

# AIRUM

Association for Institutional Research in the Upper Midwest

## Are You Attending the 2013 AIR Forum in Long Beach?



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! Association for Institutional Research in the Upper Midwest (AIRUM)'s meeting has been scheduled for May 20, 2013 (Monday) from 5:00 p.m. – 6:00 p.m. in room 203B. Please plan to attend the AIRUM meeting and after the meeting join us for dinner to continue the discussions and catch up with your colleagues. If you are interested in joining us for dinner please email Ron Huesman at [huesm003@umn.edu](mailto:huesm003@umn.edu) by May 17th so we can estimate group size. Hope to see you there!

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## SAVE THE DATE: 2013 AIRUM Conference

We are approximately eight months away from the 2013 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 7-8, 2013 in Bloomington Minnesota, with a pre-conference on November 6, 2013 featuring Dr. Stephen DesJardins. 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.



Dr. Stephen DesJardins, Professor in the University of Michigan School of Education will provide a pre-conference workshop on advanced methods for IR and the keynote address for our conference.

# Conference Scholarships

A limited number of AIRUM Conference Scholarships are available. These scholarships are intended to cover the registration fee for attending the 2013 AIRUM Conference scheduled for November 7-8, 2013. 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 2013 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** *How are we contributing to assessment initiatives on our campuses, to improve institutional effectiveness, prepare for accreditation and shape quality and best practices?*
- COLLABORATION** *We work collaboratively both inside and outside the institution in analysis and reporting of data. What's working on your campus?*
- RESOURCES** *Via the use of institutional data, we can provide guidance in the development of resources, such as; faculty, staff, facilities and programs on campus. How are you shaping that process?*
- STUDENTS** *What effective actions have you taken in your work to further engage in evolving campus decisions about student matriculation, retention, student profile, and the experiences of enrolled students?*
- TECHNOLOGY** *Data management and analysis is rapidly evolving with new tools. What steps are you taking?*
- MANAGEMENT** *Effective leadership of IR on campus means internal operations and staffing are in order. What can we learn about how it's evolving for your department?*

Watch for the 2013 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.

## 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 2013, 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 2013 conference with your comments.

As for 2013, the Steering Committee is happy to welcome Jen and Jennie to serve three year terms; please read on to learn more about them:

**Jen Mans** is one of two Institutional Planners in the office of Planning, Assessment, Research, and Quality at the University of Wisconsin-Stout. Jen has a Masters degree in Applied Psychology. Her higher education career began as a graduate assistant in the UW-Stout Applied Research Center (ARC). Jen was promoted to an Associate Institutional Planner, the ARCs first full-time professional employee. One year later, Jen was promoted to the position she holds today, an Institutional Planner in the PARQ office. Jen is actively involved in evaluation consultation, quality initiatives, assisting in the university planning process, and analysis of strategic planning initiatives. She coordinates PolyDASHER (a data-share consortium for polytechnic universities) and the Survey Clearinghouse (an initiative to control survey fatigue on campus). She serves as the data consultant and is an active member on various university sponsored committees relating to planning, evaluation, and student retention.

**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.

WELCOME

## AIRUM 2012 Best Presentation

Congratulations to Krista Soria and Shane Nackerud!!

Congratulations to Krista Soria and Shane Nackerud, who won the AIRUM Best Presentation award in 2012. Krista and Shane's paper presents the results of analyses predicting the relationships between library usage and first-year students' retention, college experiences, and academic success at a large, public research university. Usage statistics were gathered across 13 different library access points and outcomes were derived institutionally (e.g., retention, grade point average) and aggregated through student surveys (e.g., academic engagement, scholarship activity). Krista recently received her PhD from the University of Minnesota and works in the Office of Institutional Research. Shane received his Master of Library Science from Indiana University in 1996 and works in the Libraries' Data and Technology division.

Krista and Shane will be presenting their paper, "Linking Library Data and Student Success," at AIR Monday, May 20, from 10:30 a.m. to 11:15 a.m. in room 104C (Promenade Ballroom).

# 2012 AIRUM Conference Feedback

We had record-breaking attendance at our annual conference last fall – 137 registrations is the highest number on record. Previous highest attendance years from high to low were (2009, 2006, 2011, 2010) from 121 to 117. Listening to your feedback, in the past few years the Steering Committee has worked on hotel quality/service and had a subcommittee on program offerings. We also entered the electronic age by offering online registration with a credit card payment option, and an online evaluation option for the conference sessions.

Feedback indicates we all appreciated the improvements and convenience, and this may have helped with our high attendance numbers. A trade-off, however, with our change in evaluation offerings is that we had a much lower participation rate in evaluations than has been typical. An additional confusion may have been that though session evaluations were available in both paper and online formats, the overall conference evaluation was only available in a paper format. Instead of a response rate of approximately 50%, in 2012 only 24 out of 137 conference attendees completed the overall conference evaluation.

Given this change in response rate, it seems unwise to compare directly to prior data for each specific conference feature rated. Overall, rankings on a 1-5 scale (from very dissatisfied to very satisfied) were almost uniformly higher for every category than those reported in the past few years, but this is difficult to confidently evaluate as real improvement. (Data is available upon request.)

## 2012 Conference Survey Results

*Conference features ranked from high to low*

- Preconference Workshop: Statistics
- New registration with credit card payment
- Hotel room accommodations
- Keynote: Dr. Rob Toutkoushian
- The conference overall
- Registration costs
- Location: Bloomington, MN
- Program tracks and Program book
- Opportunity for networking
- Hotel costs
- Concurrent sessions
- Range of topics covered
- Quality of food
- Alternative session formats (breakfast, etc.)

## Treasurer's Report

For any number of reasons, 2012 was a successful year for AIRUM. This is no less true with regards to AIRUM finances. This past year we got to experiment with some new processes to make conference attendance and registration easier. For starters we partnered with RegOnline, an online conference registration and payment service provider. This allowed us to accept credit-card payments for the first time. We also offered differentiated pricing for graduate students and for retirees. While the administrative costs for offering the conference rose due to fees associated with outsourcing some of the work previously done by volunteers, the Steering Team balanced this with thoughtful cost control in other areas. This plus record attendance for our main conference and additional revenue from the pre-conference workshop has put our checking account balance approximately \$3,600 greater than at the end of last fiscal year (current balance is approximately \$17,800). Thus, while always seeking care and caution with what we spend member and registrant money on, I feel that we remain in good fiscal health with funds in reserve to help keep conference attendance fees low while exploring new ways to improve the conference attendance experience. I would also like to note that this past year's member rate for attendance of \$185 was only \$35 more than the rate we charged in 2004 – a little tidbit of information of which I am truly proud.



## 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.

## 2013 Steering Committee and Volunteers

*The 2013 AIRUM Steering Committee is comprised of seven individuals representing a variety of institutions. Current members include:*

### **Caroline Kirchner, Chair**

Century College (2013)

- *Date/Venue/Theme*
- *Local Arrangements*
- *Door Prizes*

### **Carol Drechsel**

University of North Dakota (2013)

- *Technology/Webmaster and Publicity*
- *Proposal Review & Conference Program*
- *Conference Folders*

### **Meredith Fergus**

Minnesota Office of Higher Education (2014)

- *Date/Venue/Theme*
- *Local Arrangements*
- *Evaluations*
- *Conference Folders*
- *Conference Technology*

### **Heather Goroski**

North Dakota State College of Science (2014)

- *Newsletter Editor*
- *Evaluations*
- *Conference Technology*

### **Ron Huesman**

University of Minnesota (2014)

- *AIR Liaison*
- *Date/Venue/Theme*
- *Local Arrangements*
- *Guest/Keynote Speaker*
- *Pre-Conference Workshop*

### **Jennie Robinson Kloos**

St. Catherine University (2015)

- *Proposal Review & Conference Program*
- *Evaluations*

### **Jen Mans**

University of Wisconsin-Stout (2015)

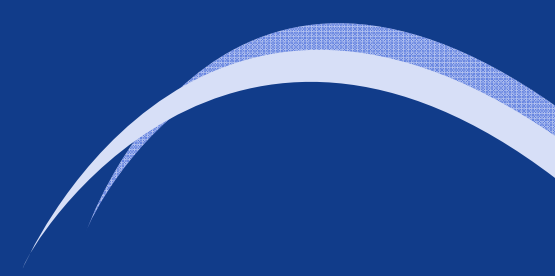
- *Scholarships Coordinator*
- *Conveners*
- *Interest Groups/Social Networking*

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

University of Minnesota

- *Registration*
- *Guest/Keynote Speaker*

Special Thanks to **Debbie Furlong** (Listserv).



## Sub-Committees: Call for Volunteers

### TECHNOLOGY:

AIRUM is looking to expand its use of technology at the annual conference – apps, QR readers, and other innovations — and we could use your help. If you have ideas or have an interest in finding and developing new technologies, consider joining the Conference Technology subcommittee. Please contact Steering Committee member Meredith Fergus at [meredith.fergus@state.mn.us](mailto:meredith.fergus@state.mn.us) for more information.

### INTEREST GROUPS AND SOCIAL NETWORKING:

Would you like to help AIRUM members connect through interest groups and social networking? Now is your chance to get in on the ground floor and help develop this. If you are interested in joining this subcommittee, please contact Steering Committee member Jen Mans at [mansje@uwstout.edu](mailto:mansje@uwstout.edu) for more information.