

# AIRUM

Association for Institutional Research in the Upper Midwest

## Register now for the Fall 2009 AIRUM Conference

### Doing more with less: The importance of IR

#### Special points of interest:

- 2009 AIRUM Conference set for October 29 and 30 in Bloomington, Minnesota at the Sheraton Hotel
- Staying overnight? Be sure to book your hotel room by September 28.
- \$175 Conference scholarships available

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.

The conference theme this year is **“Doing more with less: The importance of IR”**.

Again, we are excited to have Terrence Russell as this year's keynote speaker. Terrence is Executive Director Emeritus of the Association for Institutional Research (AIR). He brings insight into ever changing

climate in higher education. As state budgets shrink and private funding decreases, how can the IR field provide the necessary support and direction to inform political policy making to improve funding of higher education. Come join your colleagues as Terry discusses some examples of these challenges and changes.

#### Staying Overnight?

The Sheraton Bloomington Hotel is prepared for guest room reservations. Attendees can call (952)835-7800 and ask for AIRUM 2009 to reserve a room. \$129 single/double, \$139 triple, or



**Sheraton Hotel—Bloomington, Minnesota**

\$149 quad. The price is available through 5:00 p.m. September 28, 2009. Current taxes are 13.9% on rooms.

Sheraton Bloomington Hotel  
7800 Normandale Boulevard  
Bloomington, MN 55439

[www.sheraton.com/bloomington](http://www.sheraton.com/bloomington)

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### 2009 AIRUM Keynote-Terry Russell

Terrence is Executive Director Emeritus of the Association for Institutional Research (AIR). He holds the Ph.D. degree in Sociology from Southern Illinois University and is the author of articles, book chapters, statistical monographs, papers and a television documentary. He has written about academic-industry relations, ethics, and values in science, organizations and the professions, the science and technology labor force, higher education policy, and American culture.





Never attended an AIRUM conference?

There's a \$175 scholarships available

## New to AIRUM?

Scholarships are available for up to \$175 each to cover most (or all) of the expenses for two individuals to attend the November 2009 AIRUM conference. Visit <http://airum.org> for scholarship criteria. Applications should be postmarked no later than October 15, 2009.

## 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.

## The Passing of a Colleague

Dr. Mark Schmidt, AIRUM Steering Committee member 2006-08 and Professor of Institutional Analysis at North Dakota State University, passed away quickly of a stroke September 17, 2009. Mark

Had deep roots in ND and an animal science background and career prior to directing his great energy into improving higher education and the lives of his students, friends, and associates. Mark's habit of 'greeting life with a smile' will be deeply missed the longest.

There will be an opportunity to contribute to a memorial for Mark; details will be provided at the conference.



## IPEDS Pre-Conference Workshop

Sponsored by NCES, AIR offered 20 co-hosted IPEDS workshops for roughly 20-40 participants for 2009. We put in a request to be a co-host site and were excited to learn that AIURM was selected.

AIRUM members were notified and AIR indicated they received 64 applications for the 40 spots available, which was the largest response they received in comparison to other co-hosting sites!

The modules themes center on :

**IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness**

**Module 1** of this theme introduces the fundamentals of creating benchmarks to measure

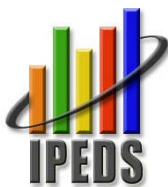
institutional effectiveness. The module provides an overview of the types of comparison groups that can be constructed using IPEDS data, with examples of appropriate use. Participants will use actual data from the IPEDS surveys, including the IPEDS Data Feedback Report and Executive Peer Tool. Exercises and resources will demonstrate processes to establish key performance indicators and identify variables to refine comparison groups.

**Module 2** focuses on practical applications for using IPEDS data in an institutional effectiveness (accreditation) self-study. Participants will use enrollment data to create a benchmarking study, discuss spe-

cific research questions, and identify the types of comparison groups and key performance indicators that could address each. Participants will also learn how to extract and analyze data using the IPEDS Data Center. This module also presents useful techniques for effectively communicating data results to various constituencies.

AIR has notified AIRUM members who've been selected. If additional spots become available, additional applicants will be notified.

*AIRUM will offer a first ever pre-conference workshop in conjunction with IPEDS/AIR*



## Preliminary conference schedule

**Thursday, October 29**

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

**Registration**

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

**Vendor Displays**

**8:00am to 10:30am**

**Continental Breakfast**

*Includes New Members Session*

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

**Concurrent Sessions**

**Data Triangulation: A Road Map to Institutional Policy Change**

Erin Holmes, Black Hills State University

**Exploring Freshman Attrition in an Exit Phone Interview Study**

Heidi Arbisi-Kelm, University of Wisconsin, Madison

Yang Zhang, Edgewood College

**Calculating returns to degree using administrative data**

Tom Schenk, Iowa Dept. of Education

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

**Concurrent sessions**

**Impact of course grades on 1st year retention**

Biao Zhang, University of South Dakota

**Microsoft Excel as a dynamic and interactive reporting tool**

Leonard Goldfine, University of Minnesota-Twin Cities

**How families pay for college in Minnesota**

Lesley Lydell, Minnesota Office of Higher Education

**11:30am to 1:30pm**

**Keynote Lunch**

**Keynote Speech: Terry Russell  
Executive Director Emeritus**

**1:40pm to 2:30pm**

**Concurrent Sessions**

**"Educational GPS": Coordinated data on actual student performance**

David Shupe, eLumen Collaborative

**How to do more with less time**

Susan Greene, University of Wisconsin-Stout

**Minnesota's Vision for a P-20 Educational Longitudinal Data System**

Meredith Fergus, Minnesota Office of Higher Education

**2:40pm-3:30pm**

**Concurrent Sessions**

**Principal Component Identification of Action Variables from a Student Experiences Survey**

Gretchen Kost, North Dakota State University

**'Clear'-inghouse data**

Sushant Khullar, University of St. Thomas

**Returning to learning in the age of assessment**

Chris Jackson, Collegiate Learning Assessment

**3:40pm to 4:30pm**

**Concurrent Sessions**

**What is it that satisfies faculty?: Rank as a consideration in factors related to job satisfaction**

Gina Johnson, University of Minnesota-Twin Cities

**Process and results from an alumni follow-up study**

Sally Bosshart, University of Wisconsin-Stout

**Exploring academic outcomes of home school students in college**

Michael Cogan, University of ST. Thomas

**4:40pm to 6:30pm**

**AIRUM Social Gathering/  
Poster Presentations**

**Friday, October 30**

**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**

**Thinking about an IR newsletter? Some ideas to consider.**

Carmen Williams, University of North Dakota

**A longitudinal evaluation of project 'Lead the Way' in the state of Iowa.**

Leaf Yi Zhang, Iowa State University

**Assessing University of Minnesota Undergraduate Experiences and Outcomes: A Policy Analysis Design**

Ronald Huesman, University of Minnesota

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

**Concurrent Sessions**

**Demonstrating the Voluntary System of Accountability Success and Progress Rate Template and Its Results, and Its Use to Evaluate Institutional Academic Units**

Emily Davenport, North Dakota State University

**Panel discussion on collecting, analyzing, and disseminating data: Issues facing Institutional Researchers .**

Wendy Marson, University of Wisconsin-Stout

**End of Term Student Ratings: A Case Study in How the University of Minnesota in Form Transition**

Daniel Glover, University of Minnesota

**11:30am-1:30pm**

**Lunch and Business Meeting**

Note: Updated titles/abstracts will be reflected in the program.

