



**MdAIR 2005 Spring Institute**  
**“Tools of the Trade”**  
 Friday, April 29, 2005  
 The Community College of Baltimore County  
 Catonsville Campus

Time	Session	Room
9:00 – 10:00	Registration and Continental Breakfast	Bldg H Room 308C
10:00 - 12:00 Morning Concurrent Sessions	<p><b>Effective Internet Searching</b>  <b>Stephen Ford, Anne Arundel Community College</b></p> <p>Room Host: Alan Davis, Anne Arundel Community College</p> <p>This session will help attendees comprehend the inner workings of Internet search engines, including shortcuts, tips and tricks; and the standards for evaluating Internet sources</p>	Room H308B
	<p><b>Quantifying Qualitative Variables with (not for) Dummies</b>  <b>Miles Hamby, Baltimore International College</b></p> <p>Room Host: Jan Fazzari, McDaniel College</p> <p>The presenter will use demonstrations in SPSS, supplemented by practical exercises to explain the use of dummy variables to quantify qualitative variables in meaningful regression analysis. A basic understanding of SPSS data entry and analysis is recommended</p>	Room H308A
	<p><b>The ABCs of Environmental Scanning</b>  <b>John Kozarski, The Community College of Baltimore County</b></p> <p>Room Host: Gohar Farahani, Frederick Community College</p> <p>Attendees will be presented with the processes, content and practice of environmental scanning as it relates to an educational organization’s mission, vision and operation endemic to a postsecondary educational arena. Topics will range from SWOT analysis, consensus building, tipping point analyses, environmental scanning and executive guidance. Attendees will engage in group activities to illustrate the environmental scanning process.</p>	Room H327
12:00 - 1:00	Luncheon	Room H308C

Time	Session	Room
<b>1:00 - 3:00</b> <b>Afternoon</b> <b>Concurrent</b> <b>Sessions</b>	<b>Basic Research Methodology</b> <b>Linda Mallory, U.S. Naval Academy</b> Room Host: Kevin Sellers, Towson University This interactive session will teach the basic precepts of research design using the five-step research process; data collection issues; analysis tools; and reporting. Participants, who will be drafting a working proposal for a research problem, will be able to see that an institutional problem does not have to be huge or wholesale to be worthy of study and reporting on the web.	Room H308B
	<b>Non-Parametric Hypothesis Testing</b> <b>Jack Dagg, University of Maryland, College Park</b> Room Host: Ben Passmore, University System of Maryland In some situations it may be appropriate to use nonparametric alternatives such as the Wilcoxon, Mann-Whitney, etc. This session will focus on showing participants some of the reasons a nonparametric alternative may be appropriate. Examples of these situations will be demonstrated using SPSS	Room H308A
	<b>Making Effective Research Presentations</b> <b>Doug Strand, U.S. Army</b> Room Host: Alan Davis, Anne Arundel Community College Anyone who gives technical presentations at any level from informal interviews to conference speakers to keynote address presenters could learn from the Regional Governor of Toastmasters. Participants will be introduced do the 30 tips of public speaking, the technical briefing, the proposal, the non-technical audience, presenting a technical paper, and the team technical presentation.	Room H327
<b>3:00 - 3:30</b>	MdAIR Social (cookies and beverages)	Room H308C
<b>3:30 - til</b>	MdAIR After Hours Attitude Adjustment Session	G.L. Shacks Grill 583 Frederick Rd. Catonsville