

# AIRUM

Association for Institutional Research in the Upper Midwest

## Register Now for the Fall 2008 Conference

**Special points of interest:**

- 2008 AIRUM Conference set for November 6 and 7 in Bloomington, Minnesota at the Sheraton Hotel
- Register online—new this year
- Early bird registration due October 24
- Staying overnight? Don't forget to book hotel by October 15
- \$275 AIRUM conference scholarship available

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### An Institutional Research Response to Change

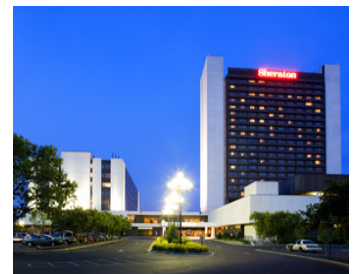
Don't miss this opportunity to connect with friends and colleagues from across the region, learn about new developments in the field, and share the latest discoveries and tested approaches in institutional research.

In keeping with the conference theme, Planned and Prepared: **An Institutional Research Response to Change**, our keynote address will be from a keen watcher of coming trends, challenges, and opportunities, and an adviser to policy-makers, executives, and planners around the region, Tom Gillaspay, State Demographer for Minnesota.

Another exciting change taking place for AIRUM this fall is the debut of online registration. Through the assistance of the Office of Institutional Research at the University of Minnesota, AIRUM members can now register for the fall conference at [www.irr.umn.edu/airum/conference08/](http://www.irr.umn.edu/airum/conference08/). After completing the registration form, mail payments to Leonard Goldfine, AIRUM Treasurer.

#### Staying Overnight at the Hotel?

The Sheraton Bloomington Hotel is prepared for guest room reservations. Attendees can call 866-837-4278 toll free and ask for AIRUM 2008 to reserve a room. The single/double rate is



Sheraton Hotel—Bloomington, Minnesota

\$135. The price is available through 5:00 p.m. **October 15, 2008.**

**Sheraton Bloomington Hotel**  
7800 Normandale Boulevard  
Bloomington, MN 55439  
[www.sheraton.com/bloomington](http://www.sheraton.com/bloomington)

### AIRUM 2008 Keynote—Tom Gillaspay

**“Demographic Change In The Upper Midwest And Its Implications For Academic Research”**

Tom Gillaspay has served as the Minnesota State Demographer since 1979. During that time, he has been involved with a wide-ranging set of issues, applying an understanding of demographic trends in such areas as the state's economy, health care for an aging popula-

tion, education, higher education, welfare reform, rural population change, labor shortages, immigration, housing, government spending, and the aging state workforce.



Prior to moving to Minnesota, Tom held the position of demographer at the Andrus Gerontol-

ogy Center, University of Southern California. He received his Ph.D. in economics from the Pennsylvania State University, specializing in economic demography. He also holds a Masters Degree in agricultural economics. Born and raised in Texas, he received his undergraduate degree in economics from the University of Texas at Austin.



Never attended an AIRUM conference? There's a \$275 scholarship available.

## 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 November 2008 AIRUM conference. Visit <http://airum.org> for scholarship criteria. **Applications should be postmarked no later than October 15, 2008.**

## Things to Do and Places to Eat

Not sure what to do in and around the Bloomington area? Check out the Bloomington, MN website at: [www.bloomingtonmn.org/](http://www.bloomingtonmn.org/).

## Hotel Shuttles

Shuttle services to and from the Minneapolis/St. Paul airport to the hotel and the Mall of American are available.

## 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.

## Presentations Scheduled

*Thursday morning's breakfast will include a new welcome session.*

AIRUM continues to produce an impressive mix of innovative research, practical applications, and engaging discussions. This year's conference again boasts a full slate of presentations showcasing the talents of our region. Among the timely topics receiving particular focus this year are:

- student assessment
- the new federal race and ethnicity reporting require-

ments for IPEDS surveys

- institutional accountability.

First-time attendees (and seasoned conference veterans) are invited to participate in a **new welcome session**, integrated with the Thursday morning breakfast and social gathering, to learn more about AIRUM and how to get the most possible from all that AIRUM has to offer.

This year's conference promises to build on past successes

in offering the best that our members have to offer.

Registration is now easier, too. Register on-line at <http://www.irr.umn.edu/airum/conference08/>, fill out the registration form attached to this newsletter, or go to <http://airum.org> to print a conference registration form.

The complete program, with session descriptions and times, will also be available on the AIRUM web site shortly.

## Preliminary Conference Schedule

### Thursday, November 6

**8:00am to 11:30am**

*Registration*

**8:00am to 6:30pm**

*Vendor Displays*

**8:00am to 10:45am**

*Continental Breakfast*

**9:30am to 10:20am**

*Concurrent Sessions*

**Benchmarking Tools and Tips (Table Topic)**

Kay Schneider, Concordia College

**Accountability and Assessment for Continuous Improvement: How to Effectively Manage a Process of Learning Outcomes Assessment (Demonstration)**  
Brad Shultz, TaskStream

**Discovering Why Students Leave School Using an Exit Survey (Research or Scholarly Paper)**

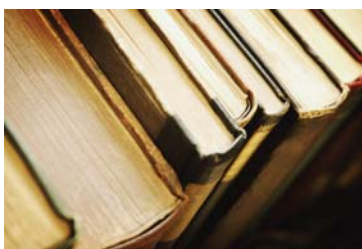
Wendy Swanson, University of Wisconsin-Stout  
Susan Greene, University of Wisconsin-Stout

**Joining the Past and the Future: A Case Study in General Education Assessment Development (Research or Scholarly Paper)**  
Yang Zhang, Edgewood College

**10:30am to 11:20am**  
*Concurrent Sessions*

**Disseminating Survey Results: Capturing an Audience! (Table Topic)**

Carmen Williams, University of North Dakota



Register for the conference online—new this year.

## Preliminary Conference Schedule (continued from page 2)

Sue Erickson, University of North Dakota

### Implementing the New Race/Ethnicity Standards at Your Institution (Research or Scholarly Paper)

Peggye Cohen, George Washington University  
Vicki Radtke, Leech Lake Tribal College

### View My Friends on Facebook: Identifying the Impact of Web-Based Social Network Participation on Student Retention (Research or Scholarly Paper)

Daniel Jones-White, University of Minnesota  
Andrea Galliger, University of Minnesota  
John Kellogg, University of Minnesota

### 11:30am to 1:30pm Keynote Lunch

### Keynote Speech: Tom Gillaspay, Minnesota State Demographer

### 1:40pm to 2:30pm Concurrent Sessions

Using the Collegiate Learning Assessment (CLA) to measure Institutional Effectiveness and Improve Education (Table Topic)  
Chris Jackson, Council for Aid to Education

Part-Time Faculty Exposure and Student Retention Outcomes: Is There a Relationship? (Research or Scholarly Paper)  
Michael Cogan, University of St. Thomas

Use of Institutional Research and the Baldrige Criteria in Gaining Accreditation through the Association of Collegiate Business Schools and Programs (Research or Scholarly Paper)  
Margie Tomsic, Saint Paul College

### 2:40pm to 3:30pm Concurrent Sessions

Seamless Transitions?: Credit Transfer and Success in Subsequent Coursework (Research or Scholarly Paper)  
Leonard Goldfine, University of Minnesota

One Institution's First-time Experience with Collegiate Learning Assessment – Administration, Student Recruitment, and Results (Table Topic)  
William Slanger, North Dakota State University

Planned and Prepared for IPEDS Racial Categorization Change: An Exploratory Analysis of Multiracial Students' Heritage and Identity (Research or Scholarly Paper)  
Yang Zhang, Edgewood College  
Beth John, Edgewood College  
David Womack, Millikin University

### 3:40pm to 4:30pm Concurrent Sessions

Just the Facts! Things to Consider When Constructing a Factbook (Demonstration)  
Carol Drechsel, University of North Dakota  
Carmen Williams, University of North Dakota

Beyond Checking the Box: Making Assessment Useful (Demonstration)  
Shanda Traiser, Jamestown College

Using Wage and Labor Market Data to Inform Higher Education Programming: Sources, Uses, and Limitations (Table Topic)  
Elizabeth Yeh, Minneapolis Community and Technical College

### 4:40pm to 6:30pm AIRUM Social Gathering

### Friday, November 7

8:00am to 11:30am  
Registration  
8:00am to 11:30am  
Vendor Displays

### 8:00am to 9:30am Continental Breakfast

### 9:30am to 10:20am Concurrent Sessions

Assessment of Student Satisfaction: SOS as an Instrument of Change for Improving Student performance and Success at US Colleges and Universities (Research or Scholarly Paper)  
Marcus Babodye, University of Wisconsin-River Falls

Service Learning Outcomes: A Quasi-Experimental Approach Using Repeated Measures ANOVA (Research or Scholarly Paper)  
Michael Cogan, University of St. Thomas

Student Migration in the Midwest: The Effects of the Midwest Student Exchange Program (Research or Scholarly Paper)  
Jennifer Dahlquist, Midwestern Higher Education Compact

### 10:30am to 11:20am Concurrent Sessions

Rasch Psychometric Analysis of a Course Satisfaction Survey (Research or Scholarly Paper)  
Andrew Carson, Kaplan University

Learning Community Effectiveness: A Longitudinal Assessment of Enrollment Outcomes (Research or Scholarly Paper)  
William Slanger, North Dakota State University

The Role of IR in Facilitating Efficiencies on Campus (Research or Scholarly Paper)  
Teri Thill, University of Wisconsin-La Crosse

### 11:20am to 11:30am Break

11:30am to 1:30pm  
Lunch and Business Meeting



AIRUM finances strong—2008 conference fee of \$150 same as last year.

AIRUM  
conference  
presentations soon  
available from the  
AIRUM home  
page.



AIRUM conference is a one and half day event. Lunch is provided on both days.

**Planned and Prepared:**

**An Institutional Research Response to Change**

**AIRUM 2008 Conference**



Association for Institutional Research in the Upper Midwest

**Conference Participant Information (Please print or type)**

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 Members**

- \$150 Early Bird (Postmarked through October 24)
- \$170 Late Bird (Postmarked October 25-31)

**AIRUM Non-Members**

- \$160 Early Bird (postmarked through October 24) and NOT paying AIRUM membership fee
- \$175 Early Bird (postmarked through October 24) AND paying AIRUM membership fee
- \$180 Late Bird (postmarked October 25-31) and NOT paying AIRUM membership fee
- \$195 Late Bird (postmarked October 25-31) AND paying AIRUM membership fee

**Note that there is NO on-site registration for this conference. Registrations postmarked after October 31 cannot be accepted.**

**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 Keynote Lunch (please choose ONE):**

- I plan on attending (if checked, please indicate menu selection).
  - Grilled Chicken with Penne Pasta Primavera
  - Minnesota Walleye with Lemon Butter
- Roast Beef
- Vegetarian Entrée (Chef's Choice)
- I will not attend the Thursday Keynote Lunch.

**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 select either meat or vegetarian sandwich).
  - Sandwich with Meat (hotel will prepare a variety of choices)
  - Vegetarian Sandwich (Chef's Choice)

**Payment Information and Cancellation Policy**

**Mail Registration Form and Payment to:**

Leonard Goldfine, AIRUM Treasurer  
 272-5 McNamara, 200 Oak Street SE  
 Minneapolis, MN 55455  
 gold0154@umn.edu, 612.625.1481  
 FAX: 612.624.6057 (for POs only)

**Make checks payable to AIRUM**

**Cancellation Policy:**

100% refund if notice received by October 24  
 50% refund if notice received by October 31  
 0% refund if notice received after October 31

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 website. Contact Leonard Goldfine to confirm your registration if your name is not posted in a timely manner.