

MdAIR 21st Annual Conference

“Continuing Success; the Start of Another 20 Years”

Time	Session	Room
8:00 - 9:15	Registration and Continental Breakfast	
9:15 - 9:30	Welcome and Introductions Kevin Sellers, 2006-07 MdAIR President Paul Lack, Executive Vice President for Academic Affairs, Villa Julie College	
9:30 - 10:45 Keynote	Mary Ann Coughlin, 2007-2008 AIR President, Professor of Research & Statistics, Springfield College	
11:00 - 11:50 Concurrent Session I	Track A: Retention Retention/Attrition Nidhi V. Srivastava, Howard Community College Barbara Livieratos, Howard Community College This study focused on identifying the impact of certain time-invariant factors on retention of students. The sample for the study was the 2003 Fall Cohort which, based on its retention behavior, was divided into 4 retention categories – Visitors, Early discontinuous, Late discontinuous and Continuous enrollment. Five variables were identified as having a significant relationship with retention categories. They were academic goal, personal goal, level of college preparedness, full-time/part-time status and race. Directional measures indicated the significant role of certain categories within the time-invariant factors. Logit log linear analysis was used to identify the categories and their relationship with retention.	Conference Room A
	Track B: IR Tools Not Included in Proposal Jessica Shedd, NACUBO For over fifteen years, NACUBO has conducted a survey on the tuition discounting practices of independent four-year colleges and universities. In the past, results have been distributed to participants in PDF format, limiting the opportunity for benchmarking with the data. In August, NACUBO launched a new online benchmarking tool for the tuition discounting study that allows participants to define a unique peer group for comparison purposes as well as run reports on the entire survey population. This session will discuss NACUBO’s long-standing tuition discounting study, demonstrate the new tool, and discuss NACUBO’s plans for future benchmarking initiatives.	Conference Room B
	Track C: Exploring the Wilds of Career Services: An IR visit at a National Career Conference Michelle Appel, University of Maryland, College Park Linda Junker, Mount St. Mary’s University Nicole Marano, Villa Julie College There are many things to be learned by visiting a conference outside of the “IR comfort zone.” The three members of this panel discussion were invited to present at a national conference for career center professionals and will share lessons learned from one such journey. The panelists will share their experiences, discuss the importance of attending non-IR conferences, and encourage others to present at these conferences to share information and promote the use of data across their institutions.	Banquet Room A
12:00 - 1:15	Luncheon/Business Meeting/Awards Presentations	Banquet Room B

Time	Session	Room
1:30 - 2:20 Concurrent Session II	Track A: Retention Everything AND the Kitchen Sink: Using Cohort Analysis to Evaluate the Role of First-Year Experiences in Retention Shannon M. Tinney & Michael Dillon, University of Maryland, Baltimore County Cohort analysis is used to understand the efficacy of engaging in first-year experiences (FYE)—first-year seminars and living learning communities—on retention. Results show that certain at-risk student groups are less likely to voluntarily participate in an FYE. Students who participate in an FYE their first semester are more likely to be retained after controlling for other factors. The study is being used as evidence to support the adoption of a mandatory first-year experience at UMBC.	Conference Room A
	Track B: Cuts to Higher Education: What does this mean for us? Sean Simone, Maryland Independent College and University Association State support of higher education is essential for both public and independent institutions to be competitive in a national market. When this essential resource is threatened, it can be overwhelming to understand the consequences for institutions and their students. When a college president or a board member asks: “how will this impact us,” what do you do and where do you start? Using a practical example in response to a proposal to cut all the operating funding of the independent sector of higher education in Maryland, this presentation describes the strategies used to attempt to answer this basic but complicated question.	Banquet Room A
2:30 - 3:20 Concurrent Session III	Track A: Retention Not Provided Melaku Woube, Anne Arundel Community College Improving student retention is a major focus at Anne Arundel Community College (AACC), a fully accredited, public, two-year institution, which is located in Anne Arundel County, Maryland. The purpose of this study is to examine factors affecting student retention at AACC and to identify the target groups for student success and retention improvement intervention initiatives. The results of the study suggest that factors such as age, first term GPA, high school graduation date (recent or not recent), admission status (required developmental course work or college ready), and enrollment status (full-time/part-time) all appear to be important predictors of student retention.	Conference Room A
	Track B: Crossing Over to the Promised Land? A Preview of the UMUC Data Warehousing and Enterprise Report Platform Initiative. Susan Cloninger, University of Maryland, University College Demonstration of our “work in progress” – the UMUC Enterprise Data Warehouse and Reporting Platform Initiative. Join us for a pre-Go-Live viewing of our new Oracle-based EDW and Business Objects XI r2 reporting structure and toolset. With a little good luck and a lot of hard work, we hope to harness the information-rich potential of our PeopleSoft transaction systems (Student, HR, and Financials). It will be a great way to start “Another 20 Years.”	Banquet Room A
3:30 - ?	Social Hour	Banquet Room B