A I R U M

Association for Institutional Research in the Upper Midwest

2013 AIRUM Conference
Beyond Reporting - the Research Function of IR

Registration is now open for the 2013 AIRUM conference! Come join your colleagues from the Upper Midwest at our annual get together! In addition to our great lineup of presentations we're very excited to offer a full day pre-conference workshop on applied quasi-experimental methods taught by Dr. Stephen DesJardins.

Visit the _conference page_ on our website to register. Here's the details…

2013 AIRUM Conference
* Date: November 7-8, 2013
        (pre-conference workshop on November 6, 2013)
* Location: Bloomington, MN
                Hilton Minneapolis-St. Paul Airport/Mall of America
* Cost: $185 / $100 for Graduate Students (see Page 4 for scholarships)

We will hold our annual business meeting/Lunch on Friday at Noon. If you will be joining us, please consider bringing an item or two or three from your institution that can be used as door prizes. Thank you!!
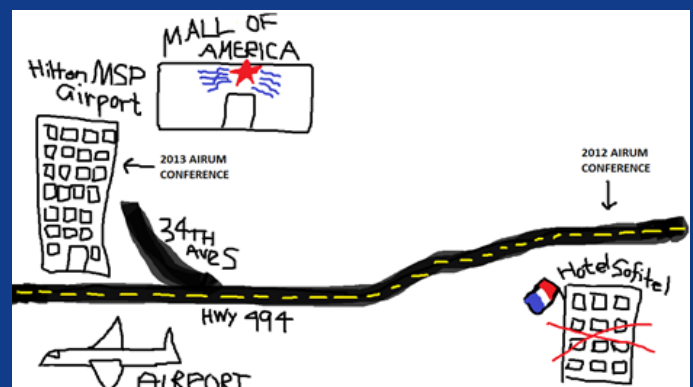
Hotel Information & Location

AIRUM's 2013 conference has moved!
The 2013 AIRUM conference will be held at the Hilton Minneapolis-St. Paul Airport/Mall of America (3800 American Blvd E, Bloomington, Minnesota, 55425, USA). Located in lovely Bloomington, the hotel is next to the Minnesota Valley National Wildlife Refuge featuring a complete Visitor Center and over 8 miles of walking/jogging trails through the beautiful MN River Valley. The hotel is one mile from the Mall of America and three miles from the Minneapolis St. Paul International airports; both of which are accessible via light rail just blocks from the hotel. Conference room rates are $129 per night. The new location provides AIRUM with high quality technology, larger meeting rooms, and space to grow. See you there in November!

Pre-Conference Workshop and Plenary Speaker:
Dr. Stephen DesJardins

Dr. DesJardins teaches courses related to public policy in higher education, economics and finances in postsecondary education, statistical methods, and institutional research and policy analysis. His research interests include student transitions from high school to college, what happens to students once they enroll in college, the economics of postsecondary education, and applying new statistical techniques to the study of these issues. His research has been published widely in education and economics journals. He is also on the editorial board of *Economics of Education Review*, is a contributing editor to *Research in Higher Education*, and is the methodology section editor for *Higher Education: Handbook of Theory and Research*.

DesJardins received a BS in economics from Northern Michigan University, an MA in policy analysis and labor economics from the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota, and a PhD in higher education with a concentration in research and evaluation methods, also from the University of Minnesota. Prior to joining academia, he worked in market research in the private sector and was a policy analyst and institutional researcher for 13 years at the University of Minnesota.

Workshop: "Applying Quasi-Experimental Methods in IR".
In the morning participants will learn about quasi-experimental methods that are now so popular in the social sciences and increasingly used by education researchers. After establishing a clear understanding of the underlying concepts, we will interrogate some recent applications of these methods to postsecondary-related issues. Reading materials to be discussed will be provided prior to the workshop.

In the afternoon participants will learn how to apply some of the quasi-experimental techniques (e.g., propensity score matching; regression discontinuity design; instrumental variables methods) discussed in the morning. Stata statistical code and data to estimate these models will be provided by the instructor in advance of the workshop. Participants will need to bring a laptop with the Stata statistical software, the data, and the Stata code all loaded on it. Instructions on how to obtain a copy of the Stata software and code, and the data we will use, will be provided prior to the workshop.

Pre-Conference Cost: $100 / $50 for Graduate Students

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Plenary talk: "Improving the Rigor of Education Research"
For many years Professor DesJardins has been at the forefront of applying rigorous quantitative methods to the study of IR and education-related issues. In this talk he will 1) provide a brief description of how he became engaged in applying new methods to education research; 2) provide some rationale for why we need to continue to improve the rigor of the methods we apply; 3) discuss what has, and has not worked in moving this agenda forward, and 4) will look ahead to how these methods may help improve policy and practice in postsecondary education.

AIRUM 2013 Presentations

- Building an Interactive Online Fact Book with R Shiny; Mike Wallinga
- College Graduates + Employment Data = Methodological Conundrum; Meredith Fergus, Amy Gehring
- Comparison Shopping: Developing a Web based Application to help Inform the Review and/or Selection of Institutional Comparison Groups; David Peterson, Daniel Jones-White, Ilya Begelman
- Determining Best Practices for an Academic Alert System to Encourage Student Success; Mike Wallinga, Mackenzie Larin
- Development of Program Indicators for Use with Program Review; Douglas Olney, Koji Fujiwara
- Drivers get ready - new dashboards are coming your way!; Carmen Williams, Carol Drechsel
- Examining the convergent and discriminant validity of two widely-used undergraduate learning outcome measurement methods: Standardized CAAP scores and self-reported student survey proficiency items in the domains of critical thinking and communication skills; Laura Gorny
- Executive Dashboard Goes Mobile - Leveraging IBM Cognos Technology; Zong Her
- Exploring International Student Access and Success in Postsecondary Education Setting: A longitudinal Approach; Xi Yu
- First Drop for Nonpayment: Looking at what we've lost to see what we can get back; Jennifer Pearson Hennen, Elisabeth Palmer
- From Data-mining to data-webbing; JR Brey
- How economic planners assess the relevance of education programs using the National Center for Education Statistics (NCES) Classification of Instructional Program (CIP) codes and the U.S. Department of Labor, Bureau of Labor Statistics (BLS), Standard Occupational Classification (SOC) codes; Michelle Olsen
- Institutional Research and the Assessment of Student Learning: An Assessment of a First Year Program General Education Learning Outcomes Utilizing NSSE, Student Focus Groups, & Retrospective Pre & Post Survey; Shari Ann Summers
- Intermediate Excel Formulas; Caro Smith, Kathryn Hupp
- Learning outcomes, career outcomes, and outcomes, and ROI: Using logistic regression to modeling to predict likelihood of recommending alma mater; Laura Fingerson
- Less is More (or Just as Good): A Critical Look at Response Rates; Scott Godfrey, Ross Jungers, Greg Hilleren
- Macros for Beginners; Caro Smith
- Managing Your IR Office with SharePoint; Andy Nelson, Nicole Kraft, Kari Herbison
- More Than the Sum of Its Parts: The Integrative Alchemy of Data Triangulation in IR; Lesley Lydell, Ron Huesman
- Online End of Course Evaluations: Understanding Non-Responders and Using Mobile Surveys to Increase Response Rates; Laura Fingerson
- Parental Divorce as a Predictor of Students' Success: A New Consideration for IR Professionals and Higher Education Practitioners; Krista Soria, Sarah Linder
- Student Learning Outcomes: Interpretations, Development, and Validity; Krista Soria, Laura Gorny, Sarah Frost, Alex Granquist
- Student Satisfaction at USD; Bill Zhang, Carron Radigan
- Ten teaching and learning high impact practices: Measuring the reach of AAC&U's LEAP initiative on campus; Brian Dusbiber
- Tracking Retention and Graduation Rates for Transfer Students; Kathleen Schwan Minik
- Using Qualtrics for Quantitative Data Analysis; Nicole Einerson, Susan Greene
- Using R Statistical Software to Analyze Under-Represented Minority Student Success; Ed Callahan
- Utilizing an Employer Survey as Evidence to Support Success of Programs and the Institution; Laura Ribich, Crissie Grove Jameson
- Visualize This! Discussion of Two Approaches to Tableau Software Implementation; Natalie Solverson, Andy Nelson, Nicole Kraft
- Where Do High School Graduates Go To College? - Case Study in Japan; Teruo Yokoyama
- Where's the map for this? Rebuilding IR Capacity at a Mid-Size Public Institution; Natalie Solverson, Grace Engen

Seeking Graduate Students!!!

Currently, graduate students comprise less than 1% of the AIRUM membership. They are the future of the association and will eventually serve as its leaders. In recognition of that future, AIRUM is actively seeking to recruit more graduate student involvement in the association and annual conference. Continuing with last year's change, the price of registration for graduate students will be $100, a $85 discount on conference registration. In addition, graduate students are eligible to apply for the AIRUM scholarship for $100 to cover the registration fee for attending the annual conference in November. Visit http://airum.org for additional conference and scholarship information. The pre-conference price for graduate students will be $50, a 50% discount.

2013 AIRUM Conference Scholarships

The AIRUM Steering Committee is again pleased to announce that three AIRUM Conference Scholarships are available for awards of $185 each. These scholarships are intended to cover the registration fee (but not membership) for attending the AIRUM Conference in Bloomington, Minnesota on November 7th and 8th, 2013. The goal of the scholarships is to assist individuals whose work pertains to institutional research but who have been unable to attend an AIRUM Conference due to lack of institutional support for conference expenses.

Eligibility — to be considered you must meet all three of the following requirements:
* Be involved in work related to institutional research
* Never have attended an AIRUM conference
* Demonstrate that it is unlikely that your institution could provide you with the economic resources necessary to attend.

Application — a short (one page maximum) essay with the following items sent to the address below (either via U.S. Mail or by email), postmarked no later than October 4, 2013.
* A brief description of your current duties
* An explanation of why you want to attend the conference
* A short description of financial need

Award — each of the three scholarships covers the base conference registration fee of $185. ($100 for Graduate Students)

Selection Process — all applications postmarked no later than October 4 will be reviewed by the AIRUM Steering Committee. Applicants will be notified of the Steering Committee's decision shortly afterwards. If you have already registered and paid for the conference, your registration fee will be refunded if you are selected.

Send Applications to:
Jennifer Mans
Institutional Planner
University of Wisconsin-Stout
mansje@uwstout.edu
(715) 232-1690

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 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.

Sub-Committees: Call for Volunteers

Improving Service to Two Year College and Small IR Offices

Calling all two year colleges and small shops – how can we better meet your needs? A subcommittee is being formed to hear what your burning issues are and solicit research or resources from the broader AIRUM community to address them. Please contact Steering Committee members Heather Goroski or Meredith Fergus.

Treasurer's Report

I am proud of our steering committee and our membership at large for continuing to be good stewards of our money. Last year we were in a good enough financial position to try some new things (credit card payment option, reduced registration fees for graduate students and retirees), while still keeping the price of attendance low. With a record attendance last year, our financial position is even stronger, putting the current and future steering teams in a position of debating what should be our checking account maximum instead of what is a safe minimum. And believe me, I'm glad we were financially successful even while absorbing the costs related to having online registration and credit-card payment. With well over half of last year's registrations being paid for by credit card, and registrations being processed through RegOnline, my pre-conference workload was substantially reduced! So, if I look a little more relaxed this year, you'll know why.

I look forward to seeing all of you in November.

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*
- *Webmaster*

Meredith Fergus
Minnesota Office of Higher Education (2014)
- *Date/Venue/Theme*
- *Local Arrangements*
- *Evaluations*
- *Conference Folders*
- *Conference Technology*
- *Improving Service to Two-Year Colleges and Small IR Offices*

Heather Goroski
North Dakota State College of Science (2014)
- *Newsletter Editor*
- *Conference Program*
- *Improving Service to Two-Year Colleges and Small IR Offices*

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:

Social Networking Sub-committee membership

Jennifer Mans (Chair)
University of Wisconsin- Stout

Nicole Holland
Walden University

Meredith Fergus
Minnesota Office of Higher Education

Technology Sub-committee membership

Meredith Fergus (Chair)
Minnesota Office of Higher Education

Len Goldfine
University of Minnesota

Ross Jungers
St. Olaf College

Nicole Holland
Walden University

Pat Estes
Edgewood College