



Michigan Association for Institutional Research

Dear Colleague,

The MI/AIR Steering Committee invites you to share, learn, and collaborate at the 23rd Annual MI/AIR Conference, November 4-6, 2009 in Lansing, Michigan.

In our roles we often survive by balancing external and internal pressures. In a tug of war, we are pulled by external pressure for accountability and superior service from the state and federal governments; pressure from accreditors emphasizing quality, benchmarking, and assessment; pressure from other stakeholders, such as boards and the community. We are pulled by organizational needs regarding information that will move our institutions forward. More of our internal clients increasingly understand the importance of the use of data in decision-making - and we in turn must respond to them. As such, the conference theme this year is “**External Pressures & Internal Survival.**”

What are our survival mechanisms? At the conference you will hear from IR colleagues about tools that can be used to accomplish our work, about different technology applications to make our work more efficient, and about the research that we have been doing to further student success. We are working with AIR and IPEDS to design a pre-conference workshop to aid us in responding to changes in the Higher Education Opportunity Act. We are building a roundtable discussion on the P-20/Student Record System in order to stay abreast of how we may be involved in designing this system, and how it may impact our work in the future.

Surviving, and better yet, excelling in our roles requires us to be innovators on campus. Innovators seek knowledge relentlessly, meet real needs, challenge conventional wisdom, succeed from failures, and collaborate. Collaborative relationships advance innovation, encourage excellence, and in turn, are the key to IR survival. The MI/AIR conference is a great opportunity to network and build your collaborative relationships.

Please register early for the conference and the pre-conference workshop, secure your lodging, and join your colleagues for this sharing and learning experience. For comraderie Wednesday night, join the group for dinner at a local eatery. If interested, meet in the hotel lobby at 6:00 p.m. Looking forward to seeing you in Lansing.

Cordially,

Darby Hiller

For the MI/AIR Steering Committee

MI/AIR 2009 Steering Committee

Darby Hiller, Chair
Northwestern Michigan College
Stephanie Wren, Chair-Elect
Oakland Community College
Paul Duby, Treasurer
Northern Michigan University
Kathy Aboufadel
Davenport University
Janet Campbell
Eastern Michigan University

Heath Chelesvig
Grand Rapids Community College
Roma Heaney
University of Michigan-Dearborn
Doris Lewis
Kellogg Community College
Mary Meier
Central Michigan University
Wm. Michael Wood
Delta College

External Pressures Internal Survival

23rd Annual MI/AIR Conference
November 4 – 6, 2009

Lexington Lansing Hotel (formerly Lansing Sheraton)
Lansing, Michigan



23rd Annual
MI/AIR Conference
Lansing, Michigan

Registration

The conference fee covers the cost of program materials, three meals on Thursday (continental breakfast, lunch, and dinner), as well as a buffet breakfast on Friday morning.

Conference registration fee is: \$125 if postmarked by October 19, 2009
\$140 if postmarked after October 19, 2009

Pre-Conference Workshop registration fee is: \$20

Checks for the workshop and/or the conference should be as follows:

Payable to: Northern Michigan University
Reference account number 9-91055-5330 on your check

Mail to: Financial Services
2201 Hedgcock
Northern Michigan University
Marquette, MI 49855

Contact Paul Duby with questions or concerns about registration at 906-227-2670 or pduby@nmu.edu. Notification of cancellations must be made to Paul Duby and *received* no later than October 31, 2009 to qualify for a refund.

Please stop by the registration table in the hotel lobby on Wednesday, November 4th from 11:00 a.m.-1:00 p.m. or 4:30 p.m. - 5:45 p.m., or Thursday, November 5th from 7:30a – 9:00a.

Lodging

The Lexington Lansing Hotel is located in Lansing just off I-496 at 925 Creyts Road. MI/AIR has reserved a block of rooms at a conference rate of \$99 per room. The block of rooms will be held at this rate until October 19, 2009. Free parking is available at the hotel. Please make your reservation by calling 517-323-7100 and asking for the Michigan Association for Institutional Research rate. The rate will be extended for two days before and two days after the conference, depending on availability.

Pre-Conference Workshop

The Higher Education Opportunity Act *Wednesday, November 4, 1:00 – 4:30 p.m.*

The MI/AIR Steering Committee is pleased to welcome Sonia Brandon, Director of Institutional Research & Assessment from Mesa State College to the 2009 Fall Conference as our pre-conference workshop speaker. Ms Brandon will be leading us through various changes in the Higher Education Opportunity Act, including the new Net-Price Calculator and Race/Ethnicity reporting changes. The workshop will be held in the Aurora Room at the Lexington. The room will be equipped with wireless and we advise you to bring along a computer with wireless access capabilities to fully participate in the hands-on interface portion of the workshop.

Opening Session

P – 20 Student Record System *Thursday, November 5, 9:15 – 10:15 a.m.*

What is it? Why? Who's in charge? What's an e-transcript? Join your IR colleagues and representatives from various external organizations for a lively discussion exploring the answers to these questions.

Why Do Students Leave and Where Do They Go When They Do? Using StudentTracker to Corroborate Student Reasons for Leaving.

Robert M. Roe, Alma College

As part of a larger retention study, StudentTracker was used to determine where students attend when they leave. Schools were combined by type and compared with student reasons and GPA.

An Application of Quality Process Improvement – Dismissed Students

Nick Baker, Kirtland Community College

This session will study the academic reinstatement process for dismissed students in regards to their retention. Quality improvement tools and the methodology applied to this project will be discussed in depth. This has been an on-going effort since Fall 2006. A flowchart, data, results, analysis, and implementation of changes to college policy and procedure will be a key focus during the discussion.

Recognizing the Role of Non-Tenure Track Faculty in Postsecondary Institutions

*Inger Bergom, Louise August, Jean Waltman
University of Michigan*

Non-tenure track faculty represents 69% of U.S. faculty but they are often overlooked by their institutions. Establishing policies that address this group can increase job satisfaction and institutional commitment.

Scanning the Horizon with Web 2.0

*Karen Ruedinger Ferguson
Northwestern Michigan College*

Have you ever “tweeted” a friend? Do you know what’s appetizing about delicious.com? Web 2.0 tools hold the promise to help us communicate, share, and collaborate. But do they apply to serious business problems or are they just tools for our kids to stay connected? We’ll explore a work in progress at NMC where we’re attempting to leverage Web 2.0 tools in the development of a new environmental scanning program.

High School Connections!

Eileen Brennan, Oakland Community College

There is growing attention on P-16 (Pre-School to Four-Year College) “seamless” learning. Through High School Connections!, OCC explores links to secondary education in Oakland county and related policy questions.

Critical Risk Factors Refined: Implications for Institutional Practice

Paul Duby, Northern Michigan University

A longitudinal study examining the impact of academic risk factors dramatically confirmed previous case study findings, leading to an institutional commitment to programmatically address support structure deficiencies.

Exploring Employment Opportunities in Michigan’s Shrinking Economy

Eleanor Swanke Fox, Oakland Community College

In these trying times, how do college administrators know where to focus their program offerings? How do displaced workers know where to focus their job searches? Learn how OCC’s Office of Institutional Research supports their administrators and the local community during this era of economic uncertainty.

Creating a Useful, Valid, Reliable, and Accepted Student Evaluation of Teaching Survey

*Kathy Aboufadel, Katie Daniels
Davenport University*

An overview of a course evaluation development process will be presented that includes literature reviews, input from stakeholders, pilot tests, and analysis to determine validity and reliability.

Michigan Community College Collaborative for Accountability, Research, and Effectiveness (MCCCARE): Who We Are and What We Do

Officers of MCCCARE

MCCCARE is an inclusive collaborative open to all community college personnel interested in accountability, compliance reporting, and institutional research. Come and learn more about who we are and what we do.

Developmental Education Students at Risk of Attrition: A Classification Tree Model

Randall Hickman, Macomb Community College

Developmental or remedial education remains an important need in an age of increased access – a need that is concentrated in the community colleges, given their open-door access policy. Research shows that academically underprepared postsecondary students are at greater risk of failing to complete a degree than prepared students, and community colleges need to understand this risk and incorporate it in measures intended to promote student success. Employing a classification tree methodology, the current study uses first semester academic performance variables to develop a predictive model of fall-to-fall attrition of first semester developmental students at a large suburban community college.

A System for Improving Learning Outcomes Feedback to Departments

Charles A. Graessle, Olivet College

Critical thinking data is used to illustrate design, analysis, and interpretation of rubrics that help departments identify areas needing instructional improvement. Equity, evaluation gaps, and accreditation issues are discussed.

Identifying and Assessing Civic Engagement Indicators – Progress to Date and Future Steps

*Paul Duby, Northern Michigan University
Katie Daniels, Davenport University*

Amanda Schafer, Michigan Campus Compact

Interest in how to best describe and assess the outcomes from civic engagement activities is growing. This paper will describe current efforts and future plans. Audience input will be encouraged.

Using Community College Survey of Student Engagement (CCSSE) Results for Institutional Effectiveness, Strategic Planning, and Improving Teaching

Heath Chelesvig, Grand Rapids Community College

This presentation will describe how Grand Rapids Community College has used the results of the CCSSE to improve aspects of teaching and learning. It will describe how the data is used with deans, department heads, and faculty within the college for planning and program improvement processes. Specific examples of program level and classroom based decisions made based on this data will be presented and discussed.

The Joys of Thematic Mapping Using Excel

Wm Michael Wood, Delta College

This demonstration session will show you how to create a model in EXCEL that can be used in a variety of ways to show data in a thematic setting.





2009 Conference Registration Form

#9-91055-5330

Last Name: _____

First Name: _____

Name for Name Tag: _____

Title: _____

Organization: _____

Street Address: _____

City, State, Zip: _____

Phone Number: _____

E-mail Address: _____

Conference Fee:	\$125 if postmarked by 10/19/09 \$140 if postmarked after 10/19/09	\$ _____
Pre-conference Workshop Fee:	\$20	\$ _____
Thursday Dinner(s) for guests	\$40 each meal Number of additional meals _____	\$ _____
	TOTAL	\$ _____

The conference fee includes continental breakfast, lunch, and dinner on Thursday; and breakfast on Friday. The pre-conference workshop fee includes a mid-afternoon snack break.

Please make checks payable to: **Northern Michigan University**

Mail to: **Financial Services
2201 Hedgcock
Northern Michigan University
Marquette, MI 49885**

Please remit checks only; no cash, purchase orders, nor bank charges will be processed. Include the account number 9-91055-5330 on the check.

Thank you

