

Maryland Association for Institutional Research

2010 Spring Institute
Friday, April 23, 2010
8:30am – 3:15pm

Carroll Community College
Westminster, MD – K Building



Time	Session
8:30 – 9:15	Registration and Continental Breakfast (K building lobby)
9:15 – 9:30	Welcome and Opening Remarks (K building lobby)
9:40 – 11:40 Morning Concurrent Sessions	<p>Getting Yourself Noticed: Building and Demonstrating Leadership Skills in Your Current Role (Rm. 100C) <i>Joe Raia, President, Glimmerglass Consulting and Training, Inc.</i></p> <p>Increasing IR's standing and credibility as a 'player' in the institutional arena is a much-talked about issue that impacts on any number of components – from employee satisfaction and retention to overall institutional effectiveness. This interactive session provides an opportunity to look at key issues and techniques related to increasing IR's presence and credibility across the institution. In addition, strategies for developing stronger leadership skills – regardless of your formal role – and greater competence in understanding key organizational dynamics will be discussed. Bottom line, this session will help you develop yourself and your organization as stronger contributors to your institution's success.</p>
	<p>Using the National Student Clearinghouse (Rm. 100A) <i>Michelle Appel, University of Maryland, College Park</i> <i>Mike Passarella George, University of Maryland, College Park</i> <i>Chad Muntz, University System of Maryland</i></p> <p>Where did our non-yielded students go? What happened to those students who we didn't retain or graduate? Who competes with us for graduate students? National Student Clearinghouse data, when carefully considered in conjunction with institutional data, can be used to answer a variety of frequently asked questions. This session will provide an overview of the Clearinghouse history and data available, descriptions of the types of analyses that are possible when using these data, and tips for running these types of analyses. The presenters will describe common problems encountered when using Clearinghouse data and provide suggestions for overcoming them. The session will include examples based on research conducted at the University of Maryland, including sample syntax and table formats.</p>
	<p>Issues and Tips in Implementing the Net Price Calculator (Rm. 100B) <i>Meihua Zhai, Director of Data Resources and Institutional Research and Effectiveness, National Association of Schools of Public Affairs and Administration</i></p> <p>One of the new disclosure requirements in the Higher Education Opportunity Act (HEOA) is for all postsecondary institutions to post a net price calculator on their web sites by October 2011. Institutions can either use a template developed by the National Center for Education Statistics (NCES) that calculates net price from data supplied by the institution, or they can develop their own calculator. This session explains the new requirement, describes the NCES calculator template, discusses pros and cons of developing a customized calculator, and allows time for discussion among participants about how to plan ahead for the requirement.</p>
11:50 – 12:50	Lunch (Student life lounge next to cafeteria)

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Time	Session
1:00 – 3:00 Afternoon Concurrent Sessions	<p>Getting Yourself Noticed: Building and Demonstrating Leadership Skills in Your Current Role (Rm. 100C) <i>Joe Raia, President, Glimmerglass Consulting and Training, Inc.</i></p> <p>Increasing IR's standing and credibility as a 'player' in the institutional arena is a much-talked about issue that impacts on any number of components – from employee satisfaction and retention to overall institutional effectiveness. This interactive session provides an opportunity to look at key issues and techniques related to increasing IR's presence and credibility across the institution. In addition, strategies for developing stronger leadership skills – regardless of your formal role – and greater competence in understanding key organizational dynamics will be discussed. Bottom line, this session will help you develop yourself and your organization as stronger contributors to your institution's success.</p>
	<p>Improving Institutional Effectiveness through Cost-Revenue Analysis of Instructional Programs (Rm. 100A) <i>Terra Schehr, Assistant Vice President for Institutional Research and Effectiveness, Loyola University Maryland</i></p> <p>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.</p>
	<p>IR's role in creating a campus-wide reporting solution using data warehousing technology (Rm. 100B) <i>Michael Dillon, Director, Office of Institutional Research, University of Maryland Baltimore County</i></p> <p>The workshop introduces participants to data warehousing as a tool to create a campus-wide reporting solution. It is designed for institutional researchers with limited knowledge of data warehousing but who are interested in learning more. A theoretical model is proposed that demonstrates why IR should play a central role in such endeavors. It provides participants with clear explanations of various concepts/terms used in data warehousing and relates them to equivalent terms used in the Social Sciences. It reviews the major institutional issues involved in creating a campus-wide reporting solution and offers concrete examples of how IR can help solve them.</p>
2:30 – 3:15	<p>Desserts and Program Evaluation (K building lobby)</p>