

AIRUM

Association for Institutional Research in the Upper Midwest

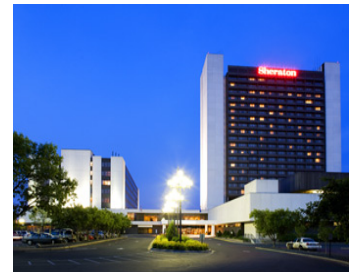
Get Ready for the 2008 AIRUM Fall Conference

Spring Greetings from AIRUM

Spring is a time for growth and change, and the AIRUM Steering Committee has embraced the spirit of the season. We've put a fresh coat of paint on the spring newsletter, with a new layout and a new logo. We're also rolling out new initiatives to increase the value of AIRUM to our members, and to learn more about your needs and interests. What hasn't changed is AIRUM's tradition of frugality. We continue to rely exclusively on volunteers, and our conference registration fees for this fall will be unchanged for the fifth consecutive year. So, read on to learn about everything that's new for spring at AIRUM!

Mark your calendars! The 2008 AIRUM Annual Conference will be **November 6 and 7 at the Sheraton Hotel, Bloomington, Minnesota**. After last year's

overwhelmingly positive feedback, it was a simple decision to return to the Sheraton by the Steering Committee. The conference theme this year is **"Planned and Prepared: An Institutional Research Response to Change"**. We are very pleased to have as our keynote speaker **Tom Gillaspay, State Demographer for Minnesota**. Dr. Gillaspay's tremendous knowledge of critical demographic trends and ability to communicate their importance and implications has made him an invaluable resource to policy-makers, executives, and planners in the region. We are excited to have him come to share his insights with us. The call for papers is attached, so start thinking of proposals and share your knowledge and experience with your colleagues!



Sheraton Hotel—Bloomington, Minnesota

Hotel Information

Hotel reservations at the Sheraton Bloomington can be made by calling 866-837-4278. The AIRUM room rates are as follows: \$135 single/double, \$145 triple, or \$155 quad. The price is available through 5:00 p.m. October 15, 2008. Current taxes are 13.65% on rooms.

Special points of interest:

- 2008 AIRUM Conference set for November 6 and 7 in Bloomington, Minnesota
- Call for proposals due August 31
- New AIRUM Logo
- Steering Committee plans to survey members

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2008 AIRUM Keynote—Tom Gillaspay

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 population, education, higher education, welfare reform, rural popu-

lation change, labor shortages, immigration, housing, government spending, and more.

Prior to moving to Minnesota, Tom held the position of demographer at the Andrus Gerontology Center, University of Southern



California. He received his Ph.D. in economics from the Pennsylvania State University. He holds a master's degree in agricultural economics. Born and raised in Texas, he received his undergraduate degree in economics from the University of Texas at Austin.



Durwin Long to showcase his 2007 AIRUM presentation at 2008 AIR national forum.

Best Presentation from 2007 AIRUM

The award for the best presentation at the 2007 AIRUM conference went to **Durwin Long, Ph.D., University of St. Thomas**, for his presentation titled **“Environmental Factors Affecting Non-traditional-age Undergraduates’ Persistence and Graduation Rates.”** The Steering Committee’s decision was guided by the excellent evaluations Dr. Long received from attendees at the conference, who clearly rated his presentation as the best of a strong group of sessions. As AIRUM Best Presentation, Dr. Long’s paper will be showcased at the

2008 AIR Forum in Seattle, WA. The session is currently scheduled for Monday, May 26, 10:40-11:20 a.m.

Using data obtained from the Beginning Postsecondary Students Longitudinal Study (BPS: 95/98/01)—a nationally representative sample of approximately 12,000 students—Dr. Long’s presentation focused on non-traditional-age undergraduates (i.e., students age 24 and older) who constitute a large and growing proportion of students on many campuses. Unfortunately, they are more than

twice as likely as 18-23 year-olds to leave college within their first year and only half as likely to earn a degree.

The research questions posed by this study were: How do selected individual, institutional, and environmental factors affect the postsecondary degree attainment rates of non-traditional-age undergraduates? Do these same factors exert differential effects on the educational outcomes of non-traditional-age and traditional-age undergraduates?

Watch your inbox for a link to an upcoming survey about your AIRUM needs.

New Logo and Member Survey

After the 2007 meeting, the AIRUM Steering Committee began discussing the lack of presence (i.e., table display, banners, etc.) at our annual gatherings. This led to discussions about the **logo** itself and if an improvement was needed. So, in fall 2007 Charlie Couch asked a class of graphic design students at Northwestern College, Iowa to submit ideas for a new logo. The students were given information to help them understand who we are as both a regional and national organi-

zation. After reviewing the proposed logos, the Steering Committee unanimously selected Jamie Lueck’s logo design. Jamie is a senior Public Relations major from Owatonna, MN. She will graduate *magna cum laude* in May 2008 with a Bachelor of Arts degree. Jamie was awarded a \$100 honorarium and a letter of appreciation from Peter Radcliffe, Chair of the Steering Committee.

Every year, the Steering Committee pours over the annual conference evaluations to learn

what went well and what we can change for the future. However, we don’t generally get a chance to learn about what all of our member’s think of the organization and how they decide whether to attend the conference. Please help us learn how to make AIRUM even more responsive to your needs and interests by taking a **brief survey regarding your satisfaction with AIRUM**. Keep an eye on your email inbox for a link to the survey. Thank you in advance for your participation.

Conference Scholarship and Treasurer’s Update

New to AIRUM?

Two scholarships are available for up to \$275 each to cover most (or all) of the expenses of attending the November 2008 AIRUM conference.

Visit www.airum.org this summer for scholarship criteria, the application form, and deadline information. Please contact Elizabeth Yeh with questions at

elizabeth.yeh@minneapolis.edu.

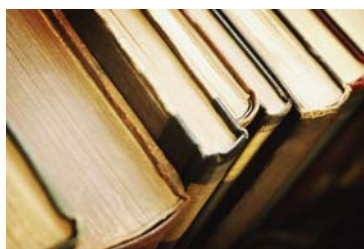
Treasurer’s Update

Last year was another well attended conference with 95 people in attendance.

At the end of the 2007 accounting period—after all conference income and costs were complete—the AIRUM checking account balance was \$10,223, higher than the balance from

the end of 2006: \$8,669. This balance was transferred to TCF Bank in Minneapolis with the installation of Leonard Goldfine as Treasurer. After covering fees associated with opening the new account (new checks, ledger), and reimbursing Durwin Long, winner of the 2007 Best Presentation for travel expenses to the 2008 AIR conference in Seattle, the current

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

Treasurer's Update (continued from page 2)

balance is \$9,683.

The shared goal of the Steering Committee members is to offer a high quality fall conference that is affordable and covers expenses. Once again, we anticipate that we will be able to offer the fall 2008 AIRUM conference for the same \$150 conference fee. While costs continue to rise, this year we signed our contract with the Bloomington Sheraton early, thus locking in prices before any possible later rate hikes. Furthermore, our Keynote Speaker for 2008 cannot accept an honorarium, thus allow-

ing us additional savings. It is vital, however, that AIRUM continue the level of attendance it has experienced in recent years. AIRUM is responsible for covering hotel room reservations at the discount conference price if not filled by attendees. The number of rooms we reserve is determined by the previous year's attendance. Given our current cash reserves and projected costs as near as we can determine, we can keep the cost of attendance unchanged – the same price it has been since 2004.

Leonard Goldfine is the new ex-officio Treasurer following one year as Chair of the AIRUM Steering Committee. Leonard is currently an Assistant Director in the Office of Institutional Research, University of Minnesota-Twin Cities. Prior to this appointment in 2007, he served as Rochester Community and Technical College's Director of Institutional Research for three years. Leonard has worked with numerous research partners around the state. His current research is focused on transfer student success, college rankings systems, and faculty salary equity.



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

Conference Presentations to be Housed Online

The AIRUM Steering Committee has been busy developing an online means of displaying AIRUM Conference presentations. The University of St. Thomas Office of Institutional Research and Analysis has agreed to develop and maintain the site. Please consider displaying your hard work on this site.

We ask that you submit an electronic copy of the presentation in PDF or PowerPoint to Peter Radcliffe at

radcl002@umn.edu. Our hope is to have the majority of 2007 presentations posted to the site this summer. Of course, we will welcome presentations from past AIRUM conferences as well.

When sending the file, please include the full name of each author, presentation title, and institution affiliation at the time of the presentation. Each conference presentation will be listed in alphabetical order by

the primary author. If a primary author is not identified, each author will be listed in alphabetical order.

A link to the new site will be made available on the AIRUM home page near the end of May or early June. Please forward comments and suggestions concerning the format and content of the page to Mike Cogan at mfcogan@stthomas.edu.

*AIRUM
conference
presentations soon
available from the
AIRUM home
page.*

Steering Committee News—New Members

Michael Cogan—has served as the Director of Institutional Research and Analysis at the University of St. Thomas since 2006. Prior to this, he was employed at the University of North Dakota for five years beginning as an Associate Registrar before moving to the UND School of Medicine where he served as an Assistant Research Professor. Michael has been involved in higher education research for

more than 12 years within several types of institutions including community colleges, master's institutions, and doctoral institutions. Michael's current research interests include academic planning, faculty productivity, student outcomes assessment, and instructor evaluation. In addition to his current IR position, Michael periodically teaches research and statistics courses at the University of

North Dakota.

Wendy Swanson's journey to Institutional Research went through several years in food service and long-term care. She returned to school in 2000, completing a BS at the University of Wisconsin-River Falls in Secondary Education-Health and Human Performance Studies, and going on to a MS at



Leonard Goldfine takes helm as new AIRUM treasurer.

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Association for Institutional Research in the Upper Midwest

A professional organization for higher education institutional researchers www.airum.org

News from . . . AIRUM is published semi-annually.

AIRUM is a regional affiliate of the Association for Institutional Research (AIR – 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.

UW-Stout in Applied Psychology, with an emphasis in Program Evaluation and Health Psychology. She was hired by UW-Stout in fall, 2005, and currently holds the position of Institutional Planner.

Wendy joined AIRUM after receiving a scholarship to attend her first conference, and has presented at the last two conferences. She also presented at 2007 AIR in Kansas City. She's very pleased to be a part of the AIR Steering Committee and looks forward to this year's AIRUM conference.

Elizabeth Yeh—is currently the Director of Institutional Research and Assessment at Minneapolis Community and Technical College (MCTC) in Minneapolis, Minnesota. During her two years at MCTC, she's been involved with evaluation, assessment, strategic planning, AQIP accreditation projects, and the development of an IR website and institutional dashboard.

Elizabeth completed a B.A. in psychology at Illinois Wesleyan University in Bloomington, IL. While a graduate student at the University of Minnesota, she became fascinated with program evaluation and institutional research. This new interest altered her career path. Elizabeth began to conduct research and evaluation studies at the Office of Research and Evaluation at General College, University of Minnesota and Capella University in Minneapolis, MN, as well as doing program evaluation consulting for local non-profits. She completed a post-graduate certificate in Applied Developmental Psychology at the University of Minnesota in Minneapolis, Minnesota with a focus on evaluation and assessment. In 2006, she completed a Ph.D. in Child Psychology and started at Minneapolis Community and Technical College. She looks forward to continuing to grow as an IR professional during her tenure on the AIRUM Steering Committee.

2007 AIRUM Conference Feedback

2007 AIRUM was a success, as the attendees were very satisfied with the conference according to the conference overall evaluation.

In particular, the attendees liked the opportunities to network, the location of the conference, the hotel accommodation, and the keynote speech.

The attendees seemed to indicate that 2007 AIRUM could improve on the concurrent sessions, and the range of the topics covered, as these aspects were rated lower in comparison with other aspects of the conference.

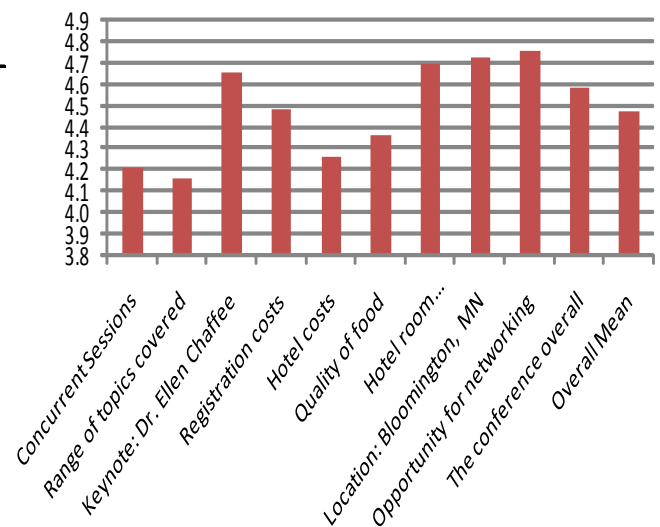
AIRUM 2007 Conference Overall Evaluation

1 = Very Dissatisfied

5 = Very Satisfied

	N	Mean	Std.D
Concurrent Sessions	32	4.2	0.7
Range of topics covered	33	4.2	0.7
Keynote: Dr. Ellen Chaffee	32	4.7	0.7
Registration costs	33	4.5	0.7
Hotel costs	21	4.3	0.9
Quality of food	33	4.4	0.8
Hotel room accommodations	20	4.7	0.5
Location: Bloomington, MN	33	4.7	0.6
Opportunity for networking	33	4.8	0.5
The conference overall	33	4.6	0.6
Overall Mean	33	4.5	0.4

AIRUM 2007 Conference Overall Evaluation



A I R U M

Association for Institutional Research in the Upper Midwest

Annual Conference—November 6 and 7, 2008—Sheraton Hotel, Bloomington, Minnesota

Title of Proposal:

Attach a description of your presentation addressing the purpose, issues or techniques covered in the presentation and intended audience. Your description should be 200 words or less. Please plan on a 45 minute presentation.

Presenter(s) Name(s): Title(s) Institution(s)

Person to whom correspondence should be addressed:

Name: _____

Address: _____

Telephone: _____ Email: _____

Are you willing to convene a concurrent session? Yes No

Will you need an Internet connection for your presentation (please check one)? Yes No

Format (check one):

Research or Scholarly Paper Presentation Table Topic Demonstration Poster Presentation

Please visit the proposal section at www.airum.org for descriptions of the presentation formats.

Notes:

There is a screen, overhead projector and podium in each session room. **Presenters should plan on providing other equipment (laptop, LCD projectors, software, etc.) themselves.**

Session evaluations are used by the Steering Committee to select the AIRUM Best Paper. Presenters of the selected session will be invited to attend the Association for Institutional Research's 49th Annual Forum, Atlanta, Georgia May 30–June 3, 2009.

You will be expected to register and pay the full conference fee if your proposal is accepted.

Submit Proposals by August 31, 2008 to mfcogan@stthomas.edu or mail to:

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www.airum.org