



North Carolina Association for Institutional Research

Newsletter

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June, 2007
Brian Rolfe, Editor

President's Corner

It has been over three months since our conference in Wilmington. I hope you are having a pleasant summer. If you missed the conference, we hope that you will contact Wayne Stone (bwstone@email.uncc.edu or 704/687-3960) to renew your membership.

At the annual business meeting, the following newly elected officers were announced:

Dana Dalton, Winston-Salem State University, Program Chair/President-Elect

Wayne Stone, University of North Carolina-Charlotte, Treasurer (re-elected)

Pat Perry, Wilson Technical Community College, Member-at-Large (All Institutions)

Don Poe, Pfeiffer University, Member-at-Large (Private Institutions)

Congratulations also to Heather Langdon of Appalachian State University for Best Paper. As winner, Heather will receive a \$400 grant to attend the SAIR annual conference in Little Rock, AR and present her outstanding paper "*Are You Going to Walk? A Persistence to Graduation Study*".

Upcoming events are the Summer Drive-In, Southern Association for Institutional Research Conference, and the joint conference. The Summer Drive-In will be July 12, at North Carolina Agricultural and Technical State University at Greensboro, North Carolina. Dr. Raymond Barclay and Alan Socha from Western Carolina University will present *Enrollment & Revenue Projection Models: Establishing a Critical Foundation for Strategic Planning and Institutional Research*. The Southern Association for Institutional Research (SAIR) 2007 Annual Conference will be held October 7 - 9, 2007 at the Peabody Hotel in Little Rock, Arkansas. If you have submitted a paper or panel proposal for the conference, consider applying for our NCAIR-SAIR travel grant. Next year is also the time for our joint conference with SCAIR and CCPRO. The NCAIR/ SCAIR/CCPRO Conference will be April 7-9, 2008 at The Asheville Renaissance in Asheville, NC.

I look forward to serving you this year as president, and I hope to see you at the drive-in at North Carolina Agricultural and Technical State University and the Southern Association for Institutional Research Conference.

Thank you for your continued support.

Michael

NCAIR SUMMER DRIVE-IN JULY 12, 2007

**North Carolina Agricultural and Technical State University
Greensboro, North Carolina
Craig Hall, Room 213 from 10:00 am - 3:00 pm**

Time:

10:00 am to 3:00 pm on Thursday, July 12th

Location:

Craig Hall, Room 213 at North Carolina Agricultural and Technical State University in Greensboro, NC

Workshop:

Enrollment & Revenue Projection Models:

Establishing a Critical Foundation for Strategic Planning and Institutional Research

Enrollment projections are a critical source of information for administrators as they consider revenues, buildings, parking, meal plans, and other issues related to strategic planning, budgeting, and capacity. This workshop will take a nuts and bolts approach in its presentation of strategies for setting up an enrollment and revenue projection model within a broader enrollment and strategic planning framework. The workshop will blend lecture, discussion, and group work. Participants will need to have some experience with Microsoft Excel.

Specifically, the workshop will take participants through the following modules:

- What is a Goals-Driven Projection Model?
- Projections – An Art or Science?
- How do Projections differ from Forecasts?
- Forecasting/Time Series 101
- Do I need to be an Expert in Time Series?
- Cohorts and Entering Student Types Inclusion: Is there a Point of Diminishing Return?
- SAS or SPSS?
- Using Excel to run “What If” scenarios
- Student Credit Hour Projections (includes a discussion of UNC funding model)
- Tuition Revenue Projections
- Integrating Housing, Meal Plan, and Parking Projections
- Embedding a Projection Model in your Strategic and Enrollment Planning Functions
- False Expectations & Cautionary Tales

Presenters:

Dr. Raymond Barclay, Director of the Office of Institutional Research and Planning, Western Carolina University

Alan Socha, Business and Technology Applications Analyst, Western Carolina University

Presenter Biographies:

Raymond Barclay

Dr. Raymond Barclay brings a wealth of higher education, strategic planning, and assessment and analysis experiences from a diversity of sectors including the UNC-system, a private higher education foundation, a very selective liberal arts college, and a community college. Currently, Dr. Barclay is the director of the Office of Institutional Research and Planning within the Chancellor's Division at Western Carolina University (WCU). In this role, Dr. Barclay serves as the chair of the Space Planning Committee and the Enrollment Projections Committee but also serves on several other campus-based committees such as the SACS Leadership Committee, Strategic Planning Council, QEP Committee, UNC-Tomorrow Campus Task Force, and the Executive Enrollment Management Committee. Additionally, he is currently serving as a member of the University of North Carolina's Retention and Graduation Advisory and Survey Work Groups.

Before arriving at WCU, Dr. Barclay served as the Director of Institutional Research and Assessment and reported to the Provost at the College of New Jersey where he founded The Institute for Education Design, Evaluation & Assessment (IeDEA) under the Office of Institutional Research & Assessment. Prior to TCNJ, Dr. Barclay reported to the President and oversaw policy and planning while at Burlington County College (Mount Laurel/Pemberton, NJ) and was Director of Research and Planning for the Corella and Bertram F. "Bonner" Foundation (Princeton, NJ).

Dr. Barclay has also been active as an evaluation and planning consultant for several New Jersey nonprofit and government agencies and has also taught psychology, testing and measurement, and public policy courses over the years. Dr. Barclay completed his Ph.D. in educational psychology at Temple University. Research interests include cognition, neuroscience, problem solving, linear, logistic, hierarchical, and structural equation modeling, and survey development. He also holds an MDIV from Princeton Theological Seminary, completed graduate coursework (Public Policy & Federalism) at Princeton University's Woodrow Wilson School of Public Policy, and holds a BA (Summa Cum Laude) from Indiana University of Pennsylvania where he majored in philosophy and minored in Anthropology.

For more information about the organizations noted above, please go to the following links:

- Western Carolina University, Cullowhee, NC: www.wcu.edu
- The College of New Jersey, Ewing NJ: <http://www.tcnj.edu/>
- The Corella and Bertram F. Bonner Foundation, Princeton NJ: <http://www.bonner.org/>
- Burlington County College, Mount Laurel & Pemberton NJ: www.bcc.edu/

Alan Socha

Alan Socha, Business and Technology Applications Analyst within the Office of Institutional Research and Planning, will be assisting Dr. Barclay in conducting the session. Mr. Socha has been instrumental in helping Dr. Barclay set up WCU's enrollment planning model. Mr. Socha's role with the office is to maintain a SAS report library, assist the director of assessment, assist in identifying criteria for program and unit reviews, assist in analyzing data to support strategic enrollment development, support strategic planning and institutional effectiveness, respond to ad hoc requests, assist the director of Institutional Research and Planning, provide committee support, provide statistical support, and complete and analyze survey and student systems data. Mr. Socha attended The College of New Jersey (TCNJ) where he majored in Mathematical Statistics and minored in Computer Science and Economics. He is currently pursuing a master's degree at Western Carolina in General Experimental Psychology with a focus in methods.

DRIVING DIRECTIONS

North Carolina Agricultural and Technical State University
1601 East Market Street
Greensboro, North Carolina 27411



From Winston-Salem: (40 East / North 85 Business)

Travel on Interstate 40 East to Greensboro. Once in Greensboro, continue on Business 85 North to Old Exit #127, now exit 39 (Highway 29 North, Reidsville Exit). Take Exit 39 onto HWY 29 North. Remain on HWY 29 North for approx. four miles. Take the West Market Street / N.C. A&T University Exit. Once you exit, yield to the right on Market Street. At the second stoplight, turn right on Benbow Road. Craig Hall is the last building on the left.

From Charlotte (North 85 Business)

Travel on Interstate North 85 Business until you reach the city of Greensboro. Once in Greensboro, continue on I-85 North to Old Exit #127, now exit 39 (Highway 29 North, Reidsville Exit). Take Exit 39 onto HWY 29 North. Remain on HWY 29 North for approx. four miles. Take the West Market Street / N.C. A&T University Exit. Once you exit, yield to the right on Market Street. At the second stoplight, turn right on Benbow Road. Craig Hall is the last building on the left.

From Durham (Business 85 S/40 W)

Travel on Business 85 South / 40 West to Greensboro. Once in Greensboro, take Old Exit #128 now exit 41 (Lee Street Exit). Bear right and continue on Lee Street approximately 2.7 miles. Turn right on Benbow Road. Travel on Benbow Road for .8 mile until reaching the Market Street intersection/stoplight. Cross over Market Street and Craig Hall will be the last building on your left.

From Reidsville (29 S)

Follow Highway 29 South into the city of Greensboro. Once in Greensboro, continue to follow 29 south for approximately six miles. Take the West Market St. / A&T University Exit. Turn right on Market Street. At the first stoplight, turn right on Benbow Road. Craig Hall is the last building on your left.

From Martinsville (220 S)

Follow Highway 220 South into Greensboro. Once in Greensboro, 220 South turns into Battleground Rd. Continue on Battleground until reaching the Wendover Avenue East Exit. Take the Wendover East Ave. Exit and drive for approximately 4 miles. Turn right on Lindsay Street. At the second stoplight, turn left on Sullivan Street. Drive approx. two and one-half blocks on Sullivan St. to Benbow Rd. Turn right on Benbow Road. Craig Hall is the first building on the right.

NCAIR 2007 SUMMER DRIVE-IN REGISTRATION FORM-JULY 12, 2007
North Carolina Agricultural and Technical State University
Greensboro, North Carolina

Name:		
Title:		
Institution:		
Address:		
City, State, Zip:		
Telephone:	Email:	
Drive-In Registration NCAIR Member	No Charge	
Drive-In Registration Non-NCAIR Member (Please pay the day of the Drive-In)	\$15.00	
Lunch-Vegetarian Option? (Yes or No)		

Please either fax or email the registration to Michael Hadley by Monday, July 2 so we can get a count for the luncheon. (fax – (910) 630-7421, email – mhadley@methodist.edu)

NCAIR 2007 TRAVEL GRANT REQUEST FORM

Name:

Institution:

Amount Requested (Maximum of \$200):

Please describe the financial need and the financial support, if any, available from your institution.

How will receiving this grant contribute to your professional development, particularly with regard to current and future activity in NCAIR?

Please attach a brief resume/curriculum vita to this form and mail, fax, or e-mail to the NCAIR Travel Grant Committee Chair named below on or before June 29, 2007 (Summer Drive-In), September 1 (SAIR-presenters only), or February 8, 2008 (NCAIR/SCAIR Annual Conference).

NCAIR Travel Grant Committee
ATTN: Heather Langdon
Institutional Research, Assessment & Planning
ASU Box 32078
Appalachian State University
Boone, NC 28608-2078
Fax 828-262-3065
langdonhh@appstate.edu

For more information about NCAIR Travel Grants, see:
http://www.ncair.net/travel_grants.htm