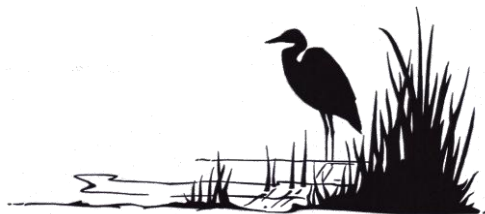




**MdAIR 2009 Spring Institute**  
**“Tools of the Trade to Do-It-Yourself”**  
 Friday, April 24, 2009  
 The Community College of Baltimore County  
 Catonsville Campus, Building H

Time	Session
8:30 – 9:15	<b>Registration and Continental Breakfast</b>
9:15 – 9:30	<b>Welcome and Opening Remarks</b>
<b>9:40 – 10:50</b>  <b>Morning Concurrent Sessions</b>	<b>SPSS, Inc.</b> Learn some new SPSS tips and tricks by participating in a live Webcast with an SPSS representative. You may sit in on the session during the Spring Institute or access it via your office desktop! MdAIR members may access this Webcast after the Institute too. <i>Please see the flyer under News &amp; Events on MdAIR’s Web site for more details!</i>
	<b>Data Quality: A Success Factor</b> <i>Edith Purdie, Strategic Business Analyst</i> <i>Alan Harmon, Technical Director, Institutional Research Office</i> <i>United States Naval Academy</i> Data quality can mean the difference between success and failure. Quality, although a key component in data governance and master data management, is often included as a token effort or as an afterthought. This session will focus on an “inside-out,” holistic approach with emphasis on best practices and lessons learned. This session is appropriate for anyone who works with data, especially enterprise or institutional data for analysis and reporting. Participants will gain a general understanding of and appreciation for the kinds of policies and practices surrounding an institutional data strategy for data governance and a framework to determine key data quality measurements.
	<b>Improving Institutional Effectiveness Through Cost-Revenue Analysis of Instructional Programs</b> <i>Terra Schehr, Assistant Vice President for Institutional Research and Effectiveness</i> <i>Loyola College in Maryland</i> Encouraging and enabling curricular growth in the context of finite resources requires integrated strategic planning which, in turn, must be based on a full understanding of the budgetary realities of each academic department. Identifying the costs and revenues associated with academic departments and disaggregating those costs by program for departments that offer multiple degrees allows faculty and senior administrative staff to think strategically about leveraging resources to meet the needs of students. Methods of cost-revenue analysis for: (1) units that offer a single degree and (2) units that offer multiple degrees (e.g., both undergraduate and graduate degrees) will be discussed. Cost-revenue planning tools (in the form of Excel workbooks) will be available to attendees after the session. This session is appropriate for IR professionals at all levels; at the end of the session participants should be able to adapt and apply the cost-revenue tools at their institutions.



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<b>11:00 – 12:15</b>  <b>Mid-day Session</b>	<p><b>Panel Discussion on Issues of Accountability:</b>  <b>The Impact of State and Federal Legislation on IR</b>  <i>Gayle Fink, Director of Institutional Research, University System of Maryland</i>  <i>Sean Simone, Research Policy Analyst, Maryland Independent College &amp; University Association</i>  <i>Brad Phillips, Research Director, Maryland Association of Community Colleges</i></p> <p>Representatives of the community college, private/independent, and public institutional sectors will be present to discuss current state and federal legislation in relation to accountability issues, the impact such legislation has on IR offices, and if/how institutions may be differentially impacted. Topics include: the Higher Education Opportunity Act, the Commission to Develop the Maryland Model for Funding Higher Education, MHEC's State plan for higher education, the Lumina grant, and requirements for receiving federal stimulus funds.</p>
<b>12:20 – 1:30</b>	<p><b>Luncheon and Update on MdAIR Activities</b></p>
<b>1:40 – 2:50</b>  <b>Afternoon Concurrent Sessions</b>	<p><b>New IPEDS Data Center</b>  <i>Tara Coffey, Statistician</i>  <i>Jessica Shedd, Research Scientist</i>  <i>National Center for Education Statistics</i></p> <p>NCES staff will demonstrate the features of the new IPEDS Data Center. The new question-driven design guides the user in choosing data and generating reports, making data retrieval easy while retaining the powerful advanced components of the Peer Analysis System (PAS). See how easy it can be to use IPEDS data for peer analysis, benchmarking, and data-driven decision making. <b><i>MdAIR will be one of the first conferences where this is demonstrated as the official new tool on the IPEDS Web site!</i></b></p> <p><b>Making the Data Work for You and Administration:</b>  <b>Using Matrix Analysis as an Innovative Approach to Data Analysis and Interpretation</b>  <i>Jean Marriott, Research &amp; Planning Analyst, Planning, Marketing &amp; Assessment</i>  <i>Bonnie Thomas, Ph.D., Director of Learning Outcomes &amp; Assessment</i>  <i>Carroll Community College</i></p> <p>Matrix analysis gives administration and faculty a springboard for action in using data. Carroll Community College employed this innovative technique with its Code of Conduct survey. In presenting findings, the authors developed a step-by-step table, revealing areas of priority to steer administration and faculty to recommended action in improving student conduct. The matrix offered information about gaps in perception between students and faculty regarding student behavior. This analysis provided impetus to creating professional development workshops designed to educate and encourage conversation about survey results and potential adaptations to policy. Matrix analysis (or Importance-Performance Analysis) can be applied to any student satisfaction survey, which the authors will demonstrate. This session is intended for intermediate and advanced institutional researchers seeking other methods for analyzing data.</p> <p><b>Developing CourseEvalUM: Our Process, Challenges, and New Directions</b>  <i>Sharon A. La Voy, Director of Assessment</i>  <i>Renee Baird Snyder, Coordinator for Course Evaluations</i>  <i>Jessica Mislevy, Graduate Assistant</i>  <i>Institutional Research, Planning &amp; Assessment, University of Maryland, College Park</i></p> <p>With the increasing need for comparisons across campus units, and a student call for access to results, the University of Maryland has transitioned to a campus-wide on-line course evaluation system. The history of this transition will be shared, including the political, administrative, methodological and technical issues we had to address. Such topics include deciding to join an open-source community vs. purchasing an off-the-shelf product, balancing the needs of multiple levels of users, and negotiating how to meaningfully summarize results for different audiences. We will also share our experiences establishing and maintaining strong working relationships with various campus partners.</p>
<b>3:00 - until</b>	<p><b>Program Evaluation and Closing Remarks</b></p>