



ASSOCIATION FOR INSTITUTIONAL RESEARCH
49TH ANNUAL FORUM



World Class Institutional Research

*Gain skills to strengthen your IR office. Access cutting edge research and techniques.
Network with the best practitioners and brightest scholars in higher education.*

Enhance your career at the 49th Annual AIR Forum.

The 2009 AIR Annual Forum “World Class Institutional Research” brings together the scholarship and knowledge of more than 1,500 IR professionals from around the globe. The 2009 conference program features concurrent sessions and workshops that were hand-picked by AIR members who face your same challenges and issues. Highlights of the program include panels of experts on assessment and accountability, student success, reporting, research on special populations, retention, enrollment management, and the comparability of higher education data around the world. New this year,

Forum Chair

Jennifer Brown

Director of Institutional Research
and Policy Studies
University of Massachusetts - Boston
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collaborative sessions will convey multiple institutional perspectives.

The exchange of ideas doesn't end with formal sessions. The 2009 Forum Exhibit Hall will connect you with the latest products and leading technologies from 37 exhibitors. You can join a table topic or special interest group to engage in dialogue about areas of importance to you. At the close of the day, continue networking with your colleagues at one of the evening events created to foster communication and collaboration within the profession.

Associate Forum Chair

Julie Carpenter-Hubin

Director of Institutional Research
and Planning
The Ohio State University
E-mail: carpenter-hubin.16@osu.edu
Phone: 614-292-5915



We know you share a passion for education and the belief that improving educational practices should continue to be a high priority for the IR community. IR is at the heart of increasing the success of institutions and students. Don't miss the opportunities that await you in Atlanta.

“Higher Education in the US and elsewhere is constantly changing and as it does, accountability and assessment requirements continue to grow and change. At the 2009 Forum, we will be at the beginning of a new administration in Washington, rolling out new plans that will affect public and private higher education. AIR members need to be well informed about this, as well as international trends and changes that will affect our work.” —Jennifer Brown, Forum Chair

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Plenary Panels for the 2009 Forum



Comparative International Data on Higher Education: New Challenges in a Shifting Landscape

Sunday, May 31

6:15 p.m. – 7:30 p.m.

It is no secret that traditional comparative international indicators of higher education are under stress, with their dissonances growing under the pressure of changing system organization and student behavior. How are the major national and transnational agencies responsible for education statistics responding, and when should we anticipate new definitions and configurations? How should IR officers interpret these developments for institutional and state policy-makers? This panel, with representatives of Eurostat, Statistics Canada, and NCES, should answer those questions—and many others.

Panel Members:

Clifford Adelman, Institute for Higher Education Policy
Francois Nault, Statistics Canada
Fernando Reis, Eurostat
Thomas Snyder, National Center for Education Statistics

World Class IR Through World Class IR Jobs: What Can We Do To Reduce Job Turnover and Improve Employment Experiences?

Monday, June 1

8:30 a.m. – 9:45 a.m.

According to a recent national survey, 22% of Institutional Research (IR) professionals plan to leave their institution, and 31% say that they may leave in the near future. Appropriate staffing is the key to effective institutional research, however, securing adequate funding can be difficult and hiring and training staff is often time-consuming. The investments in professional staffing are lost when practitioners leave. With new IR offices developing, existing offices expanding, long-time practitioners retiring, and demands on IR increasing, staffing issues (e.g., securing adequate funding, hiring, training and retaining staff and providing career development opportunities) will become serious. The question, then, is how can colleges and universities meet these challenges?

“This panel is a not-to-be missed session. Immigration, emigration, short and long-term exchanges, study-abroad participation, research collaborations, increasing internet access, and ever increasing needs for literacy worldwide mean that all of us encounter global higher education issues, even if we never leave home.”

—Jennifer Brown, Forum Chair

Panel Members:

William Knight, Bowling Green State University

Christina Leimer, California State University Fresno

Julie Carpenter-Hubin, The Ohio State University

Mardy Eimers, University of Missouri

Cel Johnson, University of San Diego

Bob Kieran, Oregon University System

Mario Mazziotti, British Columbia Institute of Technology

Jeff Seybert, Johnson County Community College

Dawn Terkla, Tufts University

Cliff Adelman



William Knight



Christina Leimer



Pre-Forum Workshops

Develop new skills through hands-on pre-conference workshops. Full-day and half-day workshops are offered on Saturday and Sunday (May 30-31). Learn from workshop instructors who are experts on topics that matter to your campus and your work. You will improve your proficiency in IR, assessment, or statistical skills. Capacity is limited and workshops require pre-registration. Register today to reserve your seat.

IR/ASSESSMENT SKILLS

[Program Assessment: Creating Effective Plans and Management Processes](#)

Robert Armacost, University of Central Florida
Julia Pet-Armacost, University of Central Florida

[Let's Do It: Available Strategies and Instruments for Assessing Student Learning in the Major](#)

J. Fredericks Volkwein,
The Pennsylvania State University

[S.O.S.: Student Outcomes Solutions for Program Assessment](#)

Paula Krist, University of San Diego

[Introduction to Survey Design](#)

Linda Mallory, United States Military Academy

[In the House! Conducting an Economic Impact Study Internally](#)

Lolita Paff, Penn State Berks

[Model for Collaborative Initiatives: Key Components to Successful Partnerships](#)

Liliana Rodriguez-Campos,
University of South Florida

IR STRATEGIES

[Learning by Doing: Using External Environmental Scanning and Forecasting to Improve Strategic Planning](#)

Joel Lapin, Community College of Baltimore County

[Dashboards in Excel Made Easy](#)

Craig Abbey, State University of New York—System Administration

[Data Normalization and SQL: Designing and Using Relational Databases to Support Institutional Research Practice](#)

Shashi Kaparathi, University of Northern Iowa
Kristin Moser, University of Northern Iowa
Pat Hart, University of Northern Iowa

[Balanced Scorecards in Higher Education - Developing Content and Using Them in Strategy Execution](#)

Jan Lyddon, Organizational Effectiveness Consultants
Bruce McComb, Organizational Effectiveness Consultants

IR SKILLS

[Introduction to IPEDS Data Submission and Data Use](#)

Samuel Barbett, National Center for Education Statistics
Tara Coffey, National Center for Education Statistics

Janice Plotczyk, National Center for Education Statistics

Mohamad Sakr, Innovative Solutions

[Advanced Use of the New IPEDS Data Center](#)

Samuel Barbett, National Center for Education Statistics
Tara Coffey, National Center for Education Statistics

Janice Plotczyk, National Center for Education Statistics

Mohamad Sakr, Innovative Solutions

[Effective Communication Through Visual Design: Tables, Charts, Presentations and Dashboards](#)

Rebecca Carr, Association of American Universities Data Exchange
Mary Harrington, University of Mississippi

Pre-Forum Workshops continued

AIR Newcomers Workshop

Karen DeMonte, University of Delaware
Yves Gachette, State University of New York
Buffalo State College
Jim Lenio, Walden University
Crissie Grove, Association for Institutional
Research

IR STATISTICAL SKILLS

Time Series Forecasts by ARIMA and Grey Models

Chau-Kuang Chen, Meharry Medical College

Constructing, Managing and Analyzing Longitudinal Data: Programming Efficiencies with SAS Software

Keith Guerin, Raritan Valley
Community College

Advanced Excel for Institutional Researchers

Sandra Archer, University of Central Florida
Yun Fu, University of Central Florida

An Intensive Introduction to Data Mining in Institutional Research

Thulasi Kumar, Missouri University
of Science and Technology
Sutee Sujitparapitaya, San Jose State
University

World Class Macros: Practical Applications of Microsoft Excel Macros for an Institutional Research Office

Ali Korkmaz, Indiana University
at Bloomington
John Moore, Indiana University
at Bloomington
Thomas Shoup, Indiana University
at Bloomington

Visual Basic Programming in Excel

Christopher Maxwell, Purdue University
Ottlie Webb, Purdue University

Adopting SPSS Macros to Maximize Office Productivity

Pu-Shih Chen, University of North Texas
Shimon Sarraf, Indiana University
at Bloomington
Thomas Shoup, Indiana University
at Bloomington

Introduction to Logistic Regression

Marianne Guidos, The Pennsylvania
State University
Nicholas Warcholak, The Pennsylvania
State University

Understanding and Developing Hierarchical Linear Models

Alexander Yin, The Pennsylvania State
University

Full-Day Hands-On Training of Both
Clustering Techniques and Predictive
Modeling Skills Using a Live Mock
Admissions and Registration Database
Thulasi Kumar
Missouri University of Science
and Technology

SPECIAL TOPICS

Planning Today for Your Fiscal Tomorrow

Adrian Harris, University of California—
Los Angeles

www.airweb.org/forum

Program Track Information

Over 400 sessions provide opportunities to learn from your colleagues. Session formats include plenary, concurrent sessions, panels, table topic discussions, exhibitor demonstrations, and poster displays. Sessions are organized by track to help focus your learning or guide you to broaden your knowledge by sampling from all 6 tracks.

Enhancing the Student Experience

Discover emerging research on student development. Track 1 focuses on the student experience outside the classroom and in learning through community engagement.

**More than 35 sessions
on topics including:**

- First year students behaviors and attitudes
- Retention
- Student success
- Student support issues
- Characteristics of transfer students
- Student drinking behaviors

Assessing Student Learning & Program Outcomes

Learn new practices in assessing student learning. Track 2 sessions include best practices in measuring and evaluating student learning with quantitative and qualitative means. Institutional effectiveness topics are central to this track.

**More than 45 sessions
on topics including:**

- Trends in majors
- Performance gaps
- Effective assessments
- Remedial education
- At risk students

Developing Academic Programs, Curricula & Faculty Issues

Enhance your research on faculty and academic programs. Track 3 includes research on faculty roles, workloads, and research.

**More than 20 sessions
on topics including:**

- Faculty perceptions
- Productivity
- Retirement
- Commitment
- Salary equity
- Gender equity

Program Track Information continued

Informing Institutional Management & Planning

Develop a plan for success. Track 4 encompasses research and practice related to campus-level evaluation and management for decision-making support, strategic planning, and organizational change.

**More than 55 sessions
on topics including:**

- Strategic planning philosophy
- Student enrollment issues
- Benchmarking peer selection
- Tuition issues
- Swirling
- Successful completion of degrees
- Other campus issues

Building Higher Education Collaborations, Policy Issues & Accountability

Engage in dialogue about issues that reach beyond the campus. State and system-level issues, evolving public policy, data exchanges and consortia, and workforce and economic development initiatives integral to the higher education mission are among the subjects covered in track 5.

**More than 30 sessions
on topics including:**

- Student aid
- Fixed tuition
- Data into action

Practicing Institutional Research: Theory, Techniques, Technologies, Tools & Ethics

Explore solutions to meet the challenges you face every day. This track focuses on topics related to the practice of institutional research, including organizational, ethical, methodological, and technological aspects of the profession. Highlights include:

**More than 50 sessions
on topics including:**

- Running an IR office
- Using IR data for decision making
- IR tools
- National surveys to assist an IR office
- Increasing IR knowledge

Your Stay

Forum Registration

The AIR Board of Directors is waiving the current year membership requirement for Forum registration. Take advantage of this opportunity by registering for the Forum and enrolling for next year's membership (2009-2010) today. There has never been a better year to join AIR and participate in the professional development opportunities at the Annual Forum.

Forum Registration Fee: \$310

Graduate Student Forum
Registration Fee: \$50

Individual or Organizational
AIR Membership Fee: \$125

Graduate Student AIR
Membership Fee: \$30

Forum attendees are required to hold an AIR membership for the 2009-2010 year. The AIR membership year runs from July 1 – June 30.

Accommodations

The 2009 Annual Forum will be located at the Atlanta Marriott Marquis in Atlanta, Georgia. Experience a little southern hospitality while visiting the many sites of downtown Atlanta. The Atlanta Botanical Garden, Inc., Little Five Points, Underground Atlanta, and Zoo Atlanta are a small taste of what Atlanta has to offer! The sophisticated Marriott Marquis and superior public transportation, MARTA, make Atlanta a prime location. Join us at the 49th Annual Forum and experience Atlanta for yourself!

The Atlanta Marriott Marquis

265 Peachtree Center Ave NE
Atlanta, GA 30303
(404) 521-0000

Group Rate: \$154 plus tax
Please make your reservation by May 8, 2009 to ensure availability at the group rate.

Reservation Hotline: 866-469-5475;
You must reference AIR 2009 Annual Forum in order to receive the group rate.



Online Reservations:
<http://www.marriott.com/hotels/travel/atlmq>; *You must use group code **airaira** to receive the group rate.*

Please note that participants wishing to arrive prior to Wednesday, May 27 or depart after Thursday, June 4 should use the phone reservation hotline to ensure the group rate is available.

www.airweb.org/forum

Schedule-at-a-Glance

Saturday

8:00 a.m. – 4:00 p.m.
Pre-Forum Workshops
5:45 p.m.
Early Arrivers Reception

Sunday

8:00 a.m. – 4:00 p.m.
Pre-Forum Workshops
2:00 p.m. – 6:00 p.m.
Forum Exhibit Hall Open
2:00 p.m.
Presidential Symposium
5:00 p.m. – 6:00 p.m.
Poster Gallery
6:15 p.m. – 7:30 p.m.
Plenary Session
7:30 p.m.
Forum Reception

Monday

7:30 a.m. – 8:15 a.m.
Special Interest Groups (SIGs)
and Affiliated Group Meetings
8:00 a.m. – 6:00 p.m.
Forum Exhibit Hall Open
8:30 a.m. – 9:45 a.m.
Plenary Session
9:45 a.m. – 10:15 a.m.
Morning Coffee Break
in Forum Exhibit Hall
10:15 a.m. – 11:00 a.m.
Concurrent Sessions
11:15 a.m. – 12:00 p.m.
Concurrent Sessions
12:00 p.m. – 1:30 p.m.
Lunch Break/Exhibit Hall/
Special Interest Groups (SIGs)
1:30 p.m. – 2:15 p.m.
Concurrent Sessions
2:15 p.m. – 3:00 p.m.
Afternoon Coffee Break
in Forum Exhibit Hall
3:00 p.m. – 3:45 p.m.
Concurrent Sessions
4:00 p.m. – 5:00 p.m.
Concurrent Sessions
5:00 p.m. – 6:00 p.m.
Poster Gallery/Special Interest
Groups (SIGs) and Affiliated
Group Meetings
7:00 p.m.
Forum Silent Auction

Tuesday

7:30 a.m. – 8:30 a.m.
AIR Annual Business Meeting
8:00 a.m. – 1:15 p.m.
Exhibit Hall Open
8:45 a.m. – 9:30 a.m.
Concurrent Sessions
9:45 a.m. – 10:30 a.m.
Concurrent Sessions
10:30 a.m. – 11:00 a.m.
Morning Coffee Break
in Forum Exhibit Hall
11:00 a.m. – 11:45 a.m.
Concurrent Sessions
11:45 a.m. – 1:15 p.m.
Lunch Break/Exhibit Hall/
Special Interest Groups (SIGs)
1:15 p.m. – 2:00 p.m.
Concurrent Sessions
2:15 p.m. – 3:00 p.m.
Concurrent Sessions
3:00 p.m. – 3:30 p.m.
Afternoon Break
3:30 p.m. – 4:30 p.m.
Concurrent Sessions
4:45 p.m. – 5:30 p.m.
Special Interest Groups (SIGs)
and Affiliated Group Meetings
7:00 p.m.
Night in Atlanta including the
Atlanta Braves vs. Chicago Cubs

Wednesday

8:00 a.m. – 8:45 a.m.
Concurrent Sessions
9:00 a.m. – 9:45 a.m.
Concurrent Sessions
9:45 a.m. – 10:15 a.m.
Morning Break
10:15 a.m. – 11:00 a.m.
Concurrent Sessions
11:15 a.m. – 12:00 p.m.
Concurrent Sessions
12:15 p.m. – 2:45 p.m.
Forum Awards Lunch

Explore Atlanta



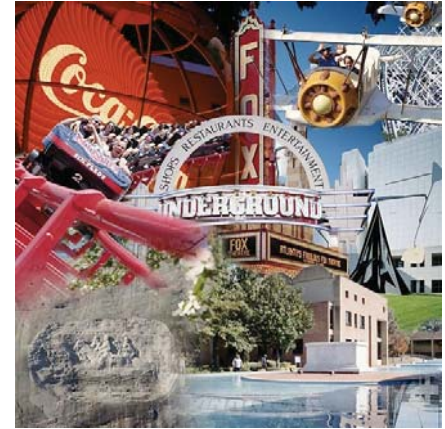
The city of Atlanta is filled with fun, excitement and rich southern history. Enjoy the ease of Atlanta's quick and inexpensive transportation system, MARTA, as you visit numerous attractions in the city. Visit the Georgia Aquarium, Inside CNN, Centennial Olympic Park, the Martin Luther King Jr. National Historic Site, The Children's Museum of Atlanta, and more. With so much to offer, every trip to Atlanta is a unique experience.



Atlanta is known for its exquisite cuisine, fine dining options and friendly service. In this charming city, southern cooking is definitely making a comeback. Discover the award-winning Restaurant Eugene and Watershed, both featured in *Gourmet*, *Bon Appétit* and *Esquire*.

Atlanta's mass transit system, MARTA provides a convenient ride for under \$2.00. MARTA's A to Z Route connects visitors with the Georgia Aquarium and Zoo Atlanta. The Peach, or MARTA Route 110, travels from Lenox Square to the Georgia State Capitol with stops at popular locations.

Additionally, travel to and from Atlanta is a breeze. The Hartsfield-Jackson Atlanta International Airport was named 2008's most efficient airport among all major airports worldwide. Hartsfield-Jackson boasts 10 major airlines and is only 10 miles from downtown Atlanta.





**Association for
Institutional Research**

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