NCAIR
North Carolina Association for Institutional Research

SCAIR
South Carolina Association for Institutional Research

North Carolina & South Carolina Associations for Institutional Research

JOINT 2008 CONFERENCE

April 7-9
Renaissance Asheville Hotel
Asheville, North Carolina

Combining Our Strength in Numbers

2008 Conference Program

Program Cover
Marketing and Communications
WSSU logo

Program Design
Heather Langdon
Adam Shick

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Program Co-Chairs

Dana L. Dalton, Winston-Salem State University
Nancy Floyd, University of South Carolina

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Robert Springer, Wayne Stone, Jodi Herrin, Brian Rolfe

Local Arrangements

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ASHEVÍLLE

Welcome to Asheville
Joint 2008 Conference of the North and South Carolina Associations for Institutional Research

On behalf of the Asheville City Council and all of its residents, it is my pleasure to welcome you to Asheville.

Asheville has many qualities that make our city a special place --- moderate climate, beautiful mountains, clean water, pure air, friendly people, competitive prices, good government, fine stores, varied housing, stimulating cultural life, reliable services and year round recreation.

We hope you enjoy your stay in Asheville. Please let me know if there is anything I can do to make your time here more enjoyable.

Thank you again for coming to Asheville!

Terry M. Bellamy
Mayor

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Welcome to Asheville and Western North Carolina! You are about to experience one of America's most vibrant places. Asheville blends big city sophistication with mountain quaintness unlike any place in the country.

It is no exaggeration when we say you are 15 minutes from just about every experience imaginable. Biltmore Estate, world-class accommodations, awesome restaurants and galleries, outdoor adventures that rock, scenic vistas that leave you speechless…and a welcoming attitude that leaves you yearning for a return trip sooner than later. This is the essence of Asheville.

To help plan your brief or extended stay, stop by our Visitor Center at 36 Montford Avenue near downtown Asheville which is open seven days a week, or log onto www.exploreasheville.com. You will be amazed at everything Asheville has to offer.   In fact, plan on staying an extra day or two regardless of what season you visit.

Again, we welcome you to Asheville with a friendly smile and open arms. After a day or two, you'll quickly see why we live here. Enjoy!

Kelly Miller
Vice President & Executive Director
Asheville Convention & Visitors Bureau

Conference at-a-Glance

Monday April 7, 2008

8:00 am—5:30 pm	Registration and Check-in
9:00 am—12:00 pm	SACS Peer Evaluator Workshop
1:00 pm—2:15 pm	General Session I
2:30 pm—5:30 pm	SAS Workshop
2:45 pm—3:30 pm	Concurrent Sessions
3:45 pm—4:30 pm	Concurrent Sessions
4:30 pm—4:45 pm	Presenter and Facilitator Meeting
5:00 pm—6:00 pm	Newcomer Orientation
6:15 pm	General Session II
7:30 pm	Conference Reception
8:30 pm—11:00 pm	Hospitality Suite

Tuesday April 8, 2008

8:00 am—12:00 pm	Registration
8:00 am	Continental Breakfast
8:30 am—9:15 am	Concurrent Sessions
9:30 am—10:15 am	Concurrent Sessions
10:45 am—11:30 am	Concurrent Sessions
12:00 pm	Luncheon & Speaker
2:00 pm—2:45 pm	Concurrent Sessions
3:00 pm—3:45 pm	Concurrent Sessions
3:45 pm	Break
4:00 pm—4:45 pm	Concurrent Session
Evening	Dinner on your own
8:00 pm—11:00 pm	Hospitality Suite

Wednesday April 9, 2008

7:30 am—8:30 am	Breakfast with Awards & Prizes
9:00 am—10:15 am	General Session III
10:30 am—11:30 am	Breakout Meetings
11:00 am	Checkout
12:00 pm	NCAIR/SCAIR Executive Board Meetings

Sponsors

NCAIR & SCAIR extend a special thank you to all of our 2008 conference sponsors.

Conference Tracks

Each concurrent session is part of one of three tracks. The session listing in this program is marked with one of the abbreviations below.

IIMP—Informing Institutional Management & Planning - Research and practice related to campus-level planning, evaluation, and management including the types of information and analyses that support institutional policy and decision-making, strategic planning, resource allocation, organizational quality and change. *Topics include:* Enrollment management (including retention studies); quality improvement; strategic planning; fiscal, physical and human resource planning and allocation; campus policy formulation; institutional comparisons and performance indicators; organizational management and change; leadership; institutional effectiveness; and service and outreach.

PIR—Practicing Institutional Research: Theory, Techniques, Technologies, Tools & Ethics - Research and presentations related to the practice of institutional research, including organizational, ethical, methodological, and technological aspects of the profession. *Topics include*: Organizing, managing, and evaluating IR offices and functions; academic preparation and professional development for IR; effective communication strategies and presentation techniques; ethical and political dimensions of IR practice; statistics, research, and reporting methods; and campus information systems including information technologies for IR work, data administration, warehousing and data mining.

ASL—Assessing Student Learning & Program Outcomes - Research and practice related to assessing student learning outcomes; student intellectual development; quantitative and qualitative measures of student learning; psychometric evaluation and testing; and improvement in academic programs and related student experiences resulting from assessment of student learning in academic and co-curricular programs. *Topics include*: The relationship between institutional research and the assessment of student learning; student learning outcomes standards in accreditation; best practices in conducting assessment studies; assessment of general education; assessment of academic programs; and ties between assessment results and measuring institutional effectiveness.

Plenary Speakers

GENERAL SESSION I SPEAKER
Dr. Belle Wheelan, President, Commission on Colleges of the Southern Association of Colleges and

Dr. Belle Wheelan currently serves as President of the Commission on Colleges of the Southern Association of Colleges and Schools and is the first African American and the first woman to serve in this capacity. Her career spans 33 years and includes the roles of faculty member, chief student services officer, campus provost, college president and Secretary of Education. In several of those roles she was the first African American and/or woman to serve in those capacities.

Dr. Wheelan received her Bachelor's degree from Trinity University in Texas (1972) with a double major in Psychology and Sociology; her Master's from Louisiana State University (1974) in Developmental Educational Psychology; and her Doctorate from the University of Texas at Austin (1984) in Educational Administration with a special concentration in community college leadership.

She has received numerous awards and recognition including four honorary degrees; the Distinguished Graduate Award from Trinity University (2002), and from the College of Education at the University of Texas at Austin (1992); *Washingtonian Magazine's* 100 Most Powerful Women in Washington, DC (2001); and the AAUW Woman of Distinction Award (2002).

She holds and has held membership in numerous local, state and national organizations including Rotary International; Alpha Kappa Alpha Sorority, Inc.; the American College Testing, Inc., board of directors; American Association of Community Colleges' board of directors; and the President's Round Table of the National Council on Black American Affairs.

Dr. Wheelan attributes her success to hard work, endurance, tenacity, and being in the right place at the right time. She recognizes that prayer and support from family and friends make anything possible.

Dr. Wheelan is the mother of an adult son named Reginald.

GENERAL SESSION II SPEAKER
Dr. Eric Day, Associate Professor , University of Michigan School of Education

Dr. Eric L. Dey teaches in the Center for the Study of Higher and Postsecondary Education, and serves as the Senior Advisor to the Dean at the University of Michigan School of Education. He has been a Visiting Scholar at the Carnegie Foundation for the Advancement of Teaching in Palo Alto, CA, and directed the Cooperative Institutional Research Program (CIRP) at UCLA's Higher Education Research Institute before joining the University of Michigan faculty.

His current work is concerned with the ways that colleges and universities shape the experiences and lives of students and faculty, and has focused on a range of topics including the educational outcomes of campus diversity and, most recently, how innovative technologies are influencing student learning and faculty teaching practices.

Plenary Speakers

TUESDAY LUNCHEON SPEAKER
Dr. Anne Ponder, Chancellor, University of North Carolina Asheville

Dr. Anne Ponder was elected the sixth Chancellor of the University of North Carolina Asheville in May 2005 and took office the following October 1.

Chancellor Ponder came to UNC Asheville from Colby-Sawyer College, a private liberal arts college in New London, N.H., where she served as president for ten years. She is a nationally known expert on institutional effectiveness, strategic planning, and fundraising and resource development, and has been a frequent faculty member of Harvard University's Institutes for Higher Education.

Chancellor Ponder is a native of Asheville and a lifelong educator. She attended the University of North Carolina-Chapel Hill, where she earned bachelor's, master's and doctoral degrees in English. She began her academic career at Elon College (now Elon University) in North Carolina in 1977, where she was the first woman and first pre-tenure professor to receive the Daniels-Danieley Award for Excellence in Teaching. During her nine years at Elon, she taught English and communications, founded the college's Honors Program and rose through the academic ranks to tenured associate professor.

In 1986 she joined Guilford College in North Carolina, where she was an associate professor of English and interdisciplinary studies and served as associate academic dean. She was recruited to Kenyon College in Ohio in 1989. There she served as professor of English and drama, academic dean, and vice president for information technology before being named to the presidency at Colby-Sawyer College.

Chancellor Ponder is a past president of the North Carolina Honors Association and the National Collegiate Honors Council, and has served on the Advisory Council of the Appalachian College Association.

GENERAL III SESSION SPEAKER
Dr. John Gardner, Executive Director, Policy Center on the First Year of College

Dr. John N. Gardner is an educator, university professor and administrator, author, editor, public speaker, consultant, change agent, student retention specialist, first-year students' advocate, and initiator and scholar of the American first-year and senior-year reform movements.

He serves as the Executive Director of the Policy Center on the First Year of College, funded by a grant from Lumina Foundation for Education. The Center, based in Brevard, N.C., was founded by John and his wife, Dr. Betsy O. Barefoot, in October 1999 in partnership with Dr. Randy Swing who joined the Policy Center in November of 1999. The Center works with colleges and universities to strengthen their resolve and processes to undertake assessment of the entire first college year experience as a means to improve student learning and retention. Currently, the Center's work focuses on implementing a previously non-existent set of aspirational standards for excellence in the first year to be used both for the design of the first year and as a measurement process for effecting educational improvements.

John is also the Senior Fellow of the National Resource Center for The First-Year Experience and Students in Transition, and Distinguished Professor Emeritus of Library and Information Science at the University of South Carolina. The National Resource Center, founded by Gardner in 1986, organizes the popular and influential conferences on The First-Year Experience, Students in Transition, and also disseminates information through an extensive series of scholarly publications, videos, national and international conferences, workshops, seminars, and teleconferences. Gardner "retired" in 1999 after 32 1/2 years of service to the people of South Carolina, but continues to serve them in a reduced and more focused way in his role of Senior Fellow (in addition to his full-time appointment in the Policy Center). He served as Executive Director of both the first-year seminar course, University 101, from 1974-1999, and the National Center from 1986-99. From 1983-96, he also served as Vice Chancellor/Associate Vice Provost for Regional Campuses and Continuing Education.

Monday April 7,2008

REGISTRATION   **8:00 am — 5:00 pm**

Monday – April 7, 9:00 am – 12:00 pm
WORKSHOP #1
Title: SACS – Peer Evaluator
Location: Salon C1
Presenter: Dr. David Carter, *Commission on Colleges*

The first half of this workshop will address institutional effectiveness issues from the standpoints of evaluators and institutions, with particular attention focused on three standards that center on IE issues. The second half of the session will be a "hands on" workshop focusing on several case studies. The focus of this workshop will be on larger comprehensive reaffirmation committees.

Monday – April 7, 2:30 pm – 5:30 pm
WORKSHOP #2
Title: SAS
Location: UNC-Asheville—Karpen Hall Room 036
          Shuttle is available to UNC-Asheville from the Asheville Renaissance Hotel provided by UNC-Asheville

Learn how using the SAS system gets the most out of your data. Don't let the survey results go it alone. We'll show you practical SAS code that merges NSSE findings with institutional data as we investigate possible indices for predicting retention. Using multiple sources of data tends to bring a richness to results and interpretation that provides depth to the analysis. Got data ... got SAS ... get results!

General Session I: 1:00 pm — 2:15 pm   Salon C

Dr. Belle Wheelan, President, Commission on Colleges of the Southern Association of Colleges and Schools

Sponsor Break: First Floor Salon

Concurrent Sessions: 2:45 pm — 3:30 pm

Monday – April 7, 2:45pm-3:30pm   **TRACK—ASL**
Title: Exploring WEAVEonline as a Solution to Managing Assessment Practices   **Salon C1**
Presenter: Timothy Gilbert , *Centrieva Corporation*
Facilitator: Michael Hadley, *Methodist University*

WEAVEonline is an easy-to-use solution to institutional assessment management. Track accreditation standards, student learning outcomes, general education objectives, strategic plans, and much more. The web-based software helps faculty and staff develop, create, and implement effective assessment practices. It is the perfect vehicle for tracking institutional and program improvements over time and providing accrediting agencies with evidence of planning based on actual data collected. WEAVEonline also features a curriculum mapping component that will graphically illustrate program content delivery based on user defined analysis. The recently released version 4.0 includes many enhancements and is now, even easier to use. This session will provide an overview of the many features of this exciting software.

Monday April 7, 2008

REGISTRATION   **8:00 am — 5:00 pm**

Concurrent Sessions: 2:45 pm — 3:30 pm

Monday – April 7, 2:45pm-3:30pm   **TRACK—PIR**
Title: Where Have All Your Students Gone?   **Salon C2**
Presenter: Joseph Roof, *National Student Clearinghouse*
Facilitator: Bill Canuette, *Mount Olive College*

StudentTracker, from the National Student Clearinghouse, allows college research professionals to query a nationwide database of post-secondary enrollment and degree records to improve institutional educational research results and recruiting efforts. Utilizing StudentTracker, researchers can tap into the nation's largest database of enrollment data from over 3,100 colleges consisting of 80 million current and former students. StudentTracker can assist institutions in answering the following questions:
Where Did Our Prospects and Non-Enrolled Applicants Enroll in College?
Have Applicants Been Enrolled Prior to Enrolling at Our Institution and others?

Monday – April 7, 2:45pm-3:30pm   **TRACK—IIMP**
Title: IPEDS: New Race/Ethnicity Categories, Implementation   **Victoria**
Presenter: Laura Greene Knapp, *RTI International*
Facilitator: Catherine Watt, *Clemson University*

RTI International works closely with the National Center for Education Statistics' (NCES) IPEDS data collection staff in managing the IPEDS Help Desk, the Technical Review Panels (TRPs), and the production of IPEDS summary reports (ED Tabs). A recent TRP discussed the new race/ethnicity categories determined by the Office of Management and Budget and the implementation schedule for IPEDS data collection. This session will present an overview of the new definitions and the proposed schedule for implementation, including a look at each IPEDS survey and how it will be affected by the new categories. Then there will be comments from panelists and an opportunity for discussion of potential problems and solutions for institutions in dealing with this rather significant change.

Concurrent Sessions: 3:45 pm — 4:30 pm

Monday – April 7, 3:45pm-4:30pm   **TRACK—PIR**
Title: Nuventive's Outcomes Assessment Solution: TracDat and iWebfolio Provide Structure   **Salon C1**
     and Process to Strategic Planning and Documentation of Continuous Improvement
Presenter: Denise Raney, *Nuventive*
Facilitator: Pat Perry, *Wilson Community College*

Quality improvement, strategic and assessment processes are supported by TracDat outcomes assessment management software. See how TracDat's structure and process definition aids the continuous improvement process including providing links to quantitative and qualitative data. Encourage and support broad participation by utilizing the new email based "task assignment" tools, gain visibility and view progress with dashboards, align goals/objectives/budget and more. Learn how learning outcomes documentation is enhanced by the iWebfolio ePortfolio solution.

Monday – April 7, 3:45pm-4:30pm   **TRACK—PIR**
Title: Tableau Presentation & Demonstration   **Salon C2**
Presenter: *Tableau Software*
Facilitator: Adam Shick, *Wake Forest University*

Tableau, one of our conference sponsors, will give a demonstration of their visual analytic software.

Monday April 7, 2008

Monday – April 7, 3:45pm-4:30pm   **TRACK—PIR**
Title: Making Excel Work for You: Transform your Data Quickly using Excel for Report Generation   **Victoria**
Presenter: Karen Price and Sandra Nicks, *Belmont Abbey College*
Facilitator: Stephanie Martin, *Lenoir-Rhyne College*

This is a practical interactive session on using MS Excel for document preparation. Participants will learn how to create Pivot Tables and link the resulting descriptive data into Excel created documents. Examples presented will demonstrate a quick and efficient way to update common reports such as Fact Sheets, Fact Books and Survey Reports. Learn ways to produce reports that will be ready to disseminate to your campus community within minutes. The session will provide demonstrations of the document preparation process including document formatting, creating and linking pivot tables, refreshing data in the document and an example of the finished visual product produced. Participants will also receive handouts with a step-by-step procedures manual describing how to set up a similar Excel document reporting engine for your office.

Monday – April 7, 4:30 pm– 4:45 pm   **PRESENTER AND FACILITATOR MEETING**
Location: Victoria

Monday – April 7, 5:00 pm– 6:00 pm   **NEWCOMER ORIENTATION**
Location: Victoria

General Session II: 6:15 pm — Salon C

Dr. Eric Dey, Associate Professor, University of Michigan School of Education

"Out of Practice: Reinvigorating Our Research on Higher Education"

Conference Reception at the Renaissance
7:30 pm — Salon C
Enjoy dinner with all of your NCAIR and SCAIR colleagues!
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Happy 35th Anniversary NCAIR!!

Hospitality Suite 8:30 pm—11:00 pm

Tuesday April 8, 2008

REGISTRATION   **8:00 am — 12:00 pm**

Continental Breakfast: 8:00 am — First Floor Salon

Vendor Representatives Salon B: 8:30 pm — 5:00 pm

Concurrent Sessions: 8:30 am — 9:15 am

Tuesday – April 8, 8:30am-9:15am   **TRACK—IIMP**
Title: How Sisters Are Doing it for Themselves: Impact of Professional Development for Women   **Salon C1**
Presenter: Maura Murphy, *North Carolina State University*
Facilitator: Libby Joyce, *Elon University*

The purpose of this study was to examine how professional development programs impact women in higher education. This case study examined one institution, Eastern State College (ESC), and its goal to "provide professional development for others on campus and beyond" (Higher Education Resource Services, 2006). By examining how a professional development program designed to encourage and promote women's leadership succeeded, this study sought to understand what factors impact the critical mass needed to overcome institutional barriers to change. The specific research question was how does a professional development program for women shape the culture for women at a four-year institution?

Tuesday – April 8, 8:30am-9:15am   **TRACK—ASL**
Title: Set up for Failure   **Salon C2**
Presenter: James "Dub" Green, Cathy Almquist, Clyde Craven, Donna Jamison, *Trident Technical College*
Facilitator: Thomas Simpson, *University of South Carolina Union*

The focus of this research was to assess the effectiveness of TTC's placement methodologies for introductory college level math and English courses. Analyzing three years of placement data we were able to demonstrate the effects of improper placement on student success. The study also includes an analysis of success trends of persistent repeaters and a forecast of success rates with revised placement scores.

Tuesday – April 8, 8:30am-9:15am   **TRACK—IIMP**
Title: Developing a Faculty Flow Model Using SAS®   **Victoria**
Presenter: Scott Jenkins and Brinda Johnson, *UNC General Administration*
Facilitator: Cathy Maahs-Fladung, *East Carolina University*

In order to determine the impact of the aging faculty on the university system, a faculty flow model was developed the foundation of twenty years of historical data. The model is based on factors that include faculty retention, resignations, retirements, and promotion for tenured and tenure-track faculty. In addition the model projects additional faculty needs based on projected enrollment growth within the university. Using SAS® programming a ten year faculty profile was forecasted by age, years of service, and rank. The development the faculty flow model will provide insight into the faculty needs for the university in the future strategic planning.

Tuesday – April 8, 8:30am-9:15am   **TRACK—PIR**
Title: Demonstration of SCANTRON'S Class Climate Software   **Alexander**
Presenter: Monica Ewing, *Scantron*
Facilitator: Keith Stiles, *Western Carolina University*

Class Climate is Scantron's ultimate tool for survey-based evaluation in education. It allows you to conduct hundreds of surveys using a mixed on-line 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, parental involvement 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. Using image based scanning, not only can you easily print your paper surveys on your paper using any laser printer, the system will also capture open comments and insert them directly into reports.

Tuesday April 8, 2008

Concurrent Sessions: 9:30 am — 10:15 am

Tuesday – April 8, 9:30am-10:15am   TRACK—PIR
Title: Conducting a Full Faculty Credentials Audit: Vitae and Transcripts and Syllabi, Oh my!   Salon C
Presenter: Ashleigh Parr, Mendi Benigni, and Pamela Isaaco Niesslein, *College of Charleston*
Facilitator: David Onder, *Western Carolina University*

The prospect of gathering and verifying faculty credentials can be a daunting task. For the College of Charleston's SACS Compliance Audit, the institution created a systematic approach to accomplish this mission. The presenters will discuss the creation of policies and procedures that guided this system and will offer an overview of all components of a faculty credential file (a signed Certification of Credentials Form, an official transcript of the highest or appropriate degree earned, a CV, and, where applicable, an approved justification of alternative qualifications). These files were presented to SACS electronically. Participants will receive copies of all documents utilized.

Tuesday – April 8, 9:30am-10:15am   TRACK—ASL
Title: Community - Influencing Learning Outcomes and Retention: A Hierarchical   Victoria
         Generalized Linear Modeling (HGLM) Approach
Presenter: Rob Springer, *Elon University*
Facilitator: Nancy Floyd, *University of South Carolina*

While a campus community can be a difficult concept to grasp, it appears to be well worth the effort. Findings from an eight school study using data from the 2006 Your First College Year survey are presented. The impact of community satisfaction and school selectivity upon both retention and critical thinking are examined. While the results indicate a positive impact for both community and selectivity on retention, community satisfaction's impact is nearly twice that of selectivity. Only community satisfaction is found to be significant with critical thinking. In fact, as community satisfaction increases, reported gains in critical thinking also increase.

Tuesday – April 8, 9:30am-10:15am   TRACK—PIR
Title: Keeping Institutional Effectiveness Goals on Track with WebFOCUS   Alexander
Presenter: Tim Beckett, *Information Builders*
Facilitator: Philina Sarro, *Methodist University*

Does your institution have increased requirements for accountability - both to external stakeholders and internally? Complex and ever-changing details require us to keep our eye on what's most important: our key or critical performance indicators. WebFOCUS will help you track your progress toward your strategic goals (such as student retention, faculty retention, and student success) in a web-based interface. The WebFOCUS Performance Management Framework is a comprehensive application suite for enterprise metrics management and business intelligence. With over 300 education customer sites, Information Builders is focused on your success. Join us to see how your institution can benefit from its rapid start-up and simple customization capabilities. This session will be particularly geared toward executives, institutional research directors and analysts, and anyone involved in the business of institutional effectiveness.

Take Some Time to Visit Our Conference Sponsors: Salon B

Tuesday April 8, 2008

Concurrent Sessions: 10:45 am — 11:30 am

Tuesday – April 8, 10:45am-11:30am   **TRACK—PIR**
Title: Production Frontier Analysis and Graduation Rates: What Archibald and Feldman Do Not Tell Us   Salon C
Presenter: Mark Davenport and Catherine Allen, *UNC Greensboro*
Facilitator: Karen Price, *Belmont Abbey College*

Archibald and Feldman's 2006 paper, recently highlighted in the *Chronicle of Higher Education (Sept. 17, 2007)* compared traditional regression-based graduation rate analysis with production frontier analysis. Common in business research, production frontier analysis allows organizations to compare themselves to peers in terms of their efficiency in reaching a particular outcome, given a set of inputs, rather than solely on the outcome. Applied to higher education, the most important implication of this form of analysis is that it levels the playing field by giving credit to schools that get respectable graduation rates with fewer resources. In this work share program we will share with participants what we have learned by reanalyzing Archibald and Feldman's original data and elaborating on aspects of production frontier analysis that might prove valuable in higher education research. We will discuss the advantages and limitations of frontier analysis and hope that others in the program will share their knowledge and experiences with this interesting technique. We will provide copies of Archibald and Feldman's paper, links to the data and the software, and technical references.

Tuesday – April 8, 10:45am-11:30am   **TRACK—IIMP**
Title: The Bridge to Clemson University: Planning for Student Success   **Victoria**
Presenter: Sue Whorton, *Clemson University*
Facilitator: Maura Murphy, *North Carolina State University*

The admissions landscape has become increasingly competitive for freshman applicants at public research universities. To increase access, partnerships have been developed between two- and four-year institutions to provide students with both a first-year experience and a seamless transfer to the university for the sophomore year. The Bridge to Clemson University is a new first-year collaboration with Tri-County Technical College. Participants will learn about the development of this program and how has been assessed from an administrative, student, and parent perspective using data from student and parent surveys, student academic performance, and focus groups. Use of assessment results will be shared.

Tuesday – April 8, 10:45am-11:30am   **TRACK—PIR**
Title: Space Analysis Using X25: Debunking the Myths of Space Utilization   **Alexander**
Presenter: Keith Stiles, *Western Carolina University*
Facilitator: Loria Lane, *Winston-Salem State University*

 The utilization and scheduling effectiveness of university space, especially academic space, is fast becoming one of the hot button issues facing higher education institutions. Initiatives like PACE within the UNC system represent a growing trend in higher education surrounding efficiency in the use of scarce resources. This presentation illustrates how institutional researchers can provide valid, thorough analysis of academic course scheduling data that will allow academic departments to provide optimal learning opportunities for students. The session demonstrates the use of a business intelligence tool, X25, in conducting analyses of scheduling effectiveness, inventory fitness, and space utilization. The author will share examples of various data analysis projects with attendees and conduct a live demonstration of a space analysis using this tool.

Tuesday April 8, 2008

Luncheon & Speaker: 12:00 — Salon A

Dr. Anne Ponder, Chancellor, University of North Carolina Asheville

Concurrent Sessions: 2:00 pm — 2:45 pm

Tuesday – April 8, 2:00pm-2:45pm   **TRACK—PIR**
Title: National Trends Toward Standardized Accountability Reporting: **Salon C**
          Implications for Institutional Research
Presenters: Bobby Sharp, *Appalachian State University,* **Ross Griffith**, *Wake Forest University,*
                 Robert Ussery, *North Carolina A & T*
Facilitator: Nerissa Rivera, *Duke University*

The practice of Institutional Research (IR) has been shaped over the decades by powerful political contexts and initiatives. An example of these forces is the increasing demand for standardized accountability reporting, exemplified by the Spellings Commission that recommended colleges and universities use instruments such as the Collegiate Learning Assessment (CLA), to measure and publicize student learning outcomes. A second example is the Voluntary System of Accountability (VSA) developed jointly by the American Association of State Colleges and Universities (AASCU) and the National Association of State Universities and Land-Grant Colleges (NASULGC). Other examples can be cited, such as the National Survey of Student Engagement (NSSE). The panelists in this session will review these national trends and discuss implications, both philosophical and practical, of these forces on the work of Institutional Researchers who must comply with the expectations and mandates.

Tuesday – April 8, 2:00pm-2:45pm   **TRACK—IIMP**
Title: Small But Mighty: Institutional Research on a Small Campus   **Victoria**
Presenter: Thomas Simpson, *University of South Carolina Union*
Facilitator: Nancy McElveen, *Greensboro College*

At many small schools, the institutional research officer also serves as an administrator of another area and/or as a professor. Having fewer resources and less time can make institutional research just as daunting on a small campus as at a large university. This session will share methods on how to improve the effectiveness of institutional research on a small campus. Emphasis will be given to how assessment can be integrated at every level of the institution, from the classroom to student activities, and how to use every resource available to its maximum potential.

Tuesday – April 8, 2:00pm-2:45pm   **TRACK—PIR**
Title: Data Additions Validations & Edits (DAVE)   **Alexander**
Presenter: Jeff Hill, *UNC General Administration*
Facilitator: Mark Davenport, *University of North Carolina Greensboro*

The Higher Education Facilities Commission (HEFC) under the authority of the University of North Carolina-General Administration has developed and implemented a computer assisted facilities inventory system to give North Carolina institutions of higher education the ability to respond quickly to financial officers, facility planners, and offices of institutional research. This new system has been nicknamed DAVE (Data Additions Validations & Edits). It is HEFC's goal to use DAVE along with other computer assisted facilities management tools such as CAD to provide a "real-time" accounting of space at N.C. institutions of higher education. A data entry demonstration will be conducted, and manuals will be available for institutions interested in adopting DAVE.

Tuesday April 8, 2008

Concurrent Sessions: 3:00 pm — 3:45 pm

Tuesday – April 8, 3:00pm-3:45pm   **TRACK—IIMP**
Title: IPEDS Update: Overview of Upcoming Changes and Review of Data Tool Enhancements   **Salon C**
Presenters: Janice Kelly-Reid and James Isaac, *RTI International*
Facilitator: Sara Gravitt, *Wake Forest University*

RTI International works closely with NCES in the conduct of the IPEDS data collection, including management of the IPEDS Help Desk, conducting the Technical Review Panels (TRPs), and data reporting. RTI staff will present a general update on IPEDS and review recent changes. Topics for discussion include changes to future data collections, implementation of the new Race/Ethnicity categories, and other current projects of interest to the IR community. We will also provide an overview and discuss the enhancements to the many IPEDS data tools including the Peer Analysis System (PAS), ExPT, DAS, and College Navigator.

Tuesday – April 8, 3:00pm-3:45pm   **TRACK—PIR**
Title: An Examination of Models and Techniques in Forecasting Retention Rates   **Victoria**
        in the University of North Carolina System – 2003/2004 Academic Year Cohort
Presenter: Mahmud Mansaray and Scott Jenkins, *UNC General Administration*
Facilitator: Thomas Coaxum, *Guilford College*

Forecasting retention enrollment is becoming increasingly important in institutional research at most major universities in the US. Against this backdrop, the paper, *An Examination and Techniques in Forecasting Retention Rates in the UNC System-2003/2004 Academic Year Cohort*, attempts to critique some of the models that may be used in forecasting retention rate at the University of North Carolina system (UNC). The presentation reviews the methodologies of at least three widely used forecasting models: FORECAST, ARIMA and VARMAX. The FORECAST technique employs extrapolative forecasting methods where the forecasts of a time series data are the functions of both time and the past values of the series. The ARIMA procedure calculates the probability of a future value that lies between two specific limits. The VARMAX technique, models the relationship between institutional variables that may be correlated to each other and each other's past values. The presentation also examines the reliability of the models under review by interpolating the forecast results with actual retention data for the UNC system, using a statistical diagram.

Tuesday – April 8, 3:00pm-3:45pm   **TRACK—IIMP**
Title: Now That My Data is in Banner, How Do I Get It Out?   **Alexander**
Presenter: Stephanie Thompson, *University of Memphis*
Facilitator: Evelyn Tinsley, *NC A&T State University*

Converting to a new system is always a challenge. Old programs and reports have to be recreated, sometimes from scratch. Nothing is the same and it looks like a daunting task. However, if you converted to Sungard/HE's Banner® system, you're in luck. Data is stored in an Oracle® relational database. This is a good thing since SAS®, using SAS/ACCESS to Oracle, allows you to read these tables just like SAS datasets! One hurdle down. Now all you need to do is learn where the data is that you need in the 4,000+ tables. This presentation will cover how to determine if you have the right software licensed, the SAS programming basics to access the data, some locations for commonly used data elements in Institutional Research, and some general tips on views, forms, and tables.

Tuesday April 8, 2008

Concurrent Sessions: 4:00 pm — 4:45 pm

Tuesday – April 8, 4:00pm-4:45pm   **TRACK—PIR**
Title: Using the National Student Clearinghouse for Institutional Research   **Salon C**
Presenters: John Valentine, *University of South Carolina*
Facilitator: Janice Kelly-Reid, *RTI International*

This session will provide a critical look at the value of National Student Clearinghouse data for institutional research, looking at both the benefits and limitations of the data. The session will explore the uses of the data in tracking admit-declines, transfers-out, and graduates, and include a brief discussion of the role of Clearinghouse data in the new NASULGC/AASCU Voluntary System of Accountability (www.voluntarysystem.org). The session will also examine some of the potential confines of the data, including the range of institutions participating in data sharing, the reliability of submitted data, the challenges of privacy blocks, and the unique problems that international students present. Techniques for best using the data will be discussed and examples of research using the data will be provided.

Tuesday – April 8, 4:00pm-4:45pm   **TRACK—IIMP**
Title: Enrollment Patterns and Completion Status: Students in North Carolina   **Victoria**
        Public Postsecondary Institutions
Presenter: Xiaoyun Yang, *UNC General Administration*, **J. Keith Brown,** *North Carolina Community College System,*
           Keith Brown, *UNC General Administration*
Facilitator: Ivan Walker, *Fayetteville State University*

This study investigates the enrollment patterns of students in the University of North Carolina's (UNC) sixteen campuses and North Carolina Community College System (NCCCS) fifty-eight institutions in relation to their completion status. Students enrollment paths within UNC, NCCCS, and across the two systems will be examined, which include parallel/horizontal transfer within one system, vertical transfer from NCCCS to UNC, reverse transfer from UNC to NCCCS, and swirlers between the two systems. Students in distance education programs will also be included in the analysis. Researchers will track these students' college attendance patterns and investigate how students enrollment patterns affect their completion.

Tuesday – April 8, 4:00pm-4:45pm   **TRACK—PIR**
Title: Tying the Knot Between Strategic Planning and Budgeting: Utilizing Microsoft Access   **Alexander**
        to Support an Integrated Planning Framework
Presenter: Raymond Barclay *College of Charleston,* **Alan Socha,** *Western Carolina University*
Facilitator: Sandra Nicks, *Belmont Abbey College*

This session will demonstrate a mechanism used within a broader institutional effectiveness framework, the Planning Database, that is built within a desktop solution, Microsoft Access to integrate planning and budgeting. The Planning Database has enabled the integration of budgeting and planning frameworks across the institution and made explicit the implications for resource allocation and the relationship of these resources to institutional outcomes. Specifically, the Planning Database allows for an iterative goals and objectives creation process at the university, division, and unit levels. Moreover, it has helped to identify and minimize the often disparate, elusive, or redundant elements of an institutional effectiveness framework to enhance the accountability and reporting function for the Institutional Research Office.

Dinner On Your Own

Enjoy a night out with colleagues in one of Asheville's many dining establishments

Hospitality Suite 8:00 pm—11:00 pm

Wednesday April 9, 2008

Breakfast with Awards & Door Prizes: 7:30 am — 8:30 am
Salon C

General Session III: 9:00 — Salon C

Dr. John Gardner, Executive Director, Policy Center on the First Year of College

Breakout Meetings — 10:30am-11:30am Salon C

12:00 NCAIR & SCAIR Executive Board Meetings

Have a safe trip home!

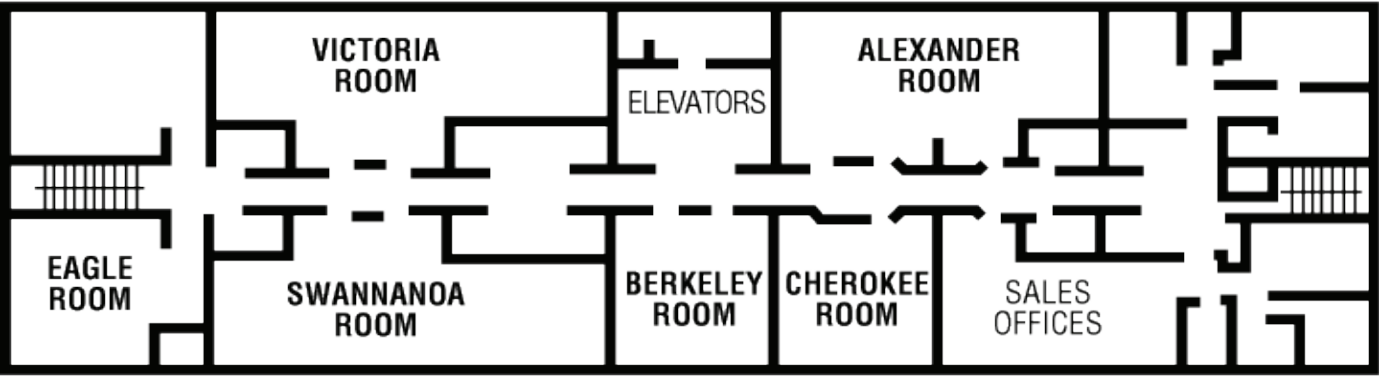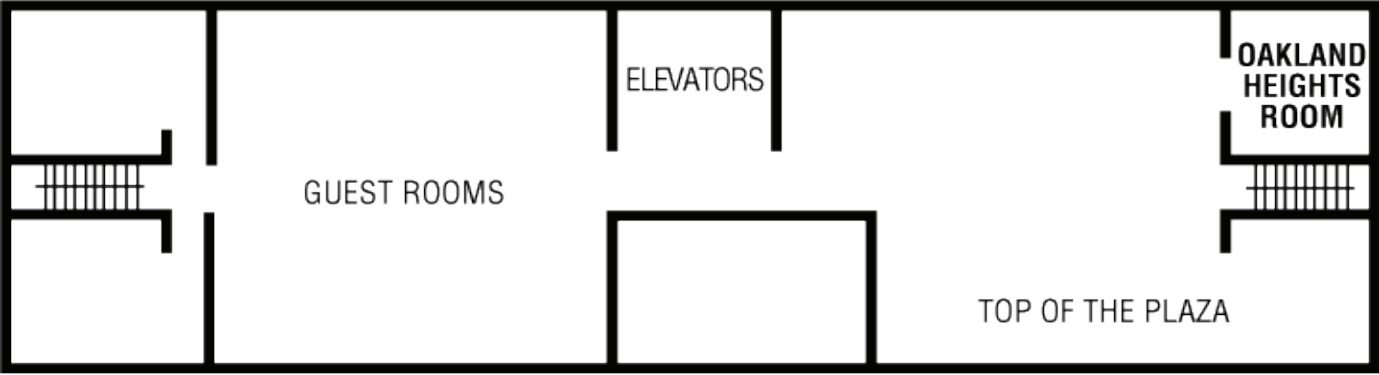South Carolina Association for Institutional Research

NCAIR Conferences

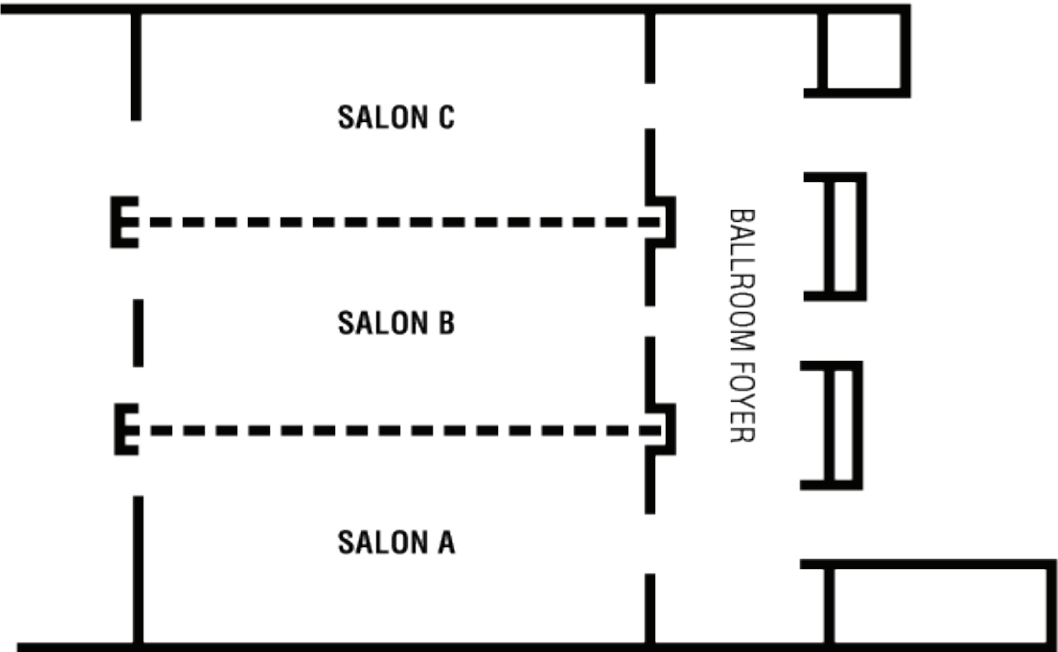| Location	Dates
Location	**Dates**
Charter: Chapel Hill: UNC General Administration	January 24, 1973
1. Charlotte: Downtowner East	October 31 – November 1, 1973
2. Winston-Salem: Hyatt House	November 6-7, 1974
3. Boone: ASU Center for Continuing Education	November 5-6, 1975
4. Greensboro: Holiday Inn Four-Seasons	November 3-4, 1976
5. Asheville: Great Smokies Hilton	November 2-3, 1977
6. Charlotte: Sheraton	November 1-2, 1978
7. Raleigh: Royal Villa	October 31 – November 1, 1979
8. Wrightsville Beach: Holiday Inn	November 12-14, 1980
9. Charlotte: Quality Inn Downtown	October 28-30, 1981
10. Raleigh: Plantation Inn	November 10-12, 1982
11. Burlington: Burlington Inn	April 4-6, 1984
12. Wrightsville Beach: Sheraton	May 14-16, 1985
13. Kill Devil Hills: Ramada Inn	April 30 – May 2, 1986
14. New Bern: Sheraton Hotel and Marina	April 22-24, 1987
15. Southern Pines: Sheraton Inn	March 28-30, 1988
16. High Point: Radisson	April 2-4, 1989
17. Atlantic Beach: Sheraton	March 28-30, 1990
18. Wilmington: Hilton	April 3-5, 1991
19. Myrtle Beach, SC: Landmark Hotel	March 25-27, 1992
20. Atlantic Beach: Sheraton	March 24-26, 1993
21. Asheville: Grove Park Inn	March 21-23, 1994
22. Charlotte: Marriott Executive Park	March 6-8, 1995
23. Nags Head: Ramada Inn	March 20-22, 1996
24. Clemmons: Ramada Limited	March 25-27, 1997
25. New Bern: Sheraton Grand	March 23-35, 1998
26. Myrtle Beach, SC: Wyndham Oceanfront Golf	February 22-24, 1999
27. Asheville: Great Smokies Holiday Inn Sun Spree Resort	March 20-22, 2000
28. Atlantic Beach: Sheraton Atlantic Beach Ocean Front Hotel	March 12-14, 2001
29. Greensboro: Four Season Sheraton	March 18-20, 2002
30. Elon: Elon University	March 26-27, 2003
31. Sunset Beach: Sea Trail Golf Resort and Conference Center	February 16-18, 2004
32. Charlotte: Sheraton Airport	March 9-11, 2005
33. Boone: Broyhill Inn and Conference Center	March 22-24, 2006
34. Wilmington: Riverside Hilton	March 5-7, 2007

Renaissance Asheville Hotel Meeting Room Overview

SECOND FLOOR

VICTORIA ROOM

ELEVATORS

ALEXANDER ROOM

EAGLE ROOM

SWANNANOA ROOM

BERKELEY ROOM

CHEROKEE ROOM

SALES OFFICES

12TH FLOOR

ELEVATORS

OAKLAND HEIGHTS ROOM

GUEST ROOMS

TOP OF THE PLAZA

LOBBY LEVEL

SALON C

SALON B

SALON A

BALLROOM FOYER

"Strength in Numbers"

2008

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Joint Conference

Asheville, North Carolina
April 7-9, 2008