



MdAIR

22nd Annual Conference

October 24, 2008

“Building a Sustainable Future”

Camille Kendall Academic Center (Building III)

The Universities at Shady Grove

Welcome to the 22nd Annual MdAIR Conference!

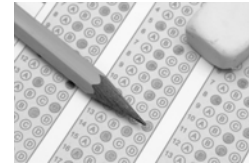
It is with great pleasure that I welcome you to the Camille Kendall Academic Center at The Universities at Shady Grove. I encourage you to take full advantage of the day here, not only through all that the conference program offers, but also by allowing our location to be part of your experience. As a LEED® Gold certified building, our location is the inspiration for our conference theme, *Building A Sustainable Future*. This theme, however, transcends our physical location and its commitment to environmental sustainability. As institutional researchers, you are stewards of institutional sustainability through your work in such areas as enrollment management, strategic planning, and measuring efficiency and effectiveness on your campuses. Today I invite you to reflect on the many ways your expertise as an institutional researcher can and does contribute to *Building a Sustainable Future*.

I am pleased to report that it has been an excellent year for MdAIR. We held two Drive-In Technology Trainings providing members with an opportunity to develop and increase skills in statistical techniques and software. Additionally, our annual Spring Institute was very well attended and featured a variety of sessions ranging from improving presentation skills to implementing new reporting requirements on campus. As I reflect back on this year and all that was accomplished, I can't help but marvel at the dedication of our membership. From the host institutions, to the presenters, the Executive Committee, and the membership who supports and attends the events, MdAIR is the success it is because of you. The commitment of my MdAIR friends and colleagues to the association and the IR field has served as inspiration for me to continue my involvement even as my path has taken me away from working on a Maryland institution campus. This is truly a special organization and it has been an honor and a pleasure to serve as President over the last year.

I would like to thank the Executive Committee and Web Master for all their work over the past year. To NACUBO and NCES, I thank them for giving me the flexibility and time to be involved in MdAIR at the Executive Committee level. I am grateful to Shady Grove for so generously hosting our event, and especially to my new friend and colleague, Mary Lang, Director of Planning at Shady Grove for graciously accommodating our every need. Finally, a special thanks to my friend and colleague, Michelle Appel, for introducing me to Shady Grove III and making this day possible.

Enjoy your day!

Jessica Shedd



Your Evaluation Counts!

Member evaluations are strongly considered in the award of the “Best Paper” presentation. In addition to the recognition, MdAIR will sponsor the author(s) by paying for one conference registration fee at the 2009 AIR Forum in Atlanta from May 30 – June 3 where he/she/they will make the presentation again.

The 2007 recipient was Jessica Shedd for the presentation, “New Online Benchmarking Tool for NACUBO’s Tuition Discounting Study.” The session demonstrated the interactive web-based tool developed for the association’s 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.

Upcoming MdAIR Events

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|--------------------------|--|
| Monday, November 3, 2008 | MdAIR Dinner at the NEAIR Conference in Providence
To sign up, send an email to Jessica Shedd at jessica.shedd@ed.gov |
| Friday, January 30, 2009 | Winter Drive-Thru Training Session
Community College of Baltimore County, Catonsville |
| Friday, April 24, 2009 | Spring Institute
Community College of Baltimore County, Catonsville |

Please indicate any topics of interest on your evaluation forms or talk to an Executive Committee member about topics you’d like to see covered or if you’re willing to lead a session.

MdAIR On The Web

Don’t forget to visit the MdAIR website for:

- Information on and Registration for upcoming MdAIR events
- Membership Renewal and Information
- Links to Maryland institution IR websites
- Minutes of the Executive Committee Meetings;
- And More....

www.mdair.org

If you don’t find the link to your IR office’s website on the MdAIR website(in the “links” section) and would like to have it added, please send an email to Jessica Shedd at jessica.shedd@ed.gov.

MdAIR 22nd Annual Conference

“Building a Sustainable Future”

Time	Session	Room
8:00-9:15	Registration and Continental Breakfast	3 rd Floor Foyer
9:15-9:30	Welcome and Introductions: Jessica Shedd, 2008 MdAIR President Mary Lang, Director of Planning, The Universities at Shady Grove	III - 3241
9:30-10:30	Keynote Address: Embracing Sustainability for Enhanced IR Relevance and Rewards Dr. Larry Litten, retired Director of Institutional Research, Dartmouth College	III - 3241
10:40-11:30 Concurrent Session I	Generational Dynamics Influencing Sustainability During a Period of Crisis Chad Muntz, Senior Research Analyst, University of Maryland, College Park America cycles through a time of prosperity and stability into a period of crisis and uncertainty every 80 years. Currently, Americans are facing crises that have created pressing challenges that must be resolved (e.g., cultural, economic, and environmental sustainability). Will Strauss and Neil Howe (<i>The Fourth Turning</i> , 1997) presented a theory about the cyclical nature of American history and its citizen’s generational archetypes. Each American generation uniquely perpetuates the cycle, yet during a time of crisis, works collaboratively to solve the problems. This session will present their theory, talk about the dynamic multigenerational environment, and use this information to explain why higher education institutions will change.	III – 3240
	Predicting Initial Success and Retention: Querying a Longitudinal Cohort Database Cheryl Rollins, Director of Institutional Research, Morgan State University Carrol S. Perrino, Associate Professor, Morgan State University Tiffany Thompson, Research Assistant, Morgan State University A cohort database was constructed for first-time freshmen entering Morgan State University in fall 2006 to evaluate minority student outcomes as predicted by standard entrance requirements. Models were constructed to predict first semester academic performance (successful/unsuccessful) and first year retention (retained/ not retained). High school GPA, verbal SAT, math SAT and unmet financial need as a percentage of estimated cost of college were predictors. SAT scores were either not significant or provided minimal predictability for first semester college performance and retention. Both high school GPA and unmet financial need predicted first semester college performance. Unmet financial need and first semester academic performance were significant predictors of academic retention.	III – 3242
	You Can Herd Cats – Or Try To: Reporting in Enrollment Management at Regional Centers Michelle Appel, Assoc. Dir., Enrollment Policy & Planning, University of Maryland, College Park Gayle Fink, Director of Institutional Research, University System of Maryland Mary Lang, Director of Planning, The Universities at Shady Grove Michelle Gordon Marcellino, Director of College Park Programs, The Universities at Shady Grove This session will discuss how one institution has coordinated its reporting process to facilitate enrollment management. Challenges in identifying students and courses at a regional center will be discussed along with the benefits of this type of tracking to not only the institution but also the regional center and system partners.	III - 3230
11:30-12:00	Tour of Shady Grove III	3 rd Floor Foyer
12:00-1:20	Luncheon and Business Meeting, Awards and Raffle	III - 4202

Time	Session	Room
	<p>Sustainability Metrics: Creating a Green Campus by the Numbers Mark Stewart, Campus Sustainability Coordinator, University of Maryland College Park</p> <p>The Sustainability, Tracking, and Rating System (STARS), developed by the Association for the Advancement of Sustainability in Higher Education (AASHE), will be released next year as the first standardized self-assessment of campus sustainability. The assessment includes a broad range of environmental, social, and economic metrics across three categories: education and research, operations, and administration and finance. The Office of Sustainability is in the process of evaluating STARS while developing sustainability metrics specific to the University of Maryland. Learn about the challenges of measuring sustainability, how IR can inform that process, and provide feedback on the draft UM metrics.</p>	III - 3240
1:30-2:20 Concurrent Session II	<p>Student Learning Outcomes: Tactics for Achievement & Validation Michael H. Parsons, Professor, Hagerstown Community College Robin Spaid, Associate Professor, Morgan State University</p> <p>In <u>Characteristics of Excellence in Higher Education</u>, the Middle States Commission on Higher Education directed institutions to “develop clearly articulated. . . statements of . . . learning outcomes.” (p. 40). Outcomes are to be measured and used to improve teaching and learning. Hagerstown Community College developed the statements, identified opportunities for students to achieve them, and assessed the degree of achievement. A reliable and valid instrument was selected – CAAP-ACT. Over three years, students completing CAAP exceeded national and state norms. In 2008, a formative instrument, CCSSE, was used to identify teaching behaviors leading to CAAP success. The paper describes the application process and provides results.</p>	III - 3242
	<p>Sustainability in Enrollments: Competing with Other States for Students Sean Simone, Research Policy Analyst, Maryland Independent College and University Association</p> <p>Building on an analysis by Tom Mortenson on student migration, this session presents the results of an analysis of enrollment patterns in Maryland. This presentation will illustrate the potential effects of reducing high school enrollments and increased interstate competition on enrollment in colleges and universities in Maryland.</p>	III - 3230
2:30-3:20 Concurrent Session III	<p>Parent Communication and College Success: An Exploratory Latent Class Analysis Jessica Mislevy, Graduate Assistant and Doctoral Student, University of Maryland, College Park</p> <p>Universities are concerned about the impact of “helicopter parents” hovering over their students. The 2007 National Survey of Student Engagement (NSSE) found students who frequently contact their parents and have parents intervene on their behalf report higher levels of satisfaction yet earn lower grades. The current study uses institutional survey data from upperclassmen at the University of Maryland to explore parent communication within a latent variable framework. Instead of the decision rule utilized by NSSE to identify students with helicopter parents, an exploratory latent class model is proposed to find clusters of individuals similar in parent communication type. The study then identifies significant predictors of communication style and relates parent communication to measures of college success. Advantages of the latent class approach, including its ability to better account for measurement error, are discussed.</p>	III – 3242
	<p>Improving the Validity, Reliability and Response Rates of the Maryland Graduate Follow-up Survey Jean Marriott, Research & Planning Analyst, Carroll Community College Shannon Smythe Fleishman, Program Director of Institutional Assessment, Prince George’s Community College Ebenezer Kolajo, Director of Institutional Research, University of West Georgia Louise Fisher, Research Technician, Carroll Community College</p> <p>The researchers have executed test/control panels of the Maryland Graduate Follow-up Survey to attain the following: recommend changes to improve the validity of the survey instrument; increase the relevance and utility of the survey for individual colleges, especially in relation to promoting institutional effectiveness; and produce a more reliable instrument, with a target of stabilizing statewide rates at 30%. Findings will assist other institutions, both 2-year and 4-year colleges, in their administration of this mandated MHEC survey.</p>	III - 3240

MdAIR Finances 2005-06 - 2008-09

	2005-06 Actual	2006-07 Actual	2007-08 Actual	2008-09 Budgeted
Beginning Balance	\$3,071.97	\$4,034.72	\$3,907.16	\$4,386.22
Revenues				
Membership Dues	\$5,850.00	\$6,184.01	\$6,400.00	\$7,225.00
Miscellaneous	\$1,005.00	\$0.00	\$0.00	\$0.00
Total Revenues	\$6,855.00	\$6,184.01	\$6,400.00	\$7,225.00
Expenses				
Fall Conference	\$4,334.00	\$2,562.50	\$3,759.24	\$3,875.00
Winter Drive-In	\$0.00	\$0.00	\$0.00	\$25.00
Spring Institute	\$1,108.13	\$1,213.82	\$1,380.20	\$1,600.00
Summer Drive-In	\$0.00	\$0.00	\$0.00	\$25.00
Subtotal	\$5,442.13	\$3,776.32	\$5,139.44	\$5,525.00
Miscellaneous				
Best Paper Award	\$405.00	\$415.00	\$0.00	\$415.00
Research Award	\$0.00	\$600.00	\$330.00	*\$770.00
Legal	\$0.00	\$0.00	\$0.00	\$500.00
AIR Web Registration Service	\$0.00	\$168.25	\$203.50	\$220.00
Fall 2007 Conference Deposit	\$0.00	\$1,350.00	\$0.00	\$0.00
Other	\$0.00	\$2.00	\$9.50	\$50.00
Subtotal	\$450.12	\$2,535.25	\$543.00	\$1,955.00
Total Expenses	\$5,892.25	\$6,311.57	\$5,682.44	\$7,480.00
Net Gain (Loss)	<u>\$962.75</u>	<u>(\$127.56)</u>	<u>\$749.06</u>	<u>(\$255.00)</u>
Ending Balance	\$4,034.72	\$3,907.16	\$4,656.22	\$4,401.22

* Subject to constitutional amendment approval

NOTES:

MdAIR had revenues in excess of expenses in 2007-08 of \$749.06. Several factors contributed to the net gain:

- Required deposit payment of \$1,350 to Villa Julie College for the 2007 Annual Conference was paid in the previous year (2006-07).
- Reduction of expenses of \$415 for Best Paper Awardee's attendance at the AIR Forum – The awardee generously waived the offer and attended at the employer's expense.
- Postponement of budgeted \$500 for legal expenses pertaining to incorporation and tax-exempt status from 2007-08 to 2008-09.
- Deferment of \$270 in research grant payments from 2007-08 to 2008-09.

The organization's financial health is projected to remain strong in 2008-09 despite the projected loss from the research grant payment deferment. Contributing factors include:

- Shady Grove waived room/equipment fees for the annual conference, resulting in considerable cost savings.
- Annual membership dues increase of \$5 beginning with the 2008-09 membership year based on two factors:
 - (1) rising food costs at our Spring Institute and Fall Conference and (2) the desire to make the Research Award a permanent member benefit.
- 1. Full membership dues have been at \$65 for three years (since the 2005-06 membership year)
- 2. In the past, the Research Award was given only when the Fall Conference keynote speaker returned the honorarium to the Association. The Executive Committee budgeted up to \$500 for the award and if the Fall Conference keynote honorarium is returned, that money can be added to the budgeted amount.
- Budgeting a one-time \$500 legal expense pertaining to incorporation and tax-exempt status
Organizations are encouraged to incorporate to limit legal liability for its governing board members. In addition, tax-exempt status will reduce costs through elimination of state sales tax payment requirements and possibly afford the Association the ability to seek additional funding. However, it is still unclear whether the Association will incur recurring costs (e.g., auditing) related to incorporation status.

2007-08 MdAIR Executive Committee

OFFICERS:

President:

Jessica Shedd
National Center for Education Statistics

President-Elect:

Chad Muntz
University of Maryland, College Park

Past President:

Kevin Sellers
Towson University

Membership Secretary-Treasurer:

Vinnie Maruggi
Anne Arundel Community College

Recording Secretary:

Connie Pierson
University of Maryland, Baltimore County

* *Angelo Sorrentino served as President
for November & December 2007.*

* *Webmaster:*

Lou Cox
United States Naval Academy

SEGMENTAL REPRESENTATIVES:

Maryland Public Community Colleges:

Jean Frank, Howard Community College

Maryland Public Comprehensive Four-Year Colleges and Universities:

Alan Harmon, United States Naval Academy

Maryland Public Intensive Research-Based Doctoral Degree Granting Universities:

Shannon Tinney, Loyola College of Maryland
(began term at University of Maryland, Baltimore County)

Maryland Private or Independent Colleges and Universities:

Teresa Wonnell, Johns Hopkins University

At-Large Segmental Representative:

Terry Hirsch, Community College of Baltimore County

Other Institutions and Organizations:

Sean Simone, Maryland Independent College and University
Association



NEAIR is Coming to Maryland in 2009

Mark your calendars! The 36th North East Association for Institutional Research (NEAIR) Annual Conference will be held from November 7-10, 2009 at the Sheraton Inner Harbor in Baltimore.