

# News from . . .



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

a professional organization for higher education institutional researchers

[www.airum.org](http://www.airum.org)

Volume 19

October, 2006

## AIRUM Annual Conference November 2-3, Bloomington, MN

**G**et ready for another wonderful fall conference. The Steering Committee and your institutional research colleagues from around the Upper Midwest are planning a great professional development opportunity for you. **Register now!!!**

### Luncheon and Guest Speakers



Presenters this year are **Fonda Vera** and **Mary Frances Gibbons** from Richland College of the Dallas County Community College District, Texas. They will be with us for two days. Fonda Vera is Dean and Director for Planning and Research for Institutional Effectiveness. Mary Frances Gibbons is

a faculty member who is intricately involved with institutional effectiveness and leads the College's accreditation process. Her primary role is to help faculty in their Quality Enhancement Plan activities, the assessment of student-learning outcomes, and administrative and educational support services.

**Fonda and Mary Frances are two people instrumental in guiding Richland College to a 2005 Malcolm Baldrige Quality Award** ([www.nist.gov](http://www.nist.gov)).

Richland College is only the third institution of higher education to receive the Baldrige award and the first community college to receive this honor. The first education Baldrige winner was also an AIRUM institution—the University of Wisconsin–Stout—which provided guest speakers at the 2002 AIRUM Conference.

**Fonda Vera and Mary Frances Gibbons will provide four presentations during the AIRUM 2006 Conference**

1. "Assessment of student learning and Richland College's piloting of new accreditation standards within its region," by Mary Frances Gibbons, noon to 1:15 p.m. on Thursday, November 2.
2. "Measurement, analysis, and review of institutional performance and knowledge management within a

higher education setting," by Fonda Vera on Thursday during the 1:30 to 2:15 p.m. concurrent session.

3. "How we document our continuous improvement efforts at Richland College," by Fonda Vera and Mary Frances Gibbons on Thursday during the 3:30 to 4:15 p.m. concurrent session; Richland forms will be shared.
4. "A brief overview of Richland College's Performance Excellence Model," by Mary Frances Gibbons and Fonda Vera on Friday during the 9:40 to 10:25 a.m. concurrent session.



Fonda Vera holds a bachelor's degree in history and a master's degree in urban affairs from the University of Texas-Arlington. Mary Frances Gibbons, who holds a Master of Arts in English from Sam Houston State University in Huntsville, Texas, began as an original faculty member when Richland opened in 1972.

Richland College (RLC) is one of seven two-year community colleges in the Dallas County Community College District in Dallas, Texas. It provides credit and continuing education courses to more than 20,000 students each semester (14,500 credit and almost 6,000 continuing education students), ranging from adolescents to senior citizens, who speak 90 different first languages. RLC's key student segment is the transfer student, whose primary goal is further education at a four-year university. The number of students who complete the core curriculum in preparation for transfer to four-year institutions has grown from 500 students in 2002 to 1,660 in 2005.

### New to AIRUM?

**S**cholarships are available for awards up to \$275 each to cover most (or all) of the expenses for two individuals to attend the November 2006 AIRUM conference. Visit [www.airum.org](http://www.airum.org) for complete scholarship criteria. **Applications are due no later than October 13, 2006.**

Last year scholarships were awarded to **Donna Statzell** from College of Menominee Nation, and **Wendy Knutson** from the University of Wisconsin-Stout.

**AIRUM 2006 CONFERENCE REGISTRATION FORM**  
**NOVEMBER 2-3, 2006, SHERATON HOTEL, BLOOMINGTON, MINNESOTA**



[WWW.AIRUM.ORG](http://WWW.AIRUM.ORG)

(Participants should make their own hotel reservations by calling 866-837-4278 by October 16<sup>th</sup>.  
 The single/double AIRUM room rate is \$129.)

**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 lunch. Check which fee category you belong to and mail 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 through October 15)
- \_\_\_ \$170 Late Bird (postmarked October 16-24)

**Note that there is NO on-site registration for this conference. Registrations postmarked after October 24 cannot be accepted.**

**AIRUM non-members**

- \_\_\_ \$160 Early Bird (postmarked through October 15) and **NOT** paying AIRUM membership fee
- \_\_\_ \$175 Early Bird (postmarked through October 15) **AND** paying AIRUM membership fee
- \_\_\_ \$180 Late Bird (postmarked October 16-24) and **NOT** paying AIRUM membership fee
- \_\_\_ \$195 Late Bird (postmarked October 16-24) **AND** paying AIRUM membership fee

**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). \_\_\_ Top Sirloin of beef with brandied wild mushrooms  
 \_\_\_ Chicken Piccata in lemon caper sauce \_\_\_ Vegetarian option (chef's choice)
- I will not attend the luncheon.

**Friday Box Lunch (please choose ONE)**

*Based on suggestions made at last year's conference, the annual business meeting will be held at the end of the conference, during what was formerly the closing keynote session. In order to accommodate participants with long drives ahead, we will be providing a boxed lunch that can either be "to go" or eaten at the hotel during the business meeting.*

- Yes, I would like a boxed lunch prepared for me. Note: the boxed lunch will consist of a croissant sandwich (smoked turkey and cheddar, ham and Swiss, or a vegetarian option with lettuce, tomato and condiments), pasta salad, chocolate chip cookie, candy bar and an apple. There will be a choice of bottled water or soda.
- No, I do not want a boxed lunch prepared for me.

**PAYMENT INFORMATION AND CANCELLATION POLICY**

**Mail Registration Form and Payment to:**

Clare Huhn, AIRUM Treasurer  
 170-A Bascom Hall, 500 Lincoln Drive  
 Madison, WI 53706  
[chuhn@vc.wisc.edu](mailto:chuhn@vc.wisc.edu), 608.265.9276  
 FAX: 608.265.3324 (for POs only)

**Make  
Checks out  
to AIRUM**

**Cancellation Policy:**

100% refund if notice received by October 24  
 50% refund if notice received by October 28  
 0% refund if notice received after October 28

A list of conference registrants will be posted on the AIRUM web site. If your name is listed, this is confirmation of your registration. Please allow approximately one week from the time you send your registration for posting on the [www.airum.org](http://www.airum.org) website. Contact Clare Huhn to confirm your registration if your name is not posted in a timely manner.

## Staying Overnight at the Hotel?

The Sheraton Hotel is prepared for guest room reservations. Attendees can call (866) 837-4278 toll free and ask for AIRUM 2006 to reserve a room.

The single/double rate is \$129.00. **The cutoff date for this rate is October 16, 2006.**

### Sheraton Bloomington Hotel

7800 Normandale Boulevard

Bloomington, MN 55439

[www.sheraton.com/minneapolisouth](http://www.sheraton.com/minneapolisouth)



### 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/>

## Founding Member of AIRUM to be Recognized

Dr. Sam Adams was president of the Association for Institutional Research in 1983. He provided major leadership that coalesced state and regional IR interest groups into AIRUM. We will recognize him, in person, for his long, distinguished, and continuing IR and academic careers at the University of Wisconsin-Oshkosh during the Thursday luncheon. Look for a narrative of a phone interview with him at [www.airum.org](http://www.airum.org).

## Presentations Scheduled

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

## Research or Scholarly Papers

### Retention Analysis of Students Admitted on Probation at a Private, Liberal Arts College

Alan Ferris, Director of Institutional Research and Assessment—Mount Marty College, Yankton, SD

### Collegiate Learning Assessment: New Measures for Benchmarking Undergraduate Student Development

Marc Chun, Research Scientist—Council for Aid to Education, New York, NY

### Age-Related Differences in College Choice Criteria: Meeting the Demands of Adult Students

Durwin Long, Ph. D. Candidate, University of Minnesota-Twin Cities

### Attrition Risk Factor—Development of a Retention Tool as a Means for Student Intervention

Charlie Couch, Registrar and Director of Institutional Research; Timothy Huffman, Associate Professor of Mathematics—Northwestern College, Orange City, IA

### An Analysis of Career Preparation of Institutional Researchers in the Upper Midwest

Mark Schmidt, Assistant Professor, School of Education; Agnes N. Lyonga, Doctoral Student in Institutional Analysis, School of Education—North Dakota State University

### Assessment of Student Learning and Richland College's Piloting of New Accreditation Standards within its Region

Mary Frances Gibbons, Faculty Leader in Institutional Effectiveness and Accreditation, Richland College of the Dallas County Community College District, Dallas, TX

### Seeing the Forest for the Trees: Analyzing Alumni Engagement Using Tree-Based Segmentation

Scott Baumler, Director of Institutional Research—Grinnell College, Grinnell, IA

### Student Engagement at UW-Stout: A Phenomenological Study

Wendy S. Knutson, Institutional Planning Associate; Charlene Schmidt, Ph.D. RD, Assistant Professor—University of Wisconsin-Stout, Menomonee

### Measurement, Analysis, and Review of Institutional Performance and Knowledge Management within a Higher Education Setting

Fonda Vera, Dean and Director for Planning and Research for Institutional Effectiveness—Richland College of the Dallas County Community College District, Dallas, TX

### Economic Returns to Sub-Baccalaureate Graduates

Craig Schoenecker, System Director for Research—Minnesota State Colleges and Universities System, St. Paul

### A Study of Transfer Retention at a Midwest University

Biao Zhang, Director of Institutional Research; Carron Radi-gan, Senior Programmer Analyst—University of South Dakota

### **Making Sense of it All: An Audit of College-Level Assessment Data**

Lynn Kalnbach, Director of Institutional Retention and Assessment; David Bauman, Assistant Dean of Advising and Retention—The College of St. Scholastica, Duluth, MN

### **Examining the Timing and Incidence of Student Attrition through Survival Analysis**

Peter M. Radcliffe, Senior Analyst, John P. Kellogg, Assistant Director; Ronald L. Huesman, Jr., Analyst—University of Minnesota-Twin Cities

### **Measuring Diversity: The University of Wisconsin System Equity Scorecard Pilot Project**

Teri Lynn Thill, Director of Institutional Research University of Wisconsin-LaCrosse; Gregg Nettesheim, Senior Information Manager, UW Colleges, Madison; Gesele Durham, Director of Assessment & Institutional Research, UW-Milwaukee; Chunju Chen, Executive Director, Institutional Research, UW-Whitewater; David Blough, Senior Institutional Planner, Office of Policy Analysis and Research, UW System Administration

### **Graduation and Retention Rates of 903 Doctoral Students at a Research University from Fall 1994 Through the Present**

Samudra Kugel, Doctoral student in Institutional Analysis; William Slinger, Director, Institutional Research; Janet Carlson, Research Analyst, Institutional Research—North Dakota State University, Fargo

### **A Brief Overview of Richland College's Performance Excellence Model**

Mary Frances Gibbons, Faculty Leader in IE and Fonda Vera, Dean and Director for Planning and IR, Richland College of the Dallas County Community College District, Dallas, TX

### **Program Array Comparisons among Peer Universities as a Context for Planning**

Jocelyn Milner, Director of Academic Planning and Analysis—University of Wisconsin-Madison

### **Data Mining: Turning Records into Golden Data Sources for Decision-Making**

Dan McCullum, Assistant Dean, Administrative Services; Jeff Meece, Dean, Student Services—University of Wisconsin-Marshfield/Wood County

### **Factors Affecting Instructional Costs in Public Four-Year Institutions**

Yufeng Duan, Institutional Planner—University of Wisconsin System Administration, Madison

## **Poster Presentations**

### **An Analysis of Career Preparation of Institutional Researchers in the Upper Midwest: Phase Two of the Study**

Agnes N. Lyonga, Doctoral student Institutional Analysis—North Dakota State University, Fargo.

### **The Evolving Differentiation between the Ed. D. & Ph. D.**

Valerie Anderson, Doctoral student in Institutional Analysis—North Dakota State University, Fargo

### **Institutional Research in the Eyes of Higher Education Academic Officers: Implications for Data Driven Decision-making**

Carol Okigbo, Doctoral student Institutional Analysis—North Dakota State University, Fargo

### **Easy Steps to Building a Better Graph**

Deborah Furlong, Director of Institutional Research—University of Wisconsin-Green Bay

### **Transfer Student Retention Program**

Sage Lavant, Institutional Research Intern—University of Wisconsin-River Falls

### **Beyond First Year Retention: Bridging the Student Success and Campus Strategic Retention Initiatives**

Jean Chi-Jen Chen—University of North Dakota. Grand Forks

## **Demonstrations**

### **Data Requests – Tracking What We Do**

Carmen Williams, Director, Institutional Research; Carol Drechsel, Information Technical Specialist—University of North Dakota, Grand Forks

### **Optimizing Educational Offerings to Meet Workforce Demand**

Dick Seib, Research Specialist—Western Technical College, LaCrosse, WI; Gabriel Rench, Business Development Specialist—CCbenifts, Inc.

### **Reporting and Measurement—An Institutional Dashboard**

Dee Bernard, Director of Budget, Fiscal Planning and Reporting—Minneapolis Community and Technical College

## **Table Topics**

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

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

### **Effective Training for Institutional Researchers in the Application of Statistical Procedures**

Jean Chi-Jen Chen, Assistant Director of Institutional Research—University of North Dakota-Grand Forks; Mark Schmidt, Assistant Professor; William Slinger, Director, Institutional Research—North Dakota State University, Fargo

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

### **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.