



North Carolina Association for Institutional Research

Newsletter

Volume 19
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August, 2005
Brian Rolfe, Editor

President's Corner

Laura Boyles

Hello Colleagues,

Fall is approaching quickly. I hope each of you had a wonderful summer and are ready for start of another academic year. This fall will see me in a new position, Assistant Dean for Academic Administration, at Davidson with many opportunities for learning. My email address has remained the same ([laboyles@davidson.edu](mailto:laboyles@ davidson.edu)), but my phone number has changed (704-894-2804).

Hopefully you were one of the 35 members who were able to attend the NCAIR Summer Drive-In at Southeastern Baptist Theological Seminary (SEBTS). Dr. Nancy Whelchel shared insights and strategies for assessment. Thank you to Brian Rolfe for organizing this successful event and to the administration at SEBTS for inviting NCAIR to hold the workshop on the beautiful SEBTS campus and for furnishing lunch and a continental breakfast.

Please make plans now to join us in Boone in March for the annual conference. Kendrick Tatum, President-elect/Program Chair, and the Planning Committee have been hard at work planning for the conference. Please contact Kendrick to join in the preparations. It is a great way to get to know colleagues from across the state.

I hope everyone has a wonderful fall term and if you are planning to attend the SAIR conference in Charleston, SC, please join us for the NCAIR Special Interest Group Session.

Laura

NCAIR Summer Drive In at Southeastern Seminary

Brian Rolfe

On July 8th NCAIR enjoyed the historic surroundings of Wake Forest, North Carolina as we gathered for the 2005 Summer Drive-in.

We were privileged to learn from Dr. Nancy Welchel, Assistant Director for Survey Research in University Planning and Analysis at North Carolina State University. Nancy led us through a very productive and entertaining day covering the common mistakes and best practices of using surveys in the assessment process.

Dr. Welchel began the day productively by emphasizing that the only proper context for a survey was within a specific and purposeful assessment strategy. If you don't know the question you (or your administrators) are trying to answer, then it is pointless to try to develop a survey to answer it.

Once the question is known, the next thing to do is to determine the best way to get at the information you need to answer it. You guessed it, as popular as custom surveys are, they may not be the best choice for your particular needs. A common frustration is that of Administrators requesting information from a survey that is readily accessible in the student database.

After giving a number of very good reasons for getting out of administering a survey, Dr. Welchel then spent the bulk of the day teaching us how to do one properly.

The topics covered included:

- Basic survey designs and formats
- Identifying the survey population and selecting the sample
- Developing the questionnaire
- Question form, wording, and order
- Response options
- Layout
- Respondent instructions
- Cover letter
- Pre-testing
- Administering the survey & collecting the data
- Data analysis

Dr. Welchel concluded the day with the admonition to write a proper report on the findings, and if possible to publish the results. There is no sense doing all that work and not getting some credit for it.

2006 NCAIR CONFERENCE

March 22-24, 2006

Broyhill Inn and Conference Center

Boone, North Carolina

“Reaching the Summit of Institutional Excellence”

From the Program Chair

Kendrick Tatum

Dear Colleagues,

I hope you have had a nice summer and are ready for the upcoming academic year.

It's hard to believe that the 2006 NCAIR conference is only a little over six months away. As you probably know, the site for the 2006 NCAIR conference is the Broyhill Inn and Conference Center on the campus of Appalachian State University in Boone. We are excited about the room rates they are offering: \$57.25 for state employees and \$76.00 per night for non-state employees. NCAIR President Laura Boyles and I visited the Broyhill Inn in June were pleased with the quality of the conference facilities as well as the food we sampled. You can check out their website at <http://www.broyhillinn.com>.

The theme for the conference, “Reaching the Summit of Institutional Excellence,” was selected by members of the Program Committee to reflect not only our location in the mountains, but the roles we play as institutional researchers supporting our schools in the quest for excellence.

I am pleased to announce that Dr. Kenneth E. Peacock, Chancellor of Appalachian State University will be our luncheon speaker on Thursday, March 23. In addition to Dr. Peacock, we are currently working to engage our general session speakers. Look for an announcement in the next newsletter.

We will have several pre-conference workshops including an AIR-sponsored IPEDS workshop led by our own Laura Boyles. I am also pleased to announce that SAS and SPSS have agreed to do workshops again this year. Our Vendor Committee is hard at work contacting other possible vendors who help to support our conference.

Finally, we need your help to make this conference a success. Please consider submitting a presentation proposal. The call for proposals is included in this newsletter. If you don't have a topic in mind already, consider sharing your expertise on one of the topic ideas listed in this newsletter.

I look forward to seeing you in March!

Kendrick

Ideas for Conference Presentations

The 2005 conference evaluations yielded quite a few suggestions for presentation topics for future conferences. We encourage you to select a topic from below or any other topic of interest to you, submit a presentation proposal and share your knowledge with other, interested NCAIR members. The information for submitting a proposal is listed in this Newsletter. Your participation is what makes NCAIR such a great resource for our members.

Technology:

- More on optimal use of software, tips, tricks (MS Office, SAS, SPSS, etc) to accomplish IR mission
- Data Warehousing
- Switching to SCT Banner and impacts on IR functions
- Use of Access and Excel pivot tables for data analysis
- Desktop Solutions

Institutional Research:

- Practical Statistics for IR
- Survey Design Methodology
- “Ten” Essentials for IR

Institutional Effectiveness and Assessment:

- IE, IR and institutional climate: morale issues
- Assessing Academic Programs
- Assessing Quality of Life Issues
- Demonstration from the National Student Clearinghouse
- Evaluating and improving student services

Planning:

- Planning Models
- Strategic Indicators or Dashboards

Accreditation:

- Quality Enhancement Plans
- "Tales" of SACS evaluator's experiences: fun stories, sad stories; no-no stories, do & don't kind of presentations what-do-and-what-not-to-do kind of presentations.
- SACS Reaccreditation Experiences

General:

- The Impact of the Higher Education Reauthorization Act
- The Role of IR in College/Community Partnerships
- Team Building
- IPEDS Reporting
- Trends in career paths for IR practitioners

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CALL FOR PARTICIPATION

You are invited to submit a proposal for presentation or serve as a facilitator at the 2006 North Carolina Association for Institutional Research. The conference will be held at the Broyhill Inn and Conference Center on the campus of Appalachian State University in Boone, North Carolina.

The Program Committee is seeking proposals for papers, demonstrations, panels and pre-conference workshops. This conference is designed to provide an active forum for Higher Education assessment, planning, and institutional research practitioners to share ideas and develop professional and social relationships in an informal congenial environment.

The Program Committee is especially interested in proposals addressing the following areas:

Institutional Effectiveness and Assessment

IR Theory and Practice

Planning and Accreditation/OEP

To submit a Proposal:

- (1) Prepare a **Proposal Cover Sheet**. Use the form in this newsletter or prepare an equivalent document containing all information specified in the attached form.
- (2) Prepare a **Presentation Abstract** of 100 – 300 words, double-spaced, 12-point type. The closer to 100 words the better, as the abstract for all accepted proposals will be used for the conference program. Be sure to include the session title as it should appear in the Abstract. **DO NOT INCLUDE PRESENTER NAMES OR INSTITUTIONS IN THE ABSTRACT.**
- (3) E-mail or snail mail your proposal (**E-mail is strongly preferred**).

To submit via e-mail, create a message entitled “2006 NCAIR Conference Proposal” and attach the Proposal Cover Sheet **and** the abstract as one document. The attachment must be in Microsoft Word (preferred), WordPerfect, or text file format. Send to shickaw@wfu.edu.

To submit via US Mail, send the completed proposal cover sheet and abstract to Adam Shick, Assistant Director of Institutional Research; Wake Forest University; P.O. Box 7373; Reynolda Station; Winston-Salem, NC 27109-7373.

To serve as a Facilitator:

Facilitators are responsible for introducing presenters, facilitating discussion, and ensuring session evaluations are administered and collected. If you will serve as a facilitator, please contact Michael Hadley at 910-630-7550 or mhadley@methodist.edu.

PROPOSAL COVER PAGE
2006 NCAIR CONFERENCE
Deadline: November 1, 2005

All proposals should include (as applicable): the objective, purpose, key points, or issues; results and/or conclusions; methodologies; target audience and who was/is involved.

1. TITLE OF SESSION:
2. PRIMARY PRESENTER:
 POSITION:
 INSTITUTION:
 MAILING ADDRESS:
 TELEPHONE NUMBER
 FAX NUMBER
 EMAIL ADDRESS:
3. Additional Co-presenter(s)/Panelists (List Name, Title, and Institution of other authors, panelists, or presenters in this space.)
4. SESSION TRACK:

- Institutional Effectiveness and Assessment
- IR Theory and Practice
- Planning and Accreditation/QEP

5. TYPE AND LENGTH OF SESSION PROPOSED (Check only one box):

SESSION	ANTICIPATED LENGTH	
	45 minutes	90 minutes
Contributed Paper		
Demonstration		
Panel		

SESSION	ANTICIPATED LENGTH	
	2.5 hours	5 hours
Workshop		

6. TARGET AUDIENCE:
7. EQUIPMENT/TECHNOLOGY NEEDS: (An overhead projector and screen will be in each session room). Be specific in your description and include any required software. Please note any Internet connections needed.

Contributed Papers are sessions with one or more presenters discussing the purposes, methods, and results of an investigation or a formal project. *Demonstrations* are typically sessions in which one or more presenters illustrate the use of a tool or method for conducting assessment or institutional research. *Panel Presentations* are sessions featuring several presenters discussing collaborative work or providing multiple perspectives on a single topic. Panel presentations should feature participants from multiple institutions or agencies, and deal with projects or topics that bring together participants and perspectives from different segments of higher education. *Workshops* may last two and a half or five hours. Historically, workshops are conducted on a no fee basis. Fee workshops will be considered to cover material and production costs. If you are proposing a workshop, please list any required fees and the justification.

Please contact Adam Shick if you have any questions? shickaw@wfu.edu or 336-758-5161.

Opportunities Abound to Enhance Your SAS Skills at SAIR

There will be a number of opportunities to enhance your SAS skills when you attend the SAIR conference in October. Most notably, there will be 5 pre-conference workshops that use SAS software products:

- Statistics for Institutional Research Using SAS Enterprise Guide
- Data Mining for Institutional Research Using SAS Enterprise Miner
- SQL for IR Staff: A Crash Course for Novices Using SAS PROC SQL
- Enhancing your SAS Programming Skills with PROC REPORT and the ODS
- Statistics 101 for Institutional Researchers (which will use our JMP software)

Don't miss this great opportunity to learn more about the world's leading analytical software.

Support for Those Using SAS in the Classroom

Also, don't forget that SAS has a number of support services for those teaching using SAS software. Please feel free to contact us at 1-800-727-0025 x17187 or visit our web site at www.sas.com/heconsulting.