

# News from . . .



**Association for Institutional Research in the Upper Midwest**

a professional organization for higher education institutional researchers

www.airum.org

Volume 17

October, 2005

## 2005 AIRUM Conference



### Elevating the Value of Institutional Research in Higher Education

*The 2005 AIRUM conference will be held on November 10-11, 2005 at Hotel Sofitel in Bloomington, Minnesota.*

*Keynote speakers will include Victor Borden, immediate past president of the Association for Institutional Research (AIR) and Karen Solomon from the Higher Learning Commission.*

**V**ictor Borden, the Thursday keynote speaker, will address “**elevating the role of institutional research in higher education.**”



Dr. Victor Borden is Associate Vice President for University Planning, Institutional Research and Accountability for Indiana University. He is also an associate professor for IUPUI's Psychology Department (Purdue School of Science) and has adjunct

appointments in the department of Educational Leadership and Policy Studies (Indiana University School of Education), the Indiana University School of Informatics, and IUPUI's University College (IUPUI). Dr. Borden's primary research interests are in the areas of student progress and performance and institutional and program performance indicators.

Dr. Borden has published over 50 articles and book chapters, including the annual analysis of degrees conferred to students of color for Black Issues in Higher Education. His professional activities include consulting and teaching workshops on accountability and improvement, program assessment, statistics, survey research, and the use of technology for assessment,

decision support, and institutional analysis. He has delivered more than 150 presentations and workshops throughout the U.S. and in Europe and Asia.



**K**aren J. Solomon, will address the different conversations that involve student learning—“**Who Hears**

**You? Conversations Considered?** What could those conversations entail? How do you convey the outcomes so they are understandable to your internal and external

communities? What information is needed for your president, students, alumni, and other different populations? What is the role of Institutional Research in understanding and supporting those conversations? The Higher Learning Commission's new criteria focus on student learning, and institutions are beginning to understand the differences in the revised criteria. How can we help to tell the story?

Karen J. Solomon joined the staff of the Higher Learning Commission in August of 2003. As Assistant Director for Accreditation Services, she serves as the Commission's liaison to approximately 200 institutions involved in PEAQ. Solomon came to the Commission from Northern Illinois University where she was Coordinator of Research and Evaluation in Adult Continuing Education. Before her work at NIU, she was an Education Associate in Outcomes Assessment for ACT, Inc. (American College Testing). Solomon has also served as Executive Director for Illinois Campus Compact for Community Service, and at Benedictine University (IL) as Associate Dean of Student Development for Co-curricular Activities, and other positions. She has teaching experience at NIU and Benedictine. Solomon has delivered many national presentations on outcomes assessment, evaluation service learning, and student development, and has served as a paid consultant on assessment and adult learning. She holds a B.A degree in Business from North Central College (IL), an M.B.A from Benedictine University (IL), and an Ed. D. in Adult and Continuing Education from Northern Illinois University.



# Elevating the Value of Institutional Research in Higher Education

## CONFERENCE REGISTRATION FORM AIRUM 2005, WWW.AIRUM.ORG

NOVEMBER 10-11, 2005  
HOTEL SOFITEL, BLOOMINGTON, MINNESOTA

### CONFERENCE PARTICIPANT INFORMATION (PLEASE PRINT CLEARLY)

Name (First, Middle, Last): \_\_\_\_\_  
 Title/Position: \_\_\_\_\_ Institution: \_\_\_\_\_  
 Address (Street, City, State, Zip): \_\_\_\_\_  
 Phone (include area code): \_\_\_\_\_ e-mail: \_\_\_\_\_

### CONFERENCE FEES

Fees include all professional activities, Thursday continental breakfast, Thursday luncheon, break refreshments, Thursday social snack, Friday continental breakfast, and Friday luncheon. Check which fee category you belong to and send payment as directed below.

The \$25 AIRUM Lifetime Membership Fee is a voluntary, one-time membership fee that allows reduced conference fees for this and all future AIRUM conferences. Unsure if you're an AIRUM member? If you received this registration form through the mail and the word PAID is on your address label, then you are an AIRUM member. A list of AIRUM members (and the most recently updated contact information) is also available at the AIRUM web site. If your name is on that list, you are an AIRUM member.

#### AIRUM members

\_\_\_ \$150 Early Bird (postmarked by October 25)  
 \_\_\_ \$170 Late Bird (postmarked October 25 – November 2)

**Note that there is NO on-site registration for this conference. Registrations must be postmarked by November 2.**

#### AIRUM non-members

\_\_\_ \$160 Early Bird (postmarked by October 25) and **NOT** paying AIRUM membership fee  
 \_\_\_ \$175 Early Bird (postmarked by October 25) **AND** paying AIRUM membership fee  
 \_\_\_ \$180 Late Bird (postmarked October 25 – November 2) and **NOT** paying AIRUM membership fee  
 \_\_\_ \$195 Late Bird (postmarked October 25 – November 2) **AND** paying AIRUM membership fee

#### Vendors (fee is in addition to a paid registration)

\_\_\_ \$135 Vendor display fee – Thursday, November 11 (includes one 6-foot table).

### PARTICIPATION INFORMATION AND MENU SELECTION

#### **PLEASE CHECK THE APPROPRIATE BOXES:**

- This is my first AIRUM conference (check the website for possible scholarship information)  
 I am willing to be a session convener (introduce the presenter and session, distribute and collect evaluations)

#### **Thursday Luncheon (please choose ONE)**

- I plan on attending (if checked, please indicate menu selection)  
 \_\_\_ Sautéed breast of chicken with ragout \_\_\_ Pepper-seared sirloin \_\_\_ Vegetarian selection (chef's choice)  
 I will not attend the luncheon

#### **Friday Luncheon (please choose ONE)**

- I plan on attending (if checked, please indicate menu selection)  
 \_\_\_ Sautéed breast of chicken with crab \_\_\_ Grilled salmon \_\_\_ Vegetarian selection (chef's choice)  
 I will not attend the luncheon

### PAYMENT INFORMATION AND CANCELLATION POLICY

#### **Send Registration Form and Payment to:**

Clare Huhn, Associate Policy and Planning Analyst  
 170-A Bascom Hall, 500 Lincoln Drive  
 Madison, WI 53706  
 FAX: 608.265.3324 (for POs only)

**Make check out to AIRUM**

#### **Cancellation Policy:**

100% refund if notice received by October 28  
 50% refund if notice received by November 4  
 0% refund if notice received on or after November 4

If you do not receive a confirmation notice within two weeks, please contact Clare at [chuhn@vc.wisc.edu](mailto:chuhn@vc.wisc.edu) to confirm that your registration form and payment were received.

## New to AIRUM? Scholarship Information

Scholarships are available for up to \$250 each to cover most (or all) the expenses for two individuals to attend the November 2005 AIRUM conference. **Application deadline is October 17, 2005.** Go to [www.airum.org](http://www.airum.org) for scholarship criteria.

## Staying Overnight at the Hotel?

The Hotel Sofitel is prepared for guest room reservations. Attendees can call (952) 835-1900 and ask for AIRUM 2005 to reserve a room. The rate is \$99.00. **The cutoff date for this rate is October 21, 2005.**

### Hotel Sofitel Minneapolis

5601 West 78<sup>th</sup> Street  
Bloomington, MN 55439



## Shuttles

Shuttle services to and from Minneapolis/St. Paul International Airport and Mall of America are available.

## Things to Do and Places to Eat

Check out the Bloomington, Minnesota website at: <http://www.bloomingtonmn.org/>

## Presentations Planned

Go to [www.airum.org](http://www.airum.org) for a more complete description of the following sessions.

### *Welcome to AIRUM: A Session for Those New (and not-so-new) to AIRUM*

Leonard Goldfine, Director of Institutional Research, Rochester Community and Technical College, MN and other Steering Committee members

### *Measuring OUTSIDE the Ivory Tower: Designing and Implementing a Survey of External Stakeholders*

Leonard Goldfine, Director of Institutional Research, Rochester Community and Technical College, MN

### *Enhancing Study Abroad Through "New and Improved" Assessment Efforts*

Kay Schneider, Director of Assessment and Institutional Research, Concordia College, Moorhead, MN  
Mary Rice, Professor and Chair of Spanish, Concordia College, Moorhead, MN

### *Developmental Education Progress and Outcomes at MCTC: An Ongoing Study of Persistence and Achievement, FY 2005*

Takeshi Yanagiura, Research Analyst, Minneapolis Community and Technical College, MN  
Mike Flanigan, Institutional Researcher, Minneapolis Community and Technical College, MN

### *Wearing Two Hats: Integrating Institutional Research and Assessment*

Georgia Christensen, Director of Institutional Research and Assessment, Viterbo University, LaCrosse, WI

### *Marketing your IR Office*

Carmen Williams, Director, Office of Institutional Research, University of North Dakota, Grand Forks  
Carol Drechsel, Information Technology Specialist, Office of Institutional Research, University of North Dakota, Grand Forks

### *Tools of the Trade*

Carmen Williams, Director, Office of Institutional Research, University of North Dakota, Grand Forks  
Jean Chen, Assistant Director, Office of Institutional Research, University of North Dakota, Grand Forks  
Carol Drechsel, Information Technology Specialist, Office of Institutional Research, University of North Dakota, Grand Forks

### *Using Fuzzy Logic to Evaluate Academic Programs*

Steven Ratliff, Institutional Researcher and Professor of Physics, Northwestern College, St. Paul, MN

### *Learning Styles Inventory Implications for Institutional Research: An Experimental Study*

Ross Azevedo, Associate Professor of Human Resource Management, University of Minnesota, Minneapolis  
Mesut Akdere, Assistant Professor of Administrative Leadership, University of Wisconsin-Milwaukee

### *Assessing First-Year Learning—From CIRP to YFCY*

Hong Gao, Director of Institutional Research and Assessment, Loras College, Dubuque, IA

***Student Perspectives on the Impact of Study Abroad***

Guihua Li, Director of Institutional Studies and Planning, St. Cloud State University, MN  
Chunsheng Zhang, Associate VP for Academic Affairs, St. Cloud State University, MN

***The Multi-cultural Environment and Retention at MCTC: A Study of Institutional Culture, Persistence, and Achievement FY 2005***

Mike Flanigan, Institutional Researcher, Minneapolis Community and Technical College, MN

***Optimal Data Analysis: Introduction Demonstration of a New Methodology for Classification***

Jack Williamsen, Data Analyst, St. Norbert College, DePere, WI

***Assessment in Action: Programs at Two and Four Year Public Institutions***

Mary Soroko, Director of Information and Planning, St. Cloud State University, MN  
Katie Vaccari, Director of Institutional Research, Anoka-Ramsey Community College, Coon Rapids, MN  
Leonard Goldfine, Director of Institutional Research, Rochester Community and Technical College, MN

Guests: David Shupe, Director of Evaluation of Student Achievement, eLumen Collaborative, St. Paul, MN  
Jim Biederman, Faculty, Anoka-Ramsey Community College, Coon Rapids, MN

***Leadership and Skill Development in Graduate School: Implications for Institutional Research***

Mesut Akdere, Assistant Professor of Administrative Leadership, University of Wisconsin-Milwaukee  
Simone Conceição, Assistant Professor of Administrative Leadership, University of Wisconsin-Milwaukee

***A Geographical Approach to Analyzing Student Admission Patterns***

Demetrio Rojas, Student, Grinnell College, Grinnell, IA  
Lynn Ji, Student, Grinnell College, Grinnell, IA

**Address Correct?**

Contact Clare Huhn, [chuhn@vc.wisc.edu](mailto:chuhn@vc.wisc.edu), if this address is incorrect and you **are not** registering for the conference. Any other address updates will be derived from your conference registration form.

**News from . . . AIRUM** is published semi-annually. The next issue will be in spring 2006.

***Alumni Data for Assessment and Policy Analysis: Moving from Vision to Reality***

Jocelyn Milner, Director of Academic Planning and Analysis, University of Wisconsin-Madison  
Clare Huhn, Policy and Planning Analyst, University of Wisconsin-Madison

***Student Transfer in the Minnesota State Colleges and Universities System***

Craig Schoenecker, Director for Research, Minnesota State Colleges and Universities, MN  
Douglas Olney, Director of Institutional Research, Northeast Higher Education District, Grand Rapids, MN

***Working with HLC's New Criteria for Accreditation: Heightened Roles for IR and Assessment***

Gretchen Bogenrief, Director, Assessment and Institutional Research, Briar Cliff University, IA

***Systemwide Precollege Reporting: Conversion of an Operational to Analytical Database***

Todd Bailey, Institutional Planner, University of Wisconsin System Administration

***Access to Higher Education by Family Income: ACT Test-Taking, Application, Admission, and Enrollment***

David Blough, Senior Institutional Planner, University of Wisconsin System Administration

***Basics of IPEDS Reporting***

Nancy Krogh, Registrar, University of Idaho

***IPEDS – What's New***

Nancy Krogh, Registrar, University of Idaho

**What is AIRUM?**

AIRUM is a regional affiliate of the Association for Institutional Research (AIR—[airweb.org](http://airweb.org)), a national organization dedicated to the profession of institutional research. AIRUM's objectives are to:

- improve and disseminate research predominantly of concern to institutions of higher education
- provide a collegium for professional persons in a common profession
- provide an avenue for professional accomplishment by offering at least an annual meeting at which papers may be presented, speeches given, workshops taught, and other such professional contributions made
- encourage association with the Association for Institutional Research and to promote AIR forums and other activities
- encourage professional identification, development and renewal

Go to [www.airum.org](http://www.airum.org) for more information.