



Association for Institutional Research in the Upper Midwest

2012 AIRUM Conference High Stakes Reporting

Registration is now open for the 2012 AIRUM conference! Come join your colleagues from the Upper Midwest at our annual get together! In addition to our great lineup of presentations we're very excited to offer a pre-conference workshop on statistics taught by Rob Toutkoushian with half day and full day registration options. Finally, new this year is the opportunity to pay conference fees online. Visit the [conference page](#) on our website to register. Here's the details...

2012 AIRUM Conference

Date: November 8-9, 2012 (pre-conference workshop on November 7, 2012)

Location: Bloomington, MN – Sofitel Hotel Minneapolis

Cost: \$185 (see Page 4 for graduate student costs and scholarships)

This year we received a very large number of program submissions, more sessions than we had available program spots. This is great news because the conference will offer a large variety of program options. We added a fourth room to accommodate the extra presentations, and we also asked a few presenters to utilize an alternate format, including half sessions or panels, where similar topics were submitted by different presenters.

We will hold our annual business meeting/Lunch on Friday at Noon. If you will be joining us, please consider bringing an item or two or three from your institution that can be used as door prizes. Thank you!!

Hotel Information & Location

We will once again be at the Sofitel Hotel Minneapolis for our 2012 conference. The guest room rate is \$132.00 per night plus all city and state taxes. Reservations can be made by calling the Hotel at 952-835-1900 by October 16, 2012 and ask for the **2012 AIRUM Conference** to receive the conference room rate.

Location: 5601 West 78th Street | Bloomington, MN 55439

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Pre-Conference Workshop and Plenary Speaker: Rob Toutkoushian



Dr. Toutkoushian is professor of higher education at the Institute of Higher Education at the University of Georgia. Prior to becoming a faculty member, Dr. Toutkoushian worked in institutional research at the University of Minnesota and the University System of New Hampshire, and recently served as President of the Association for Institutional Research (AIR). Dr. Toutkoushian conducts research on the economics and finance of higher education. He has published more than thirty studies in peer-reviewed journals and close to 20 studies in edited books. Recent studies include an analysis of the impact of state appropriations and financial aid on access and migration in higher education, an examination of markets in higher education, and a comparison of pension plans for educators across the United States.

Pre-Conference Workshop (Wednesday, November 7):

Morning session: "Comparisons of Descriptive Statistics in IR"

In this session, participants will review basic descriptive statistics and tests that can be used in IR to determine if there are differences in means between selected groups. The workshop will use SPSS and Stata. Participants are encouraged to bring their laptops with statistical software to follow along on selected examples used in the workshop. [Lunch is on your own]

Afternoon session: "Multivariate Regression in IR".

In this session, participants will review the basics behind multivariate regression analysis (including logistic regression) and learn how to apply the techniques to examine problems in IR. The workshop will use SPSS and Stata. Participants are encouraged to bring their laptops with statistical software to follow along on selected examples used in the workshop.

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Plenary talk: "Putting the 'R' Back in IR: The Role of Research in Institutional Research"

In this talk, Dr. Toutkoushian will share his thoughts about the importance of doing scholarly research as part of the mix of activities that take place within an office of institutional research. This topic aligns with an informal theme he used when he was AIR President, and fits with a personal interest of his.

AIRUM 2012 Presentations, by Track

Retention Programs

- ◆ A Mixed Methods Approach to Examine Factors Affecting College Students' Time to Degree, Pat Estes, Lian Hou
- ◆ Connecting the Dots to Get all the Data, JR Brey
- ◆ The Emerging Results of Instituting an Inquiry Model Approach to Improve Student Success and Retention/Results from Implementing an Early Alert System, by Carleen Vandezande, Mike Watson, Marv Noltze, Brian Barklind, Wendy Marson
- ◆ Actionable Business Analytics for Student Retention, Zong Her, Thomas Heaney, Allssa Tambone
- ◆ Clustering Students for Retention Modeling, Erin Holmes
- ◆ Utilizing an Employer Survey as Evidence to support Success of Programs and the Institution, Crissie Grove Jameson, Kathryn Hupp
- ◆ Comparison of Data Mining and Statistical Analysis Methods in Practicing Student Persistence, Koji Fujiwara, Douglas Olney
- ◆ What Factors Affect Retention Most: College Performance vs. pre-College Preparation, William Zhang, Carron Radigan

Assessment

- ◆ Building a Culture of Assessment through a Systematic Process and Model, Jennie Robinson Kloos
- ◆ Assessment Tales: Processes and Methods that Work, Gloria Dohman, Heather Goroski
- ◆ Curriculum Mapping: Planning to Assess Student Learning at Multiple Levels, Shari Jorissen
- ◆ Rubrics are an Acquired Taste: Working with Artists on Assessing Student Learning, Amanda Gustafson
- ◆ Leveraging Partnerships to Enhance Assessment Practices, Beth Lingren Clark
- ◆ We Can Hear the Knocking: Utilizing Online Tools to Build Assessment of Student Learning and Program, Brian Dusbiber, Ben Nagle
- ◆ Graduating Seniors Reflections on Student Learning and Implications for Continuous Quality Improvement and Re-Accreditation, Chunju Chen

IR Tools and Strategies

- ◆ Developing Performance Indicators, Gloria Dohman, Heather Goroski
- ◆ Surveys: How to Make them Meaningful/Implementing a Co-Curricular Review Process, Ani Janzen, Crissie Grove Jameson
- ◆ Data Mining: One Institution's Experience with Getting Started, Emily Berg
- ◆ Developing a Fact Book and Implementing a Data Needs Assessment (DNA), Amy Fowler, Monica Haynes
- ◆ Streamlining Data Analysis: Reporting and Website Publishing Using R, Mike Wallinga
- ◆ Data Visualization: Information's Best Friend or Worst Enemy, Leonard Goldfine
- ◆ What is the Point of SharePoint? Improving Data Management, Julie Seykora, Kristine Baker
- ◆ Metrics/Dashboards/Data Mart Panel, Lesley Lydell, Carmen Williams, Marv Noltze
- ◆ Making Capacity Building a Priority, Jane Anderson

Research in Action

- ◆ Financial Aid and Persistence: Assessing the Effectiveness of the Minnesota State Grant, Meredith Fergus, Qian Zhao
- ◆ Library Data and Student Success, Krista Soria, Shane Nackerud

Collaboration

- ◆ An Example of Positive Faculty Volunteerism to provide Student Grade Data in a designed Experiment, William Slanger
- ◆ Understanding and Comparing Alumni Remuneration Trends Using a Longitudinal Approach, Sushan Khullar, Michael Cogan
- ◆ Finally Results! Preliminary Analysis of Data and Future Planning for Minnesota's Statewide Longitudinal Education Data System (SLEDS), Meredith Fergus, John Kellogg, Craig Shoenecker
- ◆ Collaborating Across Offices on Alumni Surveys: Perspectives from Institutional Research and Career Development, Matt Behr
- ◆ Increasing Response Rates for Recent Graduates for Employment and Further Education Reporting, Brian Dusbiber

Posters

- ◆ A Global View on Reforms of Vocational Education and Training Systems in China, Xi Yu
- ◆ Effects of Experience-Based General Education Curriculum on Student Experience and Perceived Value of Foundational Coursework, Jim Estes, Devin Mills, Kelly Williams

Seeking Graduate Students!!!

Currently, graduate students comprise less than 1% of the AIRUM membership. They are the future of the association and will eventually serve as its leaders. In recognition of that future, AIRUM is actively seeking to recruit more graduate student involvement in the association and annual conference. Beginning in 2012, graduate students will receive a 50% discount on conference registration. In addition, graduate students are eligible to apply for the AIRUM scholarships providing up to \$185 to cover expenses for attending the annual conference in November. Visit <http://airum.org> for additional conference and scholarship information.

2012 AIRUM Conference Scholarships

The AIRUM Steering Committee is again pleased to announce that three AIRUM Conference Scholarships are available for awards of \$185 each. These scholarships are intended to cover the registration fee (but not membership, is so desired) for attending the AIRUM Conference in Bloomington, Minnesota on November 8th and 9th, 2012. The goal of the scholarships is to assist individuals whose work pertains to institutional research but who have been unable to attend an AIRUM Conference due to lack of institutional support for conference expenses.

Eligibility — to be considered you must meet all three of the following requirements:

- ◆ Be involved in work related to institutional research
- ◆ Never have attended an AIRUM conference
- ◆ Demonstrate that it is unlikely that your institution could provide you with the economic resources necessary to attend

Application — a short (one page maximum) essay with the following items sent to the address below (either via U.S. Mail or by email), postmarked no later than October 5, 2012.

- ◆ A brief description of your current duties
- ◆ An explanation of why you want to attend the conference
- ◆ A short description of financial need

Award — each of the three scholarships covers the base conference registration fee of \$185.

Selection Process — all applications postmarked no later than October 5 will be reviewed by the AIRUM Steering Committee. Applicants will be notified of the Steering Committee's decision shortly afterwards. If you have already registered and paid for the conference, your registration fee will be refunded if you are selected.

Send Applications to:

Caroline Kirchner
Director of Quality and Research Initiatives
Saint Paul College
(651) 403-4036
caroline.kirchner@saintpaul.edu

Conference Presentations Online

The AIRUM Steering Committee has been collecting and posting AIRUM Conference Presentations for the last few years. Members are encouraged to submit recent and not so recent presentations for inclusion. The presentations may be accessed by clicking on the "Presentations at Past AIRUM Conferences" link on the AIRUM home page (<http://airum.org>). Make sure your work is recognized and send your presentations to AIRUMonline@gmail.com today!

When sending the file, please include the full name of each author, presentation title, and institutional affiliation. Each conference presentation will be listed in alphabetical order by the primary author. To date, 60 presentations are available through this site.

Treasurer's Report

Given our financial successes over the past several years, the Steering Committee and I have agreed that we have the financial freedom to try offering our attendees more. In addition to expanding the conference with a pre-conference workshop and offering graduate students a discounted registration fee, this year we are (finally) going to be able to allow credit-card payments - all while only raising our conference attendance fee by \$5 over last year's price of attendance. We are able to achieve this by moving our conference registration from an in-house website to a third-party vendor (RegOnline). AIRUM is assuming all registration costs with the exception of credit card fees. Please note, if you choose to pay by credit card, you will see an additional charge of 4.95% added to your registration costs. This is an experimentation year, and we will discuss what we like/dislike during the Business Meeting and what makes the best sense financially as we look toward the future.

Our efforts to attain tax-exempt status continue to move...slowly. After receiving feedback from other organizations that have applied for tax-exempt status, we are currently attempting to codify our business practices into a Policy & Procedures document, so we can ensure our members (and the IRS) that we have systematic business processes.

I look forward to seeing all of you in November.



Did you know?

The AIRUM Steering Committee is comprised of seven members and an ex-officio Treasurer. Each member serves a three year term on the committee.

2012 Steering Committee and Volunteers

The 2012 AIRUM Steering Committee is comprised of seven individuals representing a variety of institutions. Current members include:

Jim Lenio, Chair

AIR Liaison

Walden University (2012)

Carol Drechsel

Technology/Webmaster and Publicity

University of North Dakota (2013)

Meredith Fergus

Conference Facilities Co-Coordinator

Conference and Session Evaluations

Minnesota Office of Higher Education (2014)

Heather Goroski

Conference Program and

Newsletter Editor

Conference and Session Evaluations

North Dakota State College of Science

(2014)

Ron Huesman

Proposal Review

University of Minnesota (2014)

Caroline Kirchner

Scholarships Coordinator

Conference Facilities Co-Coordinator

Saint Paul College (2013)

Jennie Robinson Kloos

Proposal Review

St. Catherine University (2012)

Ex-Officio: **Leonard Goldfine, Treasurer**

Conference Registrations

University of Minnesota

Special Thanks to **Debbie Furlong**

(Listserv).

2012 Sub-Committees and Assignments

Program Book

Heather Goroski, *Chair*

North Dakota State College of Science

Lesley Lydell

Minnesota

Michelle Nelson

North Dakota State College of Science

Krista Soria

University of Minnesota

Membership

Carol Drechsel, *Tri-Chair*

University of North Dakota

Caroline Kirchner, *Tri-Chair*

Saint Paul College

Ron Huesman, *Tri-Chair*

University of Minnesota

Jenna Johnsoy

Walden University

Mike Wallinga,

Northwestern College

Claire Huhn

University of Wisconsin Madison

Conference Program

Meredith Fergus, *Chair*

Minnesota Office of Higher Education,

Brian Dusbiber

St. Catherine University

Crissie Jameson

Walden University