counting that reflects the unique circumstances for their institutions. The presenter has extensive experience in retention consulting, having worked on more than 200 campuses, and will offer recommendations to interested participants.

Monday, October 24, 2:15pm - 3:00pm
PAPER

IR Code of Ethics
Track: Institutional Research
Primary Presenter: Jim Purcell, *Oklahoma State Regents for Higher Education*
Facilitator: Cathy Ellett, *Copiah-Lincoln Community College*
Location: Pinckney

IR offices often serve as the source of "proof text" for an organizational paradigm shift. How data is used for moving an organization toward change can put IR personnel into ethical dilemmas. What information is shared? How is the information shared? What information is suppressed? Is the information provided filtered to reach a particular conclusion? The AIR Code of Ethics for Institutional Research provides guidelines on what is appropriate and not appropriate.

Monday, October 24, 2:15pm - 3:00pm
PAPER

Web-Based Assessment of Core Competencies
Track: Community College
Primary Presenter: Paula Harms Payne, *Georgia Military College*
Additional Presenters: Beatriz Joseph, *Georgia Military College*; Jody Yearwood, *Georgia Military College*
Facilitator: Griena Knight, *Miles College*
Location: Rutledge

Georgia Military College recognizes the need to assess student acquisition of core competencies. During the spring 2004 quarter, a pilot study was conducted on four GMC campuses (Milledgeville, Madison, Sandersville, and Atlanta) to measure student writing skills. Entry-level students and advanced stu-

dents comprised the groups being assessed. Three members of the GMC Assessment Committee evaluated each student sample using a rubric designed by the committee to measure basic writing skills. Each student sample was scanned into a web database. Graders were assigned a group of essays available to them for online assessment. Once the student's work was read, faculty recorded the student's score using an online grading rubric. Scores were totaled for each student, and an average grade was determined. This cross sectional study provides valuable information about student acquisition of core requirements, teaching methodology, and changes to the assessment plan that need to be made in order to improve student learning.

Monday, October 24, 2:15pm - 3:00pm
SOFTWARE DEMONSTRATION

Working Faster, Better and Smarter with the AGB Benchmarking Service
Track: Technology
Primary Presenter: Merrill Schwartz, *Association of Governing Boards of Universities*
Facilitator: Shelly Lang, *Coastal Carolina University*
Location: Calhoun

Comparative data on key indicators such as yield, diversity, instructional expenses, and graduation are essential for your institution's administrators. This new online Benchmarking Service provides easy access to IPEDS and other data, features predesigned reports, and allows you to save work confidentially online, or copy it into other applications. It is particularly valuable to institutions with limited IR staff, though the ease of use and low cost will appeal to all IR professionals. Data include enrollment; salaries and benefits; financial aid; tuition and charges; graduation rates; completions; FASB/GASB; and more. See an online demonstration and get a free temporary account.

Monday, October 24, 2:15pm - 3:00pm
PAPER

Evaluating the Success of University Students in College Math: High School and Transition Considerations
Track: Institutional Research
Primary Presenter: Catherine E. Watt, *Clemson University*
Additional Presenter: Ronnie Chrestman, *Clemson University*
Facilitator: Heidi Dickerson, *Coastal Carolina University*
Location: Gold

A study has been initiated to assess the variables that contribute to successfully completing freshman calculus, including high school coursework, transition issues, and course instruction. Rates of Ds, Fs, and Withdrawals (Ws) have been assessed over several years, and the lack of correlation with other available information was cause for concern and has led to a multidisciplinary effort to improve success rates. The DFW rates have fluctuated significantly even while SAT averages have consistently increased. The authors hope that this presentation will result in sharing information across institutions to improve success rates.

Monday, October 24, 2:15pm - 3:00pm
PAPER

IPEDS First Professional Degree Programs: A Policy Update and Hearing
Track: Institutional Research
Primary Presenter: Edward L. Delaney, *NCES*
Additional Presenter: Susan Broyles, *NCES*
Facilitator: Zhao Yang, *Old Dominion University*
Location: Carolina A

This session will review current issues and proposed options for improving IPEDS data collected on First Professional Degree awards and enrollments. Comments and suggestions are sought on proposed changes to the definition of first professional programs, as well as proposed options for modifying, expanding, or possibly eliminating the reporting of these data.

Monday, October 24, 2:15pm - 3:00pm
PAPER

How Do You Safely Approach the "First" Faculty Salary Equity Study on Your Campus?
Track: Institutional Research
Primary Presenter: Julie Fulgham, *Mississippi State University*
Facilitator: Deborah Dailey, *Georgetown University*
Location: Parkview

While we as Institutional Researchers feel quite comfortable in exercising our creativity in research projects and institutional studies, there are those well-known topics that need to receive the blessings of our administration early in the process. If you ask a panel of Vice Presidents' for Academic Affairs to list their top priorities, surely faculty salaries would be close to the top. This presentation will provide an overview of the methodology and processes used to establish faculty salary equity reporting at the university level. An emphasis will be placed on the political issues and constraints that can affect the support your project receives from the academic community.

Monday, October 24, 2:15pm - 3:00pm
PAPER

Spreadsheet Models for Program Enrollment Planning
Track: Technology
Primary Presenter: Robert L. Armacost, *University of Central Florida*
Additional Presenter: Sandra Archer, *University of Central Florida*
Facilitator: Star Kepner, *USC Sumter*
Location: Carolina B

This presentation describes an Excel spreadsheet-based methodology that is used to develop initial ten-year enrollment and degree projections at the program level (by HEGIS code) for a large number of bachelor's, master's, doctoral, and certificate programs. The presentation focuses on two problems: (1) developing a model for program enrollment projections that can be reviewed and modified by all programs and (2) the administrative problem of how to present the projections for program review. The context for the models is a large university in a

growth mode with no authority to limit program enrollment.

Monday, October 24, 2:15pm - 3:00pm
PAPER

Challenges and Benefits of Developing Multiple Graduate Time-To-Degree (TTD), Retention, and Completion Models for Different Levels of Decision Makers
Track: Institutional Research
Primary Presenter: Angela Hamlin, *University of Maryland, College Park*
Facilitator: Brian Scruggs, *Tennessee Technological Institute*
Location: Laurens

How many different ways can you measure TTD, Retention Rates, and Completions for graduate students? After a brief review of the basic TTD models available for use, this session will look at the multiple challenges of tracking graduate students' progress toward degree at our own large Research I institution. Then, we will demonstrate the Beginning Cohort and Degree Cohort elapsed-time-to-degree models developed for our campus users with a discussion of the pros and cons of each. Included will be a discussion of models developed for the pending National Research Council (NRC) study (based on the Council of Graduate School format). Lastly, we will show how many of our models are displayed on our website in both summary and detail fashion for easy access by decision-makers.

Monday, October 24, 2:15pm - 3:00pm
PAPER

U.S. News & World Report's America's Best Colleges Rankings: A Look Inside the Process
Track: Institutional Research
Primary Presenter: Robert J. Morse, *U.S. News & World Report*
Facilitator: Cornelia Wills, *Middle Tennessee State University*
Location: Colonial

This session will be a review of the America's Best Colleges ranking methodology and key changes made in the rankings published in August 2005. What's going to be new in 2006? What does U.S. News gives back to institutional researchers and their colleges for free?

Monday, October 24, 3:00 - 3:30pm
REFRESHMENT BREAK
Sponsored by SAS
Location: Prefunction Areas A and B

3:30pm - 4:15pm CONCURRENT SESSIONS

Monday, October 24, 3:30pm - 4:15pm
CORPORATE DEMONSTRATION

Data Mining in Higher Education with SPSS' Clementine
Track: Technology
Primary Presenter: James Parry, *SPSS*
Facilitator: Amy Bawcom, *University of Mary Hardin-Baylor*
Location: Pinckney

Higher education is experiencing an increasing demand for external accountability and transparency. New ways of analyzing and presenting data to make data driven decisions will help to meet the ever growing demand. See data mining within a flexible open-arch platform with intuitive visual controls and learn about the guiding principle behind the process: CRISP-DM. Clementine's rapid modeling environment, including traditional familiar models such as logistic regression, easy data access and model comparison and its ability to save complete data mining 'streams' (process) to reduce or eliminate redundancy will be explored.

Monday, October 24, 3:30pm - 4:15pm
CORPORATE DEMONSTRATION

Collegiate Learning Assessment: Benchmarking Undergraduate Student Development and Promoting Curricular Reform
Track:
Primary Presenter: Marc Chun, *RAND Council for Aid to Education*
Facilitator: Denise Gardner, *University of Georgia*
Location: Parkview

The Collegiate Learning Assessment (CLA) uses measures that chart student growth in critical thinking, analytic reasoning, problem solving and written communication skills. The instruments are performance-based, administered online, and all open-ended. With the choice of conducting either a cross-sectional or longitudinal study, the CLA reports back results of value-added growth for student cohorts. The session will introduce the philosophy behind the project, present examples of the measures, report on selected findings from the 2004-05 administration, and discuss how the data might be used to support campus-level curricular reform and academic program improvement.

Monday, October 24, 3:30pm - 4:15pm
PAPER

Out-of-Classroom Faculty Activity Study: A Look at Two Data Collection Cycles and a Verification Study
Track: Planning
Primary Presenter: Heather Kelly Isaacs, *University of Delaware*
Additional Presenter: Michael Middaugh, *University of Delaware*
Facilitator: James Thomas, *Freed-Hardeman University*

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Location: Gold

This paper session will discuss the results of the 2002-03 and 2003-04 Faculty Activity Study. The importance of establishing reliable benchmarking data to successfully plan and assess academic programs will be emphasized. Results of a verification study will also be discussed. Based on the findings of the verification study, users of the Faculty Activity Study will receive guidance on how to interpret the study results. Finally, assessing the validity of the data collection materials will allow recommendations to be made that will help strengthen the utility of the study.

Monday, October 24, 3:30pm - 4:15pm
PANEL

Factbooks: Good and Better Practices
Track: Institutional Research
Primary Presenter: Adam Shick, *Wake Forest University*
Additional Presenters: S. Wickes Westcott III, *Clemson University*; Sandi Bramblett, *Georgia Institute of Technology*; Sara Gravitt, *Wake Forest University*
Facilitator: Jodi Herrin**,** *University of South Carolina Aiken*
Location: Laurens

This panel will discuss those practices that their institutions employ in factbook design, data gathering, creation and publication. We will view factbooks that have received SAIR awards for "Best Factbook" and "Best E-Factbook." Additionally, we will give an overview of an exceptional, automated factbook data gathering process.

Monday, October 24, 3:30pm - 4:15pm
PANEL

Measuring, Managing, and Communicating Learning Outcomes of General Education
Track: Assessment
Primary Presenter: Braden Hosch, *University of South Carolina Aiken*
Additional Presenters: Lynne Rhodes, *Univ. of South Carolina Aiken*; Jared Lemke, *American Society for Training & Development*
Facilitator: Dorothy Cheagle, *Morris College*
Location: Rutledge

This session will provide an overview of how the University of South Carolina Aiken, a small- to medium-sized baccalaureate general institution, measures learning outcomes in general education, manages assessment data, and communicates assessment results using a web-enabled interface. This interactive web tool has allowed for the dissemination of information about student learning outcomes to individual departments in an easily understandable format and encouraged curricular changes and reform based on assessment data. This presentation will focus on learning outcomes from a junior writing portfolio required for graduation, but this data management strategy has applications in assessment of all learning outcomes campus-wide.

Monday, October 24, 3:30pm - 4:15pm
SOFTWARE DEMONSTRATION

Getting IPEDS Data Back: New Tools for Institutional Researchers
Track: Institutional Research
Primary Presenter: John Milam, *HigherEd.org, Inc.*
Additional Presenters: Janice A. Plotczyk, *National Center for Education Statistics*; Susan G. Broyles, *National Center for Education Statistics*
Facilitator: Mary Gunn, *Coastal Carolina University*
Location: Calhoun

The National Center for Education Statistics (NCES) continues to work to provide institutional researchers with improved access to the data and tools they need to work effectively and to meet daily challenges. This session will demonstrate the new tools and features that make using IPEDS data easier.

Panelists will demonstrate the use of the new online IPEDS Data Analysis System (DAS-OL), a tool that enables users to create tables using IPEDS data, view and download output, and save and modify table parameter files (TPFs). The new IPEDS Tables Library will be explored, and the ease of accessing and filtering IPEDS tabulated data will be demonstrated. The new Report Templates in the Peer Analysis System will be shown. IPEDS staff will showcase the improvements included in the latest version of the Executive Peer Tool, and explain how to duplicate or customize the results of the IPEDS Data Feedback Reports.

Monday, October 24, 3:30pm - 4:15pm
PAPER

Preparing for SACS Reaffirmation: How to Conduct a Compliance Readiness Audit
Track: Accreditation
Primary Presenter: Julia Pet-Armacost, *University of Central Florida*
Additional Presenter: Basma Selim, *University of Central Florida*
Facilitator: Gary Pike, *Mississippi State University*
Location: Colonial

A fundamental element of the SACS reaffirmation process is the Compliance Certification, attesting to the university's compliance with the core requirements and comprehensive standards. A compliance certification readiness audit helps to identify areas where an institution may have potential compliance issues and where there may be a lack of sufficient evidence to support compliance. Conducting this audit early enables institutions to uncover potential problem areas, implement changes to fix problems, and have technology and resources ready prior to preparing the compliance certification document. This session will provide an overview of the elements of a comprehensive readiness audit process.

Monday, October 24, 3:30pm - 4:15pm
PAPER

We are Merlins: Using the Camelot Myth to Understand the Role of Institutional Researchers and Planners
Track: Institutional Research
Primary Presenter: Jim Purcell, *Oklahoma State Regents for Higher Education*
Facilitator: Alice Appleby, *Midlands Technical College*
Location: Carolina B

Using the mythology of Camelot as a backdrop, the presenter will suggest a paradigm for looking at the Institutional Researcher and Planner role in today's college and university. Participants should not expect smoke and mirrors, but should leave the presentation with an altered view of higher education administration and their role in it. This is an ideal presentation for newcomers seeking an overview of IR and Planning.

Monday, October 24, 3:30pm - 4:15pm
PAPER

Students from Immigrant Backgrounds: Their Experiences during the First Two Years of College
Track: Assessment
Primary Presenter: Karen Gentemann, *George Mason University*
Additional Presenter: Ying Zhou, *George Mason University*
Facilitator: Maryann Ruddock, *University of Texas at Austin*
Location: Carolina A

This research compares college experiences of three groups of students who enrolled in a large, diverse, metropolitan university: native students born to native-born parents, second generation immigrant students, and first generation immigrant students. The data were collected from two surveys in 2003 and 2005 given to the incoming 2003 freshmen cohort. This research found significant differences among three groups regarding their high school experiences, educational aspirations, college expectations, attitudes and goals, and experiences during the first two years of college. The results of this study are useful to policy-makers at any large metropolitan institution with a significant immigrant population.

Monday, October 24, 3:30pm - 4:15pm
PAPER

The Underserved: New Challenges
Track: Community College
Primary Presenter: Edith H. Carter, *Radford University*
Facilitator: Leonard Waymyers, *Midlands Technical College*
Location: Drayton

While college enrollment rates have risen for all income groups and races over the past three decades, progress for closing the gap for low income and minorities (underrepresented groups) remains a dilemma for higher education. The success or failure of an institution to reduce educational inequities (conditions that restrict opportunities for upward mobility for low income and students of color) rarely shows up on lists of indicators used in state or national level reports. Institutional Research

must play a more active role in providing an in-depth analysis of service to these underrepresented populations.

4:30pm - 5:15pm CONCURRENT SESSIONS

Monday, October 24, 4:30pm - 5:15pm
CORPORATE DEMONSTRATION

Assessing the Educational Experience of College Students in Transition
Track: Assessment
Primary Presenter: Brad Cox, *National Resource Center for the First-Year Experience and Students in Transition*
Facilitator: Erin Bentrim-Tapio, *Spartanburg Methodist College*
Location: Rutledge

The National Resource Center for the First-Year Experience and Students in Transition seeks to build and sustain vibrant, campus-based educational communities committed to the success of all students in transition. To that end, the Center has developed a number of publications, web resources, and a summer institute dedicated to collegiate assessment. Our presentation will highlight the Center's assessment resources and introduce a new opportunity for institutional researchers to publish their work in an upcoming monograph on educational initiatives for sophomore students. Participants will also have the opportunity to win a free copy of one of our most recent monographs.

Monday, October 24, 4:30pm - 5:15pm
PANEL

The Continuing Education of Institutional Researchers
Track: Institutional Research
Primary Presenter: Timothy R. Sanford, *UNC-Chapel Hill*
Additional Presenters: Larry G. Jones*, University of Georgia*;
William R. Fendley, *University of Alabama*
Facilitator: Dana Dalton, *Winston-Salem State University*
Location: Gold

Like most professionals, institutional researchers and planners need to continue their education throughout their working life. Attending SAIR and other professional association meetings is one good way to do that, but there are a number of different ways that people in this field can continue to learn and grow. The three panelists – a practicing IR director, a faculty member in the field, and a continuing education professional with an IR background – will look at the myriad of opportunities for IR professionals to continue their education. Additionally, they will offer possibilities that go beyond the usual and will suggest that taking advantage of continuing education opportunities needs to be tailored to the individual to be effective optimally. In short a coherent program of continuing education is the desired outcome.

Monday, October 24, 4:30pm - 5:15pm
PAPER

Chop, Dice, Slice, Mince, or Julienne: The Multiple Ways of Measuring Faculty Workload at the Departmental Level
Track: Assessment
Primary Presenter: Sarah C. Latham, *Samford University*
Additional Presenter: Karen G. Hamby, *Samford University*
Facilitator: Mim Armour, *Winthrop University*
Location: Pinckney

As the performance paradigm of higher education pushes for accountability and quantifiable results, the methods for faculty assessment shift as well. This presentation serves to examine the way that one institution examined faculty workload and productivity at the departmental level and compared it to the instructional cost of each major. The numerous ways of calculating credit hours, students taught, and courses taught will be discussed. The applicability to annual budgeting, faculty lines, performance reviews, and accreditation will also be reviewed. The presenters will also discuss the incorporation of out of the classroom productivity indicators.

Monday, October 24, 4:30pm - 5:15pm
PAPER

Spreadsheet Model Approaches for Generating Student Class Schedules
Track: Technology
Primary Presenter: Robert L. Armacost, *University of Central Florida*
Additional Presenters: Magdy Helal, *University of Central Florida*; Dianne Adams, *University of Central Florida*
Facilitator: Braden Hosch, *University of South Carolina Aiken*
Location: Carolina A

Responding to pressures to have students graduate in four years, a large university has instituted a Graduate On Track program that guarantees a seat in all classes needed to graduate in the four-year period. The technical challenge is to construct a feasible class schedule that identifies which sections of which courses need seats to be reserved. This presentation describes Excel spreadsheet-based methodologies used to generate such schedules for each major including a constructive model and an embedded optimization problem using the Solver add-in in Excel to identify feasible schedules. The presentation also identifies technical and operational implementation challenges.

Monday, October 24, 4:30pm - 5:15pm
SOFTWARE DEMONSTRATION

Has it Helped? Getting the Data into the Hands of Decision-Makers: Deployment of Custom Web Applications Powered by SPSS
Track: Technology
Primary Presenter: Sherri Sahs, *Embry-Riddle Aeronautical University*
Facilitator: Leonard Waymyers, *Midlands Technical College*
Location: Laurens

In order to provide university decision-makers with better ac-
cess to IR data, an initiative was undertaken to move from static web data views and hard copy reports to dynamic access to the actual data through a web environment. This presentation shares knowledge gleaned from experiences over the past 18 months from implementation of SPSS Webapp to deployment and demonstrates custom built applications including summary data views and ad-hoc queries powered by SPSS analytics.

Monday, October 24, 4:30pm - 5:15pm
PAPER

Overview of SREB Data Services
Track: Institutional Research
Primary Presenter: Joseph L. Marks, *Southern Regional Education Board*
Facilitator: Sally Holley, *Jefferson State Community College*
Location: Colonial

The Southern Regional Education Board (SREB) is a leader in providing online resources to higher education researchers and planners. SREB maintains extensive databases and publishes comparative data on postsecondary education trends and on the outside factors affecting institutions. The backbone of the SREB holdings is the annual SREB-State Data Exchange survey – a cooperative effort among the state coordinating and governing boards and SREB dating back to 1969-70. This session is an overview of the SREB data holdings with practical examples of interstate and inter-institutional comparisons developed from these holdings. Areas of comparison include population/demographics; economics/governments; the elementary/secondary education pipeline; and higher education enrollment, first year persistence, student progression, graduates, tuition/fees, student financial aid, health professions education, finance/budgets and faculty/administrators.

Monday, October 24, 4:30pm - 5:15pm
PAPER

The Evolution of a Strategic Planning Structure and Culture
Track: Planning
Primary Presenter: Charles H. Parker, *Midlands Technical College*
Facilitator: Betty Boatwright, *South Carolina State University*
Location: Parkview

This presentation describes the evolvement of a dynamic and flexible strategic planning structure and culture at a large, urban two-year college that embraces the involvement of the entire college community. The new process shortened the strategic planning cycle, required on-going Environmental Scanning, created avenues for quicker responses to unanticipated opportunities, increased faculty, staff, and student participation in the planning process and improved communications within the planning process. This discussion addresses the background for this evolution, but focuses mainly on the interactive dynamics that engendered success, the roles of the key personnel involved, the continuation of the integration of Institutional Effectiveness, and the key components of the process.

Monday, October 24, 4:30pm - 5:15pm
PAPER

The "Colorful" World of Institutional Research
Track: Institutional Research
Primary Presenter: Mary M. Harrington, *University of Mississippi*
Facilitator: Ross Griffith, *Wake Forest University*
Location: Carolina B

Although Institutional Researchers have excellent analytical skills, it is important that they maximize their "people skills" for optimum job effectiveness.

This presentation will discuss the study by The Diagonal Group that divides people into four "colors," each having distinct personality traits. REDS are focused and goal-oriented; BLUES are organized and analytical; YELLOWS are dynamic and persuasive; GREENS are encouraging and patient

Being aware of the distinctly different personality traits and behaviors of their "colorful" colleagues will help Institutional Researchers communicate more effectively; function more productively on committees; recognize signs of stress and learn how to avoid stressors; and organize teams that work productively and harmoniously.

Monday, October 24, 4:30pm - 5:15pm
PAPER

Student Teaching in Classrooms with English as a Second Language Students
Track: Accreditation
Primary Presenter: Fletcher F. Carter, *Radford University*
Facilitator: Amy Ballagh, *Ogeechee Technical College*
Location: Drayton

This study raises the concern of the scarcity of students whose home language is not English in the schools in which a college of education sends its students for blocking and internships. It is a concern which is rapidly changing as more Limited-English Proficiency (LEP) students, especially Hispanics, move into the area. If the college is to train future teachers, the program must give them experiences which they will meet in their future classrooms. This study, based on annual surveys, seeks to determine which schools can provide the best English as a second language (ESL) experiences for future teachers.

Monday, October 24, 4:30pm - 5:15pm
PAPER

Open Source Dynamic Factbook: Construction Kit
Track: Technology
Primary Presenter: S. Wickes Westcott III, *Clemson University*
Additional Presenter: Nancy T. James, *Clemson University*
Facilitator: Yardley Bailey, *University of Alabama System*
Location: Calhoun

We have implemented a web factbook that has reduced the time required for annual updates while increasing the viewing options significantly. Views are constructed from a web form and require only basic knowledge of HTML and SQL query language. Once the views are in place, annual updates only require an upload of data to your database table. The application is completely open source, based on Perl and mySQL running on a Linux Apache server, and will be available to others as a kit. We hope to establish a core group of users who will share innovations for continuous improvement.

AFFILIATED AND SPECIAL INTEREST GROUPS
Monday, October 24, 5:30pm - 6:15pm

Alabama Association for Institutional Research (ALAIR)
Convener: Cara Mia Pugh, *Auburn University*
Location: Gold

Arkansas Association for Institutional Research (AIRO)
Convener: Brad Moody, *National Park Community College*
Location: Parkview

Georgia Association for Institutional Research, Planning, Assessment, and Quality (GAIRPAQ)
Convener: Beatriz Joseph, *Georgia Military College*
Location: Laurens

Louisiana Association for Institutional Research (LAIR)
Convener: Kim Kirkpatrick, *Board of Regents*
Location: Carolina A

South Carolina Association for Institutional Research (SCAIR)
Convener: Catherine Watt, *Clemson University*
Location: Drayton

Southeastern Association for Community College Research (SACCR)
Convener: Edie Carter, *Radford University*
Location: Calhoun

Higher Education Data Sharing Consortium (HEDS)
Convener: Erika Newcomer, *HEDS*
Location: Colonial

Traditionally Black Colleges and Universities (TBCUs)
Convener: Dorothy Cheagle, *Morris College*
Location: Pinckney

Virginia Association for Institutional Research (VAMAP)
Convener: Jackie Bourque, *J. Sargeant Reynolds Comm. College*
Location: Rutledge

Monday, October 24, 6:30pm - 9:00pm
SPECIAL EVENT
Sponsored by SAS Institute, Inc.

Celebrate Charleston
Meet in Francis Marion Lobby at 6:15pm

TUESDAY, OCTOBER 25

Tuesday, October 25, 7:30am - 9:00am
AWARDS BREAKFAST AND BUSINESS MEETING
Convener: Ross Griffith, *Wake Forest University*
Location: Rooms A and B
Sponsored by UCLA Higher Education Research Institute (HERI)

9:15am - 10:00am CONCURRENT SESSIONS

Tuesday, October 25, 9:15am - 10:00am
PAPER

Alabama, A State Divided: The Battle for In-State Students between The University of Alabama and Auburn University
Track: Assessment
Primary Presenter: Jon Charles Acker, *The University of Alabama*
Additional Presenters: Cali M. Davis, *The University of Alabama*; William W. Hughes, *The University of Alabama*; William R. Fendley, Jr., *The University of Alabama*
Facilitator: Angela Hamlin, *University of Maryland, College Park*
Location: Pinckney

In 2003, The University of Alabama (UA) embarked on an ambitious goal to raise enrollment by 40% during the next decade. To achieve this goal, it is necessary to understand the factors that draw students to the Capstone and the scope of that draw. Auburn University is UA's largest in-state competitor and attracts very similar types of students. This research seeks to identify spatial enrollment patterns for both schools and link that information to qualitative information on school choice. UA's in-state recruiting techniques will be discussed as well. These findings will aid policy-makers at UA effect more efficient enrollment planning, student marketing, and recruitment, in order to meet enrollment targets.

Tuesday, October 25, 9:15am - 10:00am
PAPER

QEP - Three Little Letters, So Much Work - and Possibility!
Track: Accreditation
Primary Presenter: Jeanine Romano, *The University of Tampa*
Additional Presenter: Linda Devine, *The University of Tampa*
Facilitator: Mary Gunn, *Coastal Carolina University*
Location: Colonial

The QEP now required by SACS can be viewed as an onerous task or a springboard for creative collaboration. It can raise the bar for cooperation, assessment, curricular/co-curricular innovation, and force an honest appraisal of institutional capabilities. This program will explore QEP development from incep-

tion through the SACS on-site visit, sharing one institution's perspective – both good stories and the trying ones. A special segment will be devoted to overall QEP assessment design as it can provide an unusual opportunity for raising the profile of campus assessment activities. The presenters hope to provide insights and engage conferees in lively discussion.

Tuesday, October 25, 9:15am - 10:00am
PAPER

LASSI Score: The Impact of Learning and Study Strategies on Student College Performance
Track: Assessment
Primary Presenter: Sherrell Price, *Alabama A&M University*
Additional Presenters: Jennifer Trimble, *Alabama A&M University*; Gete Bekele, *Alabama A&M University*; Caula Beyl, *Alabama A&M University*
Facilitator: Karen Hamby, *Samford University*
Location: Calhoun

Alabama A&M University has traditionally served students who have experienced limited access to a quality education; therefore, the university must be ready to address potential deficiencies. In order to prevent students being placed on academic probation as they progress through the university, a proactive system of early identification of students "at risk" was needed. A pilot program was initiated to study 124 first time freshmen to determine if their scores using the Learning and Study Strategies Inventory (LASSI) were related to ACT scores and could predict academic performance (GPA) during the first semester of college. Results of the pilot revealed that over half of the ten LASSI scales were highly correlated with academic performance during the freshman year. This has allowed the identification of the particular learning and study strategies which need strengthening. These will serve as a focus for developing intervention strategies to improve academic performance levels during subsequent semesters at AAMU.

Tuesday, October 25, 9:15am - 10:00am
PANEL

IPEDS: Alternatives to Unit Records
Track: Institutional Research
Primary Presenter: Mary M. Sapp, *University of Miami*
Additional Presenters: Janice A. Plotczyk, *National Center for Education Statistics*; Susan G. Broyles, *National Center for Education Statistics*
Facilitator: Elaine Turner, *Mississippi State University*
Location: Gold

Concerns have arisen that Congress may require new accountability measures for postsecondary institutions. In response, NCES submitted a feasibility study for a student unit-record database to generate IPEDS student data. Concerns about privacy derailed this initiative, but Congress is still interested in having more information about accountability, affordability, and work-force development. As a result, institutions may have to provide much more aggregate data in expanded IPEDS surveys and NCES may have to create new derived variables. This

session allow **participants** to discuss issues relating to the possibility of expanded reporting and institutional idiosyncrasies that could affect derived accountability measures.

Tuesday, October 25, 9:15am - 10:00am
SOFTWARE DEMONSTRATION

Conducting Web-based Surveys: Elon's Use of Inquisite
Track: Institutional Research
Primary Presenter: Libby Joyce, *Elon University*
Facilitator: Julie Fulgham, *Mississippi State University*
Location: Rutledge

In-house surveying of students, faculty, and staff can be a daunting task, especially in settings with one or two-person offices. Web-based surveying tools, such as Inquisite, can make survey creation, administration, and analysis much more manageable, effective, and dare I say fun.

Tuesday, October 25, 9:15am - 10:00am
PAPER

Becoming a Change Master: The Role of Institutional Research in a Changing University
Track: Institutional Research
Primary Presenter: Ruth Salter, *Valdosta State University*
Facilitator: Deborah Dailey, *Georgetown University*
Location: Parkview

Change is the only constant in today's higher education environment. During this transformational period characterized by declining state support, increasing accountability and the rapid advancement in technology, institutional researchers have the option to react to change or drive and inform change. Rosabeth Moss Kanter's (1983) book, The Change Masters, provides a framework for a discussion of over twenty years of literature on leading change from the public and private sectors and apply concepts to the context of institutional research. These leadership concepts will be distilled into concrete approaches IR professionals can use to take a proactive role in transforming the university.

Tuesday, October 25, 9:15am - 10:00am
PAPER

Making Institutional Effectiveness Work on Your Campus
Track: Community College
Primary Presenter: Jackie Bourque, *J. Sargeant Reynolds Community College*
Facilitator: Adam Shick, *Wake Forest University*
Location: Laurens

This session will focus on a multi-campus community college's plan to build a comprehensive institutional effectiveness program that really works for the institution and goes beyond just meeting external compliance requirements.

Tuesday, October 25, 9:15am - 10:00am
PANEL

Enough PROCESS: Let's talk PRODUCT
Track: Institutional Research
Primary Presenter: Larry G. Jones, *University of Georgia*
Facilitator: Sherri Sahs, *Embry-Riddle Aeronautical University*
Location: Drayton

This session is an examination of INFORMATION, arguably the "product" of institutional research, and what it is that IR practitioners might should know about INFORMATION to improve both the "process" and the "product" of their work.

10:15am - 11:00am CONCURRENT SESSIONS

Tuesday, October 25, 10:15am - 11:00am
PAPER

Institutional Research as a Partner in Strategic Enrollment Management
Track: Institutional Research
Primary Presenter: Denise Y. Young, *University of Dallas*
Facilitator: Chris Mee, *Coastal Carolina University*
Location: Parkview

The institutional research office can be an important partner in strategic enrollment management. This presentation will discuss ways in which an institutional research office has made key contributions to the enrollment management process from recruitment to graduation using collaborative and data-based approaches. Three examples will be discussed: (1) identifying characteristics of successful students at an institution, which aids in recruiting the right kind of students; (2) tracking student flows, which helps in understanding the movement of students in and out of majors and in and out of the institution; and (3) identifying at-risk students, which can be used as the basis for implementing an early warning system.

Tuesday, October 25, 10:15am - 11:00am
PAPER

Background and Attitudinal Predictors of Student Success in the First Year
Track: Assessment
Primary Presenter: Victoria Robson, *Virginia Tech*
Additional Presenters: Rachel Backert, *Virginia Tech*; John Muffo, *Virginia Tech*; Vinod Lohani, *Virginia Tech*
Facilitator: James Thomas, *Freed-Hardeman University*
Location: Carolina B

The Office of Academic Assessment collaborated with the department of Engineering Education to assess how non-academic factors (including background and attitudinal measures) predict academic performance in a first-year engineering course. First-year engineering students completed a survey that assessed high school background experiences including computers, mechanics, and prior coursework. Students also completed a computer

attitudes survey. Scales derived from these measures were used to predict pre-test, post-test, and gain scores on a central first-year learning goal. Results showed that greater prior experience with computers and a better understanding of the importance of computers for their future were important for success.

Tuesday, October 25, 10:15am - 11:00am
PAPER

Build Your Own Data Warehouse With Tools You Have at Hand
Track: Institutional Research
Primary Presenter: Gregory Schutz, *Austin Peay State University*
Additional Presenter: Patricia Mulkeen, *Austin Peay State University*
Facilitator: Charles Parker, *Midlands Technical College*
Location: Gold

The term "data warehouse" is popular in the IT world today. It gains relevance for Institutional Researchers whose data collection and assessment needs are different than the IT department, functional business units, and academic units. This presentation will enhance the self-sufficiency of Institutional Researchers by demystifying the data warehouse concept and providing tools for developing a basic data warehouse to use for reporting. This session will show you how to use software you have in your office to develop a relational database that simplifies counting yet provides flexibility through joining additional information about students, employees, programs, and courses.

Tuesday, October 25, 10:15am - 11:00am
PAPER

Challenges in Studying Doctoral Student Persistence to Degree
Track: Institutional Research
Primary Presenter: Mary Korfhage, *University of Louisville*
Facilitator: S. Wickes Westcott III, *Clemson University*
Location: Pinckney

A persistence-to-degree analysis at a metropolitan research university explored advancement to candidacy and subsequent time to degree for doctoral students entering since 1985. This project generated baseline data by program, gender and ethnicity for the evaluation of interventions to improve degree attainment. Although similar to comparable studies of undergraduates, unique characteristics of graduate education posed challenges in the design and interpretation of the analysis. The analytic strategy will be described as will the challenges encountered in its completion. Participants will share their experiences and lessons learned in similar analyses.

Tuesday, October 25, 10:15am - 11:00am
PAPER

Linking Planning and Performance: The Balanced Scorecard Approach
Track: Planning
Primary Presenter: Robert Pultz, *Spelman College*
Facilitator: Star Kepner, *USC Sumter*
Location: Drayton

This paper explores the technical and organizational issues - especially obstacles - in constructing, presenting, implementing, and effectively utilizing the Balanced Scorecard for strategic planning purposes in the higher education environment.

Tuesday, October 25, 10:15am - 11:00am
PAPER

An Examination of Grade Change At the University of Georgia
Track: Institutional Research
Primary Presenter: Charles Mathies, *University of Georgia*
Additional Presenters: Marsha Allen, *University of Georgia;* Karen Bauer, *University of Georgia*
Facilitator: Cornelia Wills, *Middle Tennessee State University*
Location: Colonial

This study examined the change in term grade point average (GPA) from 1974 through 2004 for 368,282 undergraduate student records at a large, research-extensive university in the Southeast. Descriptive analyses showed an increase in term GPA and average SAT scores over the 31-year period. Although average SAT and GPA increased, standard deviations decreased. To examine possible factors related to predicted GPA, linear regression models were developed for each year 1984-2004 (years 1974 -1983 were not included due to missing data.) Regression analyses found SAT and receipt of the HOPE scholarship, gender, race, and college of major to play a role in predicted GPA, and contributions of some of these variables varied widely over the 21-year period. While preliminary findings indicate the contributing nature of these variables to the change in GPA, the adjusted R square values are relatively low. Other factors such as changing student and faculty demographics, teaching pedagogy and technology in the classroom may likely be important contributors that were not included in this study.

Tuesday, October 25, 10:15am - 11:00am
PAPER

Developmental Education: Does It Have a Role At Four-Year Post-Secondary Institutions?
Track: Assessment
Primary Presenter: Huey Antley, *University of Texas San Antonio*
Additional Presenter: Steve Wilkerson, *University of Texas San Antonio*
Facilitator: Jim Purcell, *Oklahoma State Regents for Higher Education*
Location: Calhoun

Many argue that developmental education should be limited to two-year post-secondary institutions. However, research suggests that starting at a two-year college may decrease the likelihood of attaining a baccalaureate degree. Further, Hispanic students have been found to disproportionately opt for two-year institutions. Hispanic-serving four-year institutions are particularly concerned about increasing the rate of degree attainment among Hispanics, and are reluctant to direct these students to two-year institutions when serving them at the university may increase their likelihood of degree attainment. This study examines developmental and non-developmental freshmen over two years at a large, public, Hispanic-serving institution in the southwest.

Tuesday, October 25, 10:15am - 11:00am
SOFTWARE DEMONSTRATION

Using Microsoft Access to Produce Reports from Banner
Track: Technology
Primary Presenter: Amy Ballagh, *Ogeechee Technical College*
Facilitator: Yardley Bailey, *University of Alabama System*
Location: Rutledge

Institutional Researchers often need to generate reports based on data in Banner. Unfortunately, when the need for new reports arises, many IR professionals must depend upon assistance from Information Technology staff. This demonstration will illustrate how someone with a working knowledge of Microsoft Access can link directly to Banner tables, design simple queries, and produce formatted reports. An overview of the steps required to setup Banner links in Access will be provided along with examples of queries and reports created from Banner, such as faculty load, space utilization, program and course enrollment, graduates, and the SACS faculty roster.

Tuesday, October 25, 10:15am - 11:00am
PAPER

Marketing the Institutional Research Office
Track: Planning
Primary Presenter: Amy Bawcom, *University of Mary Hardin-Baylor*
Facilitator: Cathy Tanner, *Bishop State Community College*
Location: Laurens

Institutional research offices have the opportunity to share data and information with so many constituents, but perhaps the most important (and often overlooked) constituent is our own campus. Learn efficient, effective ways to market your services to your campus community so information can be fully utilized for decision-making. These marketing techniques can contribute to an atmosphere of organizational learning for the entire campus. These methods will be relevant to individuals new to institutional research as well as to seasoned veterans. They can apply to IR offices of one person at a small campus ranging to larger staffs or system offices.

Tuesday, October 25, Noon - 3:00pm
SAIR BOARD MEETING
Convener: Jim Eck, *Rollins College*
Location: Middleton

SAIR 2006
October 14 – 17, 2006
Crystal City, Virginia

SAIR 2006 will be in the shadow of the nation's capital at the Doubletree Hotel in Crystal City, Virginia. This is a great facility for our conference with fantastic meeting and guest rooms as well as a full compliment of other amenities. The hotel is located minutes from the Reagan National Airport and has convenient access to outstanding dining and shopping opportunities. Maybe most importantly, the hotel is just across the Potomac River and a short subway ride from Washington, DC, with all its wonderful monuments, museums, dining, and more.

As always, you may expect a stellar program of workshops, speakers, presentations, exhibits, events, and networking.

Debbie Dailey from Georgetown University, Karen Gentemann from George Mason University, and Angela Hamlin from the University of Maryland are busy leading the local arrangements. Please mark your calendar.

VENDORS

You are invited to visit the following vendor exhibits and talk with their representatives. Exhibits will be located in the Prefunction Areas A and B.

Association of Governing Boards of University and Colleges (AGB)

Association for Institutional Research (AIR)

CC Benefits

National Resource Center for the First-Year Experience & Students in Transition

National Student Clearinghouse

National Survey of Student Engagement (NSSE)

RAND Council for Aid to Education (CAE)

SAS Institute, Inc.

Scantron Corporation

SNAP Surveys

Southern Regional Education Board (SREB)

SPSS Inc.

SunGard SCT

Teresa Farnum & Associates

UCLA Higher Education Research Institute (HERI)

SPONSORS

Scantron Corporation
Badges and Conference Evaluations

South Carolina Association for Institutional Research (SCAIR)
Reception for Early Arrivals

The Citadel
Sunday Evening Opening Reception

The College of Charleston
Sunday Evening Opening Reception

The Medical University of South Carolina
Sunday Evening Opening Reception

SPSS Inc.
Sunday Evening Opening Reception

National Student Clearinghouse
Monday Continental Breakfast

SAS Institute Inc.
Monday Refreshment Breaks
Monday Evening Special Event

The Institute of Higher Education, the University of Georgia
Monday Luncheon Roundtables

UCLA Higher Education Research Institute (HERI)
Tuesday Morning Awards Breakfast

SAIR 2005 Conference Planning Committees

Program Chair, 2005 SAIR Conference
Jim Eck, Rollins College

Conference Steering Committee
Jim Eck (Chair), Rollins College
Sandi Bramblett, Georgia Institute of Technology
Julie Fulgham, Mississippi State University
Denise Gardner, The University of Georgia
Ross Griffith, Wake Forest University
Michelle Hall, Southeastern Louisiana University
Pam King, The Citadel
Lorne Kuffel, College of William and Mary
Chris Mee, Coastal Carolina University
Lisa Pace, The Citadel
Jim Purcell, Oklahoma State Regents for Higher Education
Cathy Tanner, Bishop State Community College

Program Tracks
Accreditation: Sharon Carrier, Rollins College
Assessment: Sarah Latham, Samford University
Community Colleges: Tom Martin, Collin County Community College
Institutional Research: Andrew Luna, State University of West Georgia
Planning: Sandi Bramblett, Georgia Institute of Technology
Technology: Mitzy Johnson, Northeast Mississippi Community College

Local Arrangements
Pam King (Co-chair), The Citadel
Chris Mee (Co-chair), Coastal Carolina University
Lisa Pace (Co-chair), The Citadel

Workshops
Denise Gardner (Chair), The University of Georgia

Papers, Panels and Software Demonstrations
Joachim Knop (Chair), George Washington University
Heping Deng, Borough of Manhattan Community College
Angela Detlev, University of Richmond
Tom Martin, Collin County Community College
Diane Saphire, Trinity University
Adam Shick, Wake Forest University

Roundtables
Margie Hobbs (Chair), University of Mississippi
Mary Harrington, University of Mississippi
Jill Stribling, University of Mississippi

Speakers
Jim Eck (Chair), Rollins College
Suzy Barr, Trident Technical College

Registration and Help Desk
Michelle Hall (Chair), Southeastern Louisiana University

Awards
Sandi Bramblett (Chair), Georgia Institute of Technology
Julie Fulgham, Mississippi State University

Newcomers
Cathy Tanner (Chair), Formerly of Bishop State Community College
Dana Dalton, Winston Salem State University
Chris Mee, Coastal Carolina University
Catherine Watt, Clemson University

Special Interest Groups
Don Cunningham (Chair), University of Tennessee-Knoxville

Facilitators
Mary Gunn (Chair), Coastal Carolina University
Chris Mee, Coastal Carolina University

Special Event
Pam King (Co-chair), The Citadel
Lisa Pace (Co-chair), The Citadel

Travel Grants
Cathy Tanner (Chair), Bishop State Community College
Julie Fulgham, Mississippi State University

Sponsors and Exhibits
Lorne Kuffel (Chair), College of William and Mary
Leroy Philbrook, Schreiner University

Equipment and Technical Support
Ronnie Chrestman (Chair), Clemson University
Shelly Lang, Coastal Carolina University
Chris Mee, Coastal Carolina University
Udeth Lugo, Rollins College

Conference Publications/Announcements
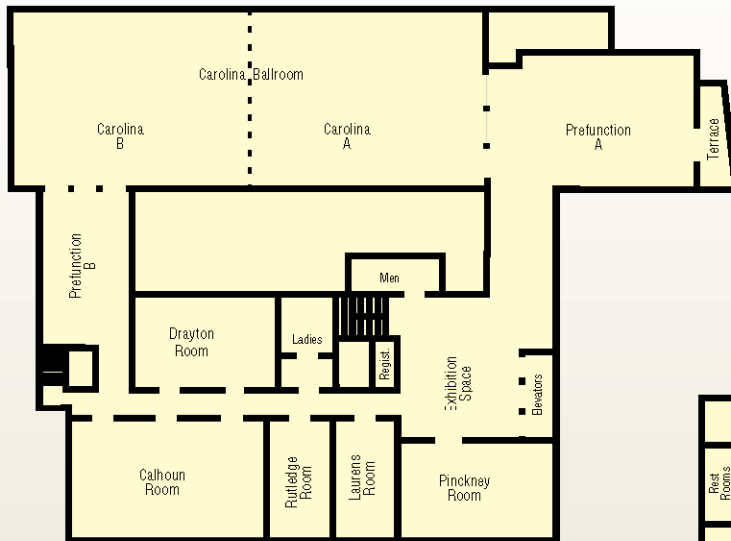Darla Keel (Chair), University of Memphis

Conference Evaluations
Kim Dam (Co-Chair), George Washington University
Bernie Braun (Co-Chair), Louisiana State University
Kathleen Morley, Baylor University
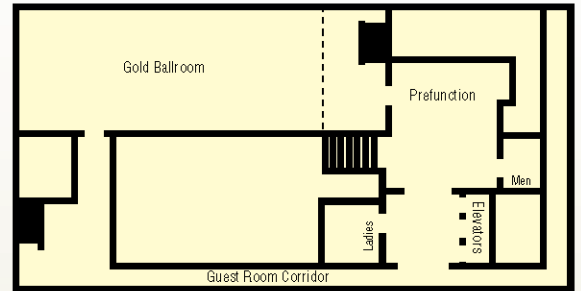Erika Newcomer, Higher Education Data Sharing Consortium

Photography
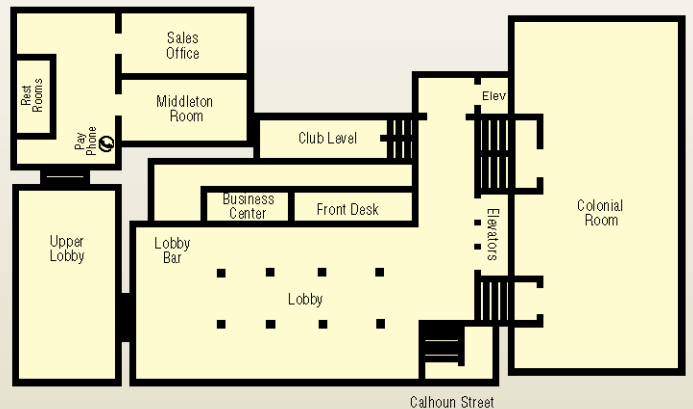Heidi Dickerson (Chair), Coastal Carolina University

Meeting Space at the Francis Marion Hotel

Mezzanine/Meeting Level

Carolina Ballroom
- Carolina B
- Carolina A
- Prefunction A
- Terrace
- Prefunction B
- Men
- Drayton Room
- Ladies
- Regist.
- Exhibition Space
- Elevators
- Calhoun Room
- Rutledge Room
- Laurens Room
- Pinckney Room

The Gold Ballroom/Second Floor

- Gold Ballroom
- Prefunction
- Men
- Elevators
- Ladies
- Guest Room Corridor

The Colonial Room/Lobby Level

- Sales Office
- Rest Rooms
- Middleton Room
- Elev
- Club Level
- Pay Phone
- Business Center
- Front Desk
- Colonial Room
- Upper Lobby
- Lobby Bar
- Elevators
- Lobby
- Calhoun Street

Note: The Parkview room is located street level near the hotel restaurant.

Engaging Challenges as the Paradigms Shift

SAIR

2005

Charleston, South Carolina