

# A I R U M

Association for Institutional Research in the Upper Midwest

## Are You Attending the 2012 AIR Forum in New Orleans?



If so, you are not alone! Please consider supporting our colleagues as they seek to add knowledge to the IR field. Please make sure to add the AIRUM Affiliate Group Meeting to your calendar! The meeting will be held on Sunday June 3 from 6-7:00 PM in Salon 820; dinner groups will follow this meeting. Discussion points will include the 2012 AIRUM Conference, the pre-conference workshop and plenary featuring Rob Toutkoushian, and any other issues that come up. Time will be left for making plans with colleagues throughout the conference.

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## SAVE THE DATE: 2012 AIRUM Conference

We are approximately 8 months away from the 2012 Annual Conference and planning is well on its way! We want to invite you to attend this quality regional event. The dates for the conference will be November 8-9, 2012 at the Sofitel in Bloomington Minnesota, with a pre-conference on November 7, 2012 featuring Rob Toutkoushian. We anticipate planning for the workshop will conclude mid-June and the online Conference registration form will be available later this summer. We anticipate the online Conference Proposal form will be available mid July.



## Conference Scholarships

Two AIRUM Conference Scholarships are available. These scholarships are intended to cover the registration fee for attending the 2012 AIRUM Conference scheduled for November 8-9, 2012. The goal of the scholarships is to assist individuals whose work pertains to institutional research and who have not attended an AIRUM Conference due to lack of institutional funding. A short form must be completed to apply for the scholarship and will be available on the website at the time of registration.

## Conference Proposals

Are you ready to share your successes, your new learning, and your contributions to our important work for our institutions? Conference program proposals for AIRUM 2012 will be accepted beginning in mid-July. Our work in IR has high stakes impact. Our work must be professional, thorough, accurate and responsive to the needs of the institution.

We welcome program proposals in all areas of our work, and we encourage submissions that reflect our call to responsible action. Possible program submission ideas include but are not limited to **assessment** (accountability, institutional effectiveness, and accreditation), **collaboration** (communicating inside and outside the university), **resources** (operations, faculty/staff, and facilities), **students** (enrollment and student experience), **technology** (data management, warehousing, software), and **management** (operations, leadership, staffing, and records). Watch for the 2012 Conference Call for Programs starting in mid-July.



## 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](mailto: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.

# New Steering Committee Members

The AIRUM Steering Committee is comprised of seven members and an ex-officio Treasurer. Each member serves a three year term on the committee. In 2012, two Steering Committee positions will be open. We encourage AIRUM members to volunteer or nominate a colleague to the Steering Committee. Each conference attendee will have the opportunity to volunteer or recommend a colleague at the conference. For those unable to attend the conference, please contact AIRUMonline@gmail.com by the end of the 2012 conference with your comments.

As for 2012, the Steering Committee is happy to welcome Meredith, Heather and Ron to serve three year terms and Jennie to serve a one year term; please read on to learn more about them:

WELCOME

**Meredith Fergus** is a policy analyst for the Minnesota Office of Higher Education. Her responsibilities include cost projections for the Minnesota State Grant program, financial aid research, and coordination of Minnesota's P-20 longitudinal data system. She has worked for the private enrollment management firm of Applied Policy Research, Inc. and the Minnesota Private College Council. Meredith is currently a doctoral student at the University of Minnesota's Higher Education program.

**Heather Goroski** has spent 5 years in the Office of Institutional Effectiveness at North Dakota State College of Science. She has held a few different positions, but is currently a research analyst. Heather completed her Bachelor's at Valley City State University and is currently pursuing a Master's in Higher Education Leadership at North Dakota State University. Her responsibilities include query writing and analysis, query writing coordination, coordinating institutional research data and reporting, assisting with accreditation and strategic planning, and survey administration and analysis.

**Jennie Robinson Kloos** has served as the Director of Institutional Research, Planning, and Assessment at St. Catherine University since 2003. Prior to this she was employed at Hamline University as Director of Residential Life, and at the University of Minnesota in Residential Life administration. She has taught research methodology courses at area universities over the past 12 years. She completed a BA in Anthropology at Grinnell College, and her Master's and Ph.D. in the Educational Policy and Administration program at the University of Minnesota. Her most significant projects at the St. Kate's have included the development of a university-wide outcomes based assessment process, strategic planning assessment, project management for Banner implementation, and leadership in developing the self study for HLC re-accreditation.

**Ron Huesman** is currently the Associate Director of the University of Minnesota Office of Institutional Research. He began his IR career at Minnesota in 2000 as an analyst; prior to that, he worked for the Evaluation and Examination Service at the University of Iowa. He completed his BA in psychology from Concordia College and his MA and PhD in educational measurement and statistics at The University of Iowa. He is actively involved in the design and collection of both institutional and comparative data for benchmarking and institutional assessment and works cooperatively with institutional research offices across the U.S. and Canada. He coordinates both the National Survey of Student Engagement (NSSE) and the Student Experience in the Research University (SERU) survey for the University of Minnesota-Twin Cities. His past and current research focuses primarily on the relationship of specific academic programs and student behaviors associated with student success (e.g., persistence and performance). He serves on numerous University of Minnesota committees/task forces aimed at enhancing student engagement and improving student outcomes and has presented and published research related to assessment of student outcomes regionally and nationally. He recently completed a chairmanship of the Association of American Universities Data Exchange, a national organization of Association of American Universities institutions that collects and exchanges data and promotes its appropriate usage and analysis to improve data driven decision making within its member institutions.

## Attention Members!

Members are encouraged to submit recent and not so recent presentations for inclusion in the AIRUM web site.



# AIRUM 2011 Best Presentation

Congratulations to Mike Cogan!!

The AIRUM Best Presentation for 2011 was titled *Quantifying Transfer Credits from a Revenue Perspective: One Institution's Approach to Achieving Zen* and was presented by Michael Cogan and Sushant Khullar from the University of St. Thomas. As the title suggests, the focus of the presentation centered on the linkage between the acceptance of transfer credits and the subsequent decrease in revenue streams.

The acceptance of transfer credit by four-year institutions has gained wide support throughout higher education in the United States. This is substantiated by National Center for Education Statistics (NCES) estimates indicating 60% of college graduates have attended more than one college prior to graduation. This is due, in part, to legislative influences often resulting in articulation agreements between institutions. Additionally, US citizens are increasingly mobile with a plethora of opportunities to enroll and complete traditional brick-and-mortar, hybrid, and online courses. As this phenomenon has progressed, higher education executives have begun to recognize that transfer credits have made a significant impact on institutional revenue in the form of tuition and fees.

Using their home university as a model, Cogan and Khullar described the acceptance of pre- and post-matriculation credits by undergraduate students over a five year period. The study went on to describe the methods and steps employed to understand this impact at a mid-sized, private doctoral institution located in the upper Midwest. The presentation was framed around three specific questions of interest to the institution.

First, what impact does transfer credit prior to a freshman matriculating at the institution have on revenue?

Second, what impact does transfer credit earned after

matriculation have on revenue?

Third, are there academic departments disproportionately affected when compared to other departments?

The results of this analysis revealed more than 50% of freshman transferred in an average of 13 credits over the five year period. In total, nearly 45,500 credits were transferred in with a potential revenue value of nearly \$40 million. Additionally, this number appears to be increasing over time with the average number of credits transferred in 2006 increasing from 12.9 to 14.2 in 2010. The results of the study also indicated approximately 24% of native freshmen transfer in credit post-matriculation. The average number of credits transferred in by this group was 7.5 with a median of 5. The study indicated the higher the class of the student (JR and SR), the more likely they were to transfer in credit. Further analysis was conducted in order to determine the academic departments most effected by the transfer of post matriculation credits. Results indicated the natural sciences, mathematics, and language and culture departments accepted more credits when compared to others.

The results of the study revealed a complex interaction between the acceptance of transfer credit and revenue streams. For example, not all credits were utilized toward the degree which would have resulted in a net revenue loss of zero for those particular classes. In addition, university administrators understand that students who have completed college credit prior to their freshman year are more likely to graduate in four years and earn higher GPAs. In conclusion, the institution has found itself in a comfortable situation in which transfer credits have been integrated into the curriculum while at the same time managing revenue streams in a financially responsible manner.

# 2011 AIRUM Conference Feedback

Thank you to all AIRUM members for helping make the 2011 conference a huge success! The number of attendees was 119 which was the third highest conference attendance on record.

Fifty-eight attendees responded to the Overall Conference Evaluation. Overall the conference evaluation was very positive. Attendees evaluated concurrent sessions as being very satisfied (4.51).

The evaluation item concerning the Range of topics (4.39) offered was looked at closely by the Steering Committee. In response, a new Conference Program sub-committee (see page 6 for a list of members) was formed. This committee's charge is to identify the presentation topics AIRUM members are interested in, increase the number of proposals submitted, and research the potential for poster sessions.

Due to the high scores of the hotel room accommodations, quality of food, and location we have contracted with the Sofitel again this year. Thanks to all who provided feedback on last year's conference!

## 2011 Conference Survey Results

*Based on a scale of 5 (very satisfied) to 1 (very dissatisfied)*

Item	N	Mean
Concurrent Sessions	58	4.51
Range of topics	58	4.39
Keynote: Dr. Stephen D. Spangehl	58	4.30
Registration costs	57	4.41
Hotel costs	29	4.43
Quality of food	58	4.67
Hotel room accommodations	23	4.64
Location: Bloomington, MN	59	4.56
Opportunity for networking	59	4.48
<b>Conference overall</b>	<b>58</b>	<b>4.61</b>



## Treasurer's Report

I am happy to report that yet again, our most recent AIRUM conference was a (financial) success. With a net loss of less than \$1,000 after all receipts and expenditures were tallied, our checking account balance remains upward of \$14,000. We caught a bit of a break when Stephen Sphegahl declined his honorarium fearing conflict of interest between AIRUM-member institutions who are also HLC-accredited. In short, we remain in a comfortable fiscal position.

In the spirit of trying new things, we have begun exploring ways in which we can take credit card payments for the upcoming conference registration. In the past I have argued that it did not make financial sense for us to do this since the ongoing expenses for maintaining a single credit-card vendor contract didn't outweigh the benefit, much less so when one considers that we'd probably need at least two contracts (Visa, Mastercard) to meet minimum needs from our members. That said, we are exploring third-party options to take over conference registration and which would allow for credit-card payments.

Lastly, the pursuit of tax-exempt status continues to truck on. I recently cleared the first hurdle on this path by renewing our articles of incorporation with the state of Minnesota. Now that we again officially "exist," we can work on addressing the next set of hurdles. Based on information from other organizations that have pursued tax-exempt status, one of our first tasks will be to document many of our work processes - things we've done as a matter of course, but for which there were no hard/written rules beyond our constitution. Go figure, the IRS wants to make sure we are who we say we are and we do what we say we do...and that we do it in a fiscally responsible (and legal) way...

So, a lot on our plate this year. I hope by the next news letter I can report continued successes on all these fronts.



## 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 Office of Higher Education

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 Busbiber  
St. Catherine's University

Crissie Grove  
Walden University