

# 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 20

Fall 2007

## AIRUM Annual Conference October 25-26—Bloomington, Minnesota



Mark your calendars! Don't miss this wonderful opportunity to meet with fellow institutional researchers from around the region, participate in professional development opportunities, and share the most current knowledge and practices in the field. **Register now!!!**

### Keynote Speaker

Our presenter this year is Dr. Ellen Chaffee, president of Valley City State University in Valley City, North Dakota. Not only is Dr. Chaffee president of VCSU, but from 1993 until 2002 she simultaneously served as president of Mayville State University in Mayville, North Dakota.



This unique arrangement won her the administrative leadership award from the American Association of University Administrators. During her presidency, VCSU has won national awards, been featured in national publications such

as the *New York Times* and *Computerworld*, and has received a number of highly competitive federal and foundation grants.

Dr. Chaffee has been national president of two major higher education associations (the Association for Institutional Research and the Association for the Study of Higher Education) and served nine years on the national accrediting board for pharmacy education. She has written or co-authored five books and many articles on strategic management, quality, innovation, and leadership.

For this year's conference, Dr. Chaffee has chosen to discuss how institutional research personnel can make themselves indispensable to the people at the top of the organizational chart by "reading their minds." What issues are they thinking about or dealing with? What issues are pretty much universal in higher education? How can institutional research help? And what strategies work best for working with people at the top?

In addition to her keynote address, Dr. Chaffee will be available during one of the breakout sessions following her presentation to follow up on the points she makes as well as respond to questions you may have for her.

### New to AIRUM?

Scholarships are available for up to \$275 each to cover most (or all) of the expenses for two individuals to attend the 2007 AIRUM conference. Visit <http://www.airum.org> for scholarship criteria and deadline information. **Applications should be postmarked no later than October 5, 2007.**

### 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 2007 to reserve a room. The single/double rate is \$129. **The cutoff date for this rate is October 1, 2007.**

### Sheraton Bloomington Hotel

7800 Normandale Boulevard  
Bloomington, Minnesota 55439

[www.Sheraton.com/Bloomington](http://www.Sheraton.com/Bloomington)

**AIRUM 2007 CONFERENCE REGISTRATION FORM**  
**OCTOBER 25-26, 2007, 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 1st. The single/double AIRUM room rate is \$129. There are 40 rooms each night reserved at this rate.)

**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 8)
- \_\_\_ \$170 Late Bird (postmarked October 9-16)

**Note that there is NO on-site registration for this conference. Registrations postmarked after October 16 cannot be accepted.**

**AIRUM non-members**

- \_\_\_ \$160 Early Bird (postmarked through October 8) and **NOT** paying AIRUM membership fee
- \_\_\_ \$175 Early Bird (postmarked through October 8) **AND** paying AIRUM membership fee
- \_\_\_ \$180 Late Bird (postmarked October 9-16) and **NOT** paying AIRUM membership fee
- \_\_\_ \$195 Late Bird (postmarked October 9-16) **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).
  - \_\_\_ Prime Rib Sandwich with steak fries      \_\_\_ Chicken Romano grilled with mushrooms and asiago cheese
  - \_\_\_ Minnesota Walleye with lemon butter      \_\_\_ Vegetarian option (chef's choice)
- I will not attend the luncheon.

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

*The annual AIRUM business meeting will be held after the Friday morning sessions at the end of the conference. 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. Lunches will consist of a sandwich, potato salad, chips, fruit, cookie or brownie and a choice of beverage.*

- Yes, I would like a boxed lunch prepared for me (if checked, please indicate type of sandwich).
  - \_\_\_ Sandwich with meat (hotel will prepare a variety of choices)      \_\_\_ Vegetarian sandwich
- 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 16  
 50% refund if notice received by October 20  
 0% refund if notice received after October 20

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.

## Shuttles

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

## Things to Do and Places to Eat

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

## Presentations Scheduled

This year the AIRUM Steering Committee is pleased to offer an amazing selection of breakout sessions. First-time attendees (and seasoned conference veterans) are invited to attend the welcome session to learn more about AIRUM and how to get the most possible from all that AIRUM has to offer. There are also a wide variety of research and scholarly paper presentations that cover topics ranging from research methodology, to research findings, to ongoing assessment efforts.

Last year AIRUM members expressed a desire to learn more about dashboards and scorecards and AIRUM members responded! Among the demonstrations being offered are three sessions detailing various aspects of designing, building, maintaining, and getting the most from institutional dashboards and scorecards.

This year's conference promises to build on past successes in offering the best that our members have to offer. Go to <http://www.airum.org> for a complete program with session descriptions and times.

## Research or Scholarly Papers

### **Voluntary System of Accountability (VSA): Creating the College Portrait**

Richard Howard, Director, Office of Institutional Research – University of Minnesota-Twin Cities; Teri Lyn Thill, Director of Institutional Research, University of Wisconsin-La Crosse; Linda Lorenz, Analyst, Office of Institutional Research, University of Minnesota-Twin Cities

### **The Role of the Institutional Researcher in Accreditation**

Georgia Christensen, FSPA, Director of Institutional Research – Viterbo University

### **The Indispensable Institutional Researcher: A National Survey of Academic Officers' Perceptions**

Carol Okigbo, Assistant Professor, Minnesota State University Moorhead

### **Use of an Online Retention System to Increase Success in Developmental Math**

Margie L. Tomsic, Associate Dean of Assessment & Research, Saint Paul College

### **Analysis and Use of Evidence of Student Learning: Community College Faculty Perspectives**

Gloria Dohman, Associate Vice President for Institutional Effectiveness – North Dakota State College of Science; Mark Schmidt, Assistant Professor – North Dakota State University

### **Accountability—Data-based Support of Planning and Decision Making in Academic Units at a Public Research University**

Steve Gillard, Information Technology Supervisor; Debra Chaparro, Research Assistant and Ph.D. Student; Christina Frazier, Associate Analyst, Office of Institutional Research; Richard Howard, Director, Office of Institutional Research – University of Minnesota-Twin Cities

### **Graduation and Retention Rates: Using Multiple Research Methods to Tell the Rest of the Story**

Sushant Khullar, Research Analyst – University of St. Thomas (Minnesota)

### **Conducting Institutional Research in the Classroom: A Semester-long Study of Student Learning at UW-Stout**

Wendy S. Knutson, Institutional Planner; Jason Nicholas, Graduate Student, MSAP – University of Wisconsin-Stout

### **Improving Senior Administrator Reviews: A Standardized Approach**

Andy Merrill, Program Director; Daniel Glover, Administration Professional – University of Minnesota-Twin Cities

### **Identifying Factors Related to Student Success: Utilizing Multinomial Logit Regression to Study Student Retention and Graduation in Higher Education**

Ronald L. Huesman, Jr., Assistant Director, Office of Institutional Research; Peter M. Radcliffe, Senior Analyst, College of Liberal Arts Accounting and Budget Office; Daniel Jones-White, Analyst, Office

of Institutional Research; John P. Kellogg, Assistant Director, Office of Institutional Research; Giljae Lee, Administrative Fellow – University of Minnesota-Twin Cities

### **How Institutional Research and Assessment Shine the Spotlight on the First Year Experience**

Kay Schneider, Director of Assessment and Institutional Research – Concordia College (Minnesota)

### **Environmental Factors Affecting Non-Traditional-Age Undergraduates' Persistence and Graduation Rates**

Durwin Long – University of Minnesota-Twin Cities

### **Correlations Between Average Faculty Salaries and Institutional Rankings for Top-Ranked Institutions**

Leonard S. Goldfine, Assistant Director; Ronald L. Huesman, Jr., Assistant Director; Daniel Jones-White, Analyst – Office of Institutional Research, University of Minnesota-Twin Cities

## **Demonstrations**

### **Scorecard Evolution from Microsoft Office to Crystal Xcelsius and Cognos BI Tools**

Tom Heaney, Manager, Research & Planning – Madison Area Technical College

### **Transform Piles of Data into User-Driven Presentation: Let Excel Macros Do the Work For You!**

Colleen Johnson, Institutional Planner; University of Wisconsin-Milwaukee

### **Designing and Implementing the Rochester Community and Technical College Dashboard**

Dave Weber, Chief of Strategic Operations – Rochester Community and Technical College; Leonard S. Goldfine, Assistant Director, Office of Institutional Research – University of Minnesota-Twin Cities

### **From Dashboard to Scorecard: The Successful Attainment of Strategic Goals at Valley City State University**

Valerie Anderson, Intern – Valley City State University

## **Table Topics**

### **Welcome to AIRUM: A Session for Those New and Not-So-New to AIRUM**

Leonard S. Goldfine, Assistant Director, Office of Institutional Research – University of Minnesota-Twin Cities

### **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.

### **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.