

North Carolina Association for Institutional Research

Newsletter

Volume 19
Number 3

November, 2003
Carol Gosselin, Editor

President's Corner

Greetings and well-wishes! It's that time of year, again: the annual NCAIR conference is nearly upon us. I am pleased to anticipate what I believe will be another professionally and personally rewarding event for all of us. The depth and breadth of presentations will provide opportunities for each of us to learn and share essential and timely information.

This year is an important time for NCAIR: the 30th anniversary of our organization. NCAIR is among the oldest of state-level institutional research associations, with a great history of participation and leadership. I believe we all have gained from the foresight of those early NCAIR leaders who recognized that collegial and professional relationships among institutional researchers are often more significant in the state than at any other level. We will have a birthday party for "ourselves" at the conference where we will share birthday cake and raise a toast to NCAIR. I hope to see you there!

Finally, it has been an honor and privilege for me to serve as president among distinguished and admirable colleagues. The old axiom about getting out only so much as you put in continues to prove true: I have gained much and hope I have given well in my service.

Sarah Carrigan

The NCAIR 2003 Conference -- 30 Years Later, Doing More with Less

Robert Springer, 2003 Program Chair, springer@elon.edu, (336) 278-6644

When: March 26-27

Where: Elon University, Moseley Center and Belk Library

Lodging: The Burlington Courtyard by Marriott

Dear Colleagues,

I am pleased to announce the preliminary program for NCAIR's 30th anniversary conference. Our theme is *30 Years Later, Doing More with Less*. Given budget and enrollment situations at many institutions, the theme provides a relevant context to many. In keeping with the conference theme, you will notice that there

is no charge to attend any workshop and by using Elon's facilities, the cost of attendance is just \$45. Also as a reminder, travel grants are available to defray costs.

You will find the workshops and concurrent sessions beneficial, providing a wealth of information to institutional researchers and assessment folks alike. A preliminary program with more detail follows in this newsletter. Our keynote speaker is Dr. Leo Lambert, President of Elon University. In 1998, Dr. Lambert was named by *Change* magazine as one of the nation's outstanding young leaders in higher education. His brief follows later in this newsletter.

We will start the conference on Wednesday March 26th with workshops in the morning, followed by our keynote speaker and lunch, and then concurrent sessions. Later that day, at the Burlington Courtyard by Marriott, we will have a 30th anniversary celebration (heavy hors d'oeuvres and some other goodies) to mark this very special milestone in NCAIR's history.

On Thursday March 27th, we start the morning with a breakfast buffet, NCAIR awards, NCAIR business meeting, and SIGS. From there we move to concurrent sessions and finally the executive officers will meet to officially end the day.

The room rates at the Burlington Courtyard by Marriott are \$67 plus tax. See the registration form for more information. The Courtyard by Marriott is at 3141 Wilson Drive, Burlington, NC 27215.

I think you will find the conference fun and informative! So please make plans to attend. I look forward to seeing all of you at the conference.

Conference Tentative Schedule

Wednesday, March 26th

10:00- 4:30 Registration
10:00-12:00 Workshop(s)
12:15- 1:45 Lunch and Keynote Speaker
2:00 - 2:45 Concurrent Sessions #1 and Workshops
3:00 - 3:45 Concurrent Sessions #2
4:00 - 4:45 Concurrent Sessions #3
5:30 - 7:00 30th Birthday Celebration reception at the Burlington Courtyard
7:30 - Dinner on-your-own

Thursday, March 27th

8:00- 10:00 Registration
8:30- 10:00 Breakfast, awards, NCAIR Business Meeting, SIGs
10:15- 11:00 Concurrent Sessions #4
11:15- 12:00 Concurrent Sessions #5
12:15- 1:00 Executive Committee Meeting

Keynote Speaker – Leo M. Lambert



Leo M. Lambert became Elon's eighth president on January 1, 1999. His tenure has been marked by the successful completion of a \$46.7 million capital campaign, the opening of Belk Library, construction of Rhodes Stadium, and transition to university status. He has provided leadership for the conception of the NewCentury@Elon strategic plan, which will guide Elon's effort to become one of the nation's premier small, selective, undergraduate universities.

Leo M. Lambert

Chair of the executive committee of North Carolina Campus Compact, a coalition of college and university presidents committed to the civic purposes of higher education, Dr. Lambert also heads the president's council of Project Pericles, an initiative to promote socially responsible citizenship among college and university students. He has written extensively about post-secondary education and has spearheaded several national projects aimed at improving college and university teaching, including the Future Professoriate Project, which he founded at Syracuse University. Dr. Lambert has been a member of the boards of the American Council on Education and the American Association for Higher Education. In 1998 he was named by *Change* magazine as one of the nation's outstanding young leaders in higher education.

Dr. Lambert graduated cum laude with a bachelor's degree in English from the State University of New York at Geneseo. He earned a master's degree in education at the University of Vermont in Burlington and a doctorate in education from Syracuse University. He and his wife, Laurie, both natives of Scotia, New York, have two teenage daughters, Callie and Mollie.

Workshops

The NCES/IPEDS Peer Analysis System

Timothy R. Sanford and Larry Jones

Workshop Abstract:

This workshop will introduce participants to the NCES/IPEDS Peer Analysis System (PAS). This System is a web-based tool for accessing the volumes of IPEDS data that have been collected over the years. Users specify a peer group for whom comparisons are desired, and then select variables from IPEDS reports. Participants will see how PAS works, the types of data that are available, and the kinds of reports or tables that can be generated as output. Additionally, PAS allows the user to download data for more extensive analysis on the user's own computer.

Using SAS Enterprise Guide (EG)

SAS Institute Higher Education Division

Workshop Abstract:

This workshop focuses on how to access, manage, analyze, and present data using SAS Enterprise Guide. The workshop uses Enterprise Guide's menu-driven interface to access local SAS and Excel tables and remote relational databases; create user-defined formats; manage, manipulate, and join data using the SQL query builder; generate descriptive statistics, tabular summary reports, and ActiveX graphs; and automate

tasks through scripting. A brief introduction to SAS syntax will be available for users who are interested in modifying code to customize tasks.

CIRP “Mini” Summer Workshop

Catherine Finnegan

Workshop Abstract:

Patterned after the CIRP Summer Workshop held at UCLA, this workshop offers a concise and condensed version of Track III (see description below).

Track III: Participants will learn how to use: 1) CIRP data to predict next year's Freshman class and yield; 2) CIRP and CSS data to predict characteristics of those students who are more likely to leave college prior to graduation; and 3) trends data to create an institutional "Factbook" or newsletter.

Concurrent Sessions

Customizing Planning Data Reporting -- An Interactive Web Application

Carol Gosselin, North Carolina State University

Abstract:

Demonstration of an interactive web application to produce custom reports of college/departmental data normally used in planning and assessment activities on campus. This application allows the user to create specific subsets of the planning dataset. The resulting report can then be displayed on the screen or downloaded to a spreadsheet package. This has eliminated several large, static paper reports produced by our office.

Use of the application will be demonstrated, as well as an overview of the programming decisions that went into its development.

Using Knowledge of Acceptances Enrolled Outside Our Institution

Lewis Carson, North Carolina State University

Abstract:

Information about students admitted here, but enrolled at other institutions has great value as an institutional research tool. This presentation analyzes those admits by submitting desired populations to the EnrollmentSearch service. The first is analysis of institutional competitors where applicants who were admitted but not enrolled are distributed by demographics and known institutional destination. The second is financial aid analysis where applicants who were admitted and offered financial aid but did not enroll are analyzed in light of the offered aid package and where they did enroll. These analyses have been valuable in improving our institution's self-knowledge of admissions and financial aid processes

General Education Assessment: Evaluating the Various Testing Options

Michael Hadley, Methodist College

Abstract:

This session will explore the pro's and con's of using Academic Profile Exam by the Educational Testing Service, Collegiate Assessment of Academic Proficiency by ACT, and College Base by the Assessment Resource Center.

Methodology Changes in Financial Aid at Selective Institutions

Nerissa Rivera, Duke University

Abstract:

Several selective institutions collectively known as the 568 group has been working over the past 2 years to develop a new methodology for financial aid to increase accessibility to these colleges and universities. This presentation will compare the proposed changes to the previous CSS methodology and then discuss implementation issues and proposals underway to the Federal government to bring this methodology in line with federal methods of assessing need.

Tracking Alumni through the National Student Clearinghouse

Teresa Walker, Elon University

Abstract:

Some of the most difficult data to gather involves alumni and their efforts towards continuing their education. Where have they enrolled, in what programs, and did they obtain additional degrees? By utilizing the enrollment verification services of the National Student Clearinghouse, Elon University has been able to compile such a report based on their 1998 graduates. This presentation details the overall history of this Elon research project, the steps taken, and the options discovered to be available to verify additional information.

Development of a Web-Based University Election and Polling System Using Existing Institutional Tools

Mark Davenport, University of North Carolina - Greensboro

Abstract:

Collecting student data for research has become more difficult as students spend less time on campus. In addition, student participation in campus elections has declined to under 10%. Given the constraints of a large, urban, public university with a large commuter population, we decided to develop an in-house solution. This application, a web-based election and polling system, interfaces with our existing student database, and provides sufficient flexibility to be used for elections, surveys, and polling of any campus subpopulation, including staff. The system is easy to use, platform independent, customizable, secure, and was developed using existing university resources.

Managing Stress and Anxiety while Preparing for Accreditation

Claudette H. Williams, Bennett College

Abstract:

Preparing for accreditation, in many instances, creates a highly charged and stressful environment. Individuals responsible for ensuring compliance with standards are perceived to be persistently encroaching on the time of others, making unreasonable demands, and never being satisfied with submissions for review. In some institutions, this is almost like a nightmare that needs to end quickly. Fortunately, this does not have to be the case as there are ways to minimize stress and disagreements. This paper presents practical ways in which this can be achieved, resulting in far more pleasant and fulfilling experience for all.

When Time is an Issue: Building Institutional Effectiveness and Faculty Involvement in the Face of Adversity

Dr. Vann Newkirk, North Carolina Wesleyan College

Abstract:

Founded on May 14, 1956, by the North Carolina Conference of the United Methodist Church, North Carolina Wesleyan College graduated its first class in 1964. Throughout the College's brief history, the institution had numerous problems due to inadequate planning and decision-making. In response, North Carolina Wesleyan College garnered support from the Teagle Foundation. Using an innovative "mini-grant" program the College overcame staffing limitations and "rapidly" built a functional institutional effectiveness program. Additionally, the program led to increased understanding and participation of faculty and staff in the development and maintenance of institutional effectiveness.

Using Logistic Regression to Assess the Impact of First-Year Experience Programs on Retention

Archer Gravely, University of North Carolina - Asheville

Abstract

In an effort improve freshmen retention, UNC Asheville initiated the First-Year Experience (FYE) program in 1996. Approximately fifty-six percent of new fall freshmen have participated in the program over the last six years. A logistic regression model was used to assess the impact of the FYE program on first-year attrition while controlling for a number of additional variables known to influence retention. Successful completion of the FYE course decreased the odds of students dropping out by 22.6%. After controlling for academic performance, financial aid, residence hall status, and a number of demographic factors.

The National Survey of Student Engagement: Promoting Change

Sue Kearney, Meredith University

Janice M. Schaeffler, Radford University

Michael Riemann, Pfeiffer University

Marci Peace, Greensboro College

Abstract:

In this session presenters discuss the implementation of The National Survey of Student Engagement (NSSE), a large-scale, multiple institution project designed to annually gather and disseminate information about collegiate quality. Based upon empirically validated good practices in undergraduate education, the NSSE continues to increase in significance as a campus assessment tool. Representatives from participating colleges and universities will discuss innovative uses of NSSE data and how the results have promoted meaningful changes toward the improvement of undergraduate learning on their campus.

Coordinating an Enrollment Projection Model

Robert Ussery, North Carolina A&T

Abstract:

Enrollment projection is an important part of resource planning and allocation in higher education. We demonstrate a model for implementing an enrollment projection process at the most basic control level for a university - academic deans. The model features an historical component, a data entry component for projections, and an interactive bar graph that changes simultaneously when projection data is entered - all on a single visible screen for each school. Copies of the model will be available to participants.

Institutional Research Web sites: A Beginner's Approach

Adam Shick, Wake Forest University

Sara Gravitt, Wake Forest University

Joel Campbell, Wake Forest University

Abstract:

Assuming responsibility for a web site can be a daunting task for web beginners. In this presentation, we will outline how as novices we equipped ourselves to create a useful, comprehensive, user-friendly institutional research web site and maintain it thereafter. We will describe specific resources that were available at institutional research conferences and on campus. During the presentation we will also demonstrate the Wake Forest IR web site, awarded "2002 Best Web Site & E-Fact Book" by the Southern Association for Institutional Research (SAIR).

MS EXCEL Based Web Survey Design Tool

Robert Fry, University of North Carolina - Wilmington

Abstract:

This presentation will demonstrate the power of Visual Basic Macros, which are used to produce a web-based survey, an Access database to collect responses and EXCEL pivot tables for quick analysis of collected data. A survey will be developed, data collected and responses analyzed during the presentation.

Institutional Research and Decision Making: Revitalizing the Relationship

Larry G. Jones, University of Georgia

Abstract:

The objectives of this review of the literature on both decision making and institutional research are to determine (1) if there is more that institutional research can do in support of the decision making process than simply providing data; (2) if there are specific data needs in the decision making process to which institutional research should be more attentive, and; (3) if the basic tenets of the decision making process can contribute to the effectiveness of institutional research. The purpose of the paper is to improve the theory and practice of institutional research through a better understanding of the decision making process and the role institutional research plays in that process.

Announcing the NCAIR Travel Grant Program

The North Carolina Association for Institutional Research (NCAIR) is implementing a pilot travel grant program to assist members with attending the annual conference.

Purpose: To promote professional development among institutional research professionals that work in institutions and organizations associated with NCAIR.

Eligibility: Travel grants are available to both active members and newcomers (individuals who will become new members of NCAIR at the next annual conference). Upon review of the applications by the Travel Grant Committee, a recommendation is made to the NCAIR Board of Directors who will approve the grant awards.

Amount of Grants: The amount awarded to each grant recipient will be based on the amount requested as well as the financial need of the requester, but will not exceed \$200. The grant can be used toward hotel, mileage, and conference registration fees.

Application Materials and Considerations: To be considered for the award, application materials must be submitted to the Travel Grant Committee. The following items must be submitted:

a. Applicant's name and institution/organization of employment;

- b. A brief resume/curriculum vita;
- c. A statement of how receiving the grant will contribute to professional development, particularly with regard to current and future activity in NCAIR;
- d. A statement describing the amount requested, the financial need and the financial support available from his/her institution and other possible sources

Criteria for Awarding of Grants: Recommendations by the Travel Grant Committee to the Board of Directors for travel grant awards will be based on information submitted in the application materials.

NCAIR Travel Grant Committee
ATTN: Sarah Carrigan
Institutional Research, UNCG
103 Forney Bldg
PO Box 26170
Greensboro, NC 27402-6170

Directions to Elon University

Map of Elon University



Take Interstate 85/40 to Exit 141. From southbound 85/40, exit right and turn right. From northbound 85/40, exit right and turn left.

Turn left onto Garden Road at light.

Turn right onto St. Mark's Church Road at light.

Drive 2 miles to Elon University and follow the signs to Moseley Campus Center parking.

Report of the Nominating Committee

The NCAIR nominating committee (Nerissa Rivera, Alton Rucker, Sarah Carrigan, Rob Springer) has submitted nominations for members of the 2003-2004 Executive Committee. A mail-in voting ballot is included in this newsletter. Ballots will also be available at the registration desk during the annual conference. A box will be available at the registration desk for depositing ballots. Election results will be announced during the business meeting of the conference.

The nominations for new members of the Executive Committee are as follows:

Candidate for President-Elect (Program Chair): Ann-Marie Bellamy, Brunswick Community College

*Education: Undergraduate in Journalism Wayne State U., Graduate in Business Webster U.

*Experience: Brunswick Community College for 15 years; last 2 ½ as Vice President for Information Services; responsible for "everything technology touches" according to my President: institutional effectiveness, research and planning, distance learning, learning resource center, public information/marketing, information technology. active as the CIS Project Manager for the 2B Phase of the Colleague migration at BCC. Also serve as co-chair of Planning, a member of Academic Team, Enrollment Management Team, Special Events.

Was Self-Study Director for 1998 Visit; used that experience to led a Round Table on the Alternate Model at the 1998 SACS Annual Meeting, a 1999 SAIR Conference Panel on "Putting Your Best Institutional Foot Forward for a SACS Visit," "Documenting the Use of Assessment Results" at the IIPS Summer 1998 Conference and co-authored a SACS Tips Manual with Ross Griffith and presented it at the SCAIR/NCAIR Conference (2000?)

Have served as an evaluator on a number of SACS Reaffirmation of Accreditation visit teams.

*Professional Affiliations: Member of CCPRO (served as Secretary)

Candidate for Secretary: Laura Boyles, Davidson College

*Education: BS in Mathematics from Bluffton College, Masters in Mathematics from Ohio State University, PhD in Educational Research Methodology from UNC-Greensboro.

*Experience: Currently employed at Davidson College as a Research analyst. Prior to Davidson, she was the Retention Coordinator and a math instructor at Mitchell Community College. She has also taught math in public schools

*Professional Affiliations: Beyond her active membership in NCAIR, she is also a member of AIR, SAIR, and NCARE. Additionally, she is actively involved in the Higher Education Data Sharing (HEDS) Consortium.

Candidate for Treasurer: Michael Hadley, Methodist College

*Education: B.S. in Political Science from East Carolina University, M.B.A. from East Carolina University.

*Experience: Assistant Dean for Institutional Research and Effectiveness at Methodist College for 2 years. Prior Coastal Carolina University for 3 years as a Statistical Research Analyst and 3 years in various institutional research, and assessment positions at Francis Marion University.

*Professional Affiliations: North Carolina Association for Institutional Research, Southern Association for Institutional Research, Association for Institutional Research, South Carolina Association for Institutional Research and South Carolina Higher Education Assessment Network Assessment Network. Current NCAIR Treasurer.

Candidate for Member-at-Large: Petula Satterfield, East Carolina University

*Education: M.B.A., East Carolina University; B.S. in Business Administration, University of North Carolina at Chapel Hill.

*Experience: Social Research Associate, East Carolina University, 2000-present. Statistical Research Assistant, East Carolina University, 1999-2000.

*Professional Affiliations: North Carolina Association for Institutional Research.

Director for Institutional Research and Planning Pfeiffer University

Pfeiffer University is seeking candidates for the position of Director for Institutional Research and Planning to assist with the further development and management of the University's strategic planning, institutional research, and assessment. The Director will report to the Executive Vice President. The Director is primarily responsible for the coordination of campus-wide annual planning and assessment, the preparation of the annual Fact Book, the completion of institutional and governmental reports, and the development of various analytical reports for the Strategic Leadership Team. The position also participates in an ongoing departmental effort to support a data driven approach to planning, evaluation, and decision-making.

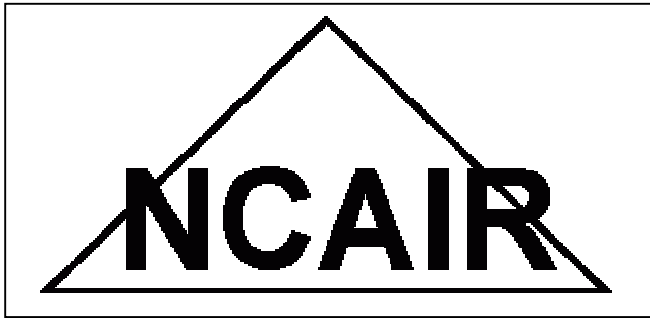
PRINCIPAL RESPONSIBILITIES:

- Assist the President and members of the Strategic Leadership Team with ongoing analysis of the strategic plan through the coordination of annual planning and campus-wide assessment of institutional effectiveness at the institutional, divisional, and departmental level that guides the implementation of and modification to the strategic plan.
- Provide guidance, technical assistance, and analytical support to organizational units throughout the University, particularly giving assistance to members of the Strategic Leadership Team with information and technical assistance within and among divisions.
- Perform special projects for members of the Strategic Leadership Team as needed and/or requested.
- Design, implement, and update annually the Fact Book. This publication, presently in print with desire to move to a web-based format, provides the management team at various levels throughout the University with a comprehensive overview and analysis of the University's major functions and activities campus-wide and serves as a resource for annual planning and evaluation activities.
- Maintain and further development the institutional research functions and serve as the University's official information resource for internal and external reporting and analyses.

- Provide consultative advice and analytical support for survey work related to and/or supporting the assessment of institutional priorities, activities, and/or objectives.
- Assist with the projects relating to the identification of data needs and new data systems to better facilitate planning and institutional research activities and improve the consistency, efficiency, and accuracy of reporting institutional data.
- Conduct environmental scanning activities to identify and benchmark national competitive trends.
- Support the design and update of the Office's website and develop online access to institutional publications, reports and resources relating to planning and assessment activities.
- Serve on campus-wide committees and other special projects.
- Conduct other duties as assigned.

QUALIFICATIONS:

This position requires a minimum of five years of research project management and planning, preferably in higher education; demonstrated interpersonal, organizational, verbal and written communications skills; familiarity with current higher education issues and student data analysis; demonstrated ability to bring projects to successful completion; knowledge of the general principles of research design and survey research; and a demonstrated record of developing and maintaining accountability measures related to institutional effectiveness. Knowledge with CMDS/Jenzabar business and administrative software is highly beneficial, and knowledge with database software (Excel/Access) essential.



**2003 Conference: 30 Years
Later, Doing More With Less**
March 26-27, 2003
Elon University

Registration Form:

Name: _____ Badge Name: _____
 Title: _____ Institution: _____
 Address: _____ City: _____ State & Zip _____
 Telephone: _____ Email: _____
 Is this your first NCAIR conference? Yes ___ No ___

| Fees | Postmarked By March 14 | Postmarked after March 14 | Amount Due |
|---|---------------------------|------------------------------|------------|
| Conference Registration Fee (including membership) | \$45.00 | \$55.00 | \$ _____ |
| Graduate Student Registration | \$22.50 | \$27.50 | \$ _____ |

TOTAL DUE \$ _____

Please indicate which of the following Special Events and Workshops you plan to attend (no additional charge)

Wednesday, March 26

- Workshop – NCES/IPEDS Peer Analysis Tool Demonstration (10am -12pm) _____
- Workshop – SAS Enterprise Guide (10am-12pm) _____
- Luncheon, Moseley Center _____
- Vegetarian Meal _____
- Workshop – SAS Enterprise Guide (2-4pm) _____
- Workshop -- CIRP workshop (2-4pm) _____
- 30th Anniversary Reception and Celebration, Courtyard Inn _____

Thursday, March 27

- Breakfast, Moseley Center _____

Make room reservations for the Courtyard Inn by Marriott in Burlington by calling 1-866-824-9334.
 This will also be the location of the 30th Anniversary Reception and Celebration.

Please submit payment for the conference with this registration form and make your checks payable to NCAIR.

MAKE CHECK PAYABLE TO NCAIR, SEND REGISTRATION FORM WITH PAYMENT TO:

Michael D. Hadley
 Office of Institutional Research and Effectiveness
 Methodist College
 5400 Ramsey Street
 Fayetteville, NC 28311-1420

NORTH CAROLINA ASSOCIATION FOR INSTITUTIONAL RESEARCH

ELECTION OF 2003-2004 EXECUTIVE COMMITTEE MEMBERSHIP

ARTICLE VII, Section 2 of the By-Laws states “The Nominating Committee shall cause its slate of proposed officers and members-at-large (with any annotations deemed to be desirable) to be sent to each active member not later than thirty (30) days prior to each Annual Conference. Active members, having indicated their choices and/or written in their nominees, shall return their ballots to the Committee by the date specified on the ballot. Upon conclusion of the process, the Committee’s ballots shall be deposited with the Association’s secretary.”

Please vote for each of the following nominated by the Committee or write in the name of your nominee in the space provided. Vitaes of each nominee identified by the Committee are included in this newsletter.

| For President-Elect | Vote (X) |
|--|----------|
| Ann-Marie Bellamy, Brunswick Community College | |
| | |
| For Secretary | |
| Laura Boyles, Davidson College | |
| | |
| For Treasurer | |
| Michael Hadley, Methodist College | |
| | |
| For Member-at-Large | |
| Petula Satterfield, East Carolina University | |
| | |

Please deposit this ballot at the registration desk during the Annual Conference by March 26, 2002, or mail to the chair of the Nominating Committee by **no later than March 14, 2003**:

Nerissa Rivera
Duke University
Box 90770
Durham, NC 27708-0770

Additional ballots will be available at the conference.