

News from . . .



Association for Institutional Research in the Upper Midwest

a professional organization for higher education institutional researchers

www.wisc.edu/airum/

Volume 15, No. 2

October, 2004

2004 AIRUM Conference Registration Issue

Happy October! 

We hope that your academic year has gotten off to a good start and that our annual fall conference is on your calendar! If not, please reserve **November 11 and 12, 2004** for this terrific networking and professional development opportunity.

Once again, the steering committee has assembled a very interesting and diverse conference agenda; one that will appeal to those new to institutional research and old-timers alike. The **Hotel Sofitel**, a four star hotel, has been selected as our conference venue—both for its Bloomington location and its reputation for providing excellent food, great customer service and its elegant and comfortable French-style accommodations.

Because so many of you said that you welcomed the opportunity to network at our fall gathering, the steering committee decided not to plan a Thursday evening event this year. Instead we have arranged to have a cash bar and snacks available at

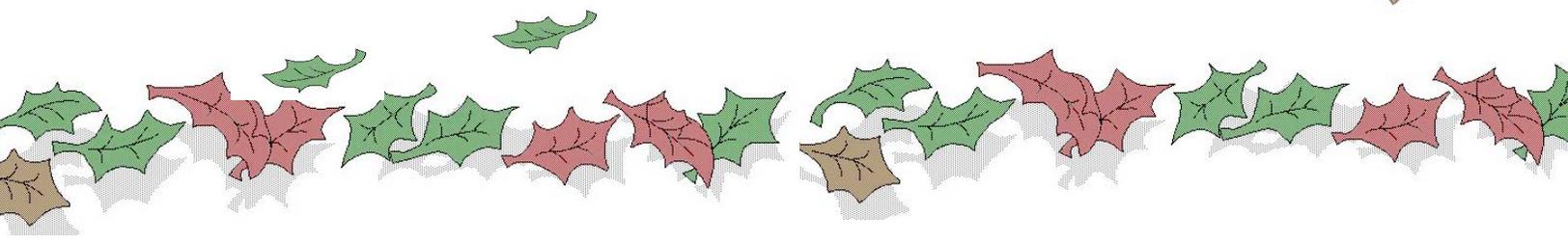
the conclusion of Thursday's conference activities and will provide assistance during the conference to help you arrange your Thursday evening plans. Shuttles will be running between the hotel and Mall of America as well as other popular Bloomington destinations.

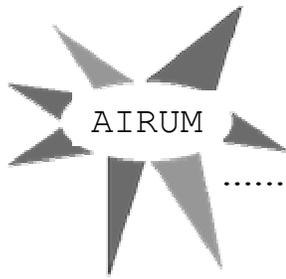
There is a bit of road construction underway on the interstate by the hotel, but do not be alarmed! Simply follow the driving directions available from the hotel's web site and you will have no trouble at all.

We look forward to seeing you at the conference!

Sincerely,

Mary Soroko, Steering Committee Chair
Clare Huhn
Kay Magadance 
Jeri Kurtz
Bill Slanger
Sister Georgia Christenson
Cindy Crimmins 





..... Leading the Way

Conference Registration Form

AIRUM 2004

November 11-12, 2004
Hotel Sofitel, Bloomington, Minnesota

CONFERENCE PARTICIPANT INFORMATION

Name (First, Middle, Last): _____
Title/Position: _____ Institution: _____
Address (Street, City, State, Zip): _____
Phone (include area code): _____ e-mail: _____

CONFERENCE FEES

Fees include all professional activities, Thursday continental breakfast, Thursday luncheon, break refreshments, Thursday social snack, Friday breakfast, and Friday luncheon. Check which fee category you belong to and send payment as directed below.

The \$25 AIRUM Lifetime Membership Fee is a voluntary, one-time membership fee that allows reduced conference fees for this and all future AIRUM conferences. Unsure if you're an AIRUM member? If you received this registration form through the mail and the word PAID is on your address label, then you are an AIRUM member. A list of AIRUM members (and the most recently updated contact information) is also available at the AIRUM web site. If your name is on that list, you are an AIRUM member.

AIRUM members

- ___ \$150 Early Bird (postmarked by October 28)
- ___ \$170 Late Bird (postmarked October 28 – November 4)

Note that there is NO on-site registration for this conference. Registrations postmarked after November 4 cannot be accepted.

AIRUM non-members

- ___ \$160 Early Bird (postmarked by October 28) and **NOT** paying AIRUM membership fee
- ___ \$175 Early Bird (postmarked by October 28) **AND** paying AIRUM membership fee
- ___ \$180 Late Bird (postmarked October 28 – November 4) and **NOT** paying AIRUM membership fee
- ___ \$195 Late Bird (postmarked October 28 – November 4) **AND** paying AIRUM membership fee

Vendors (fee is in addition to a paid registration)

- ___ \$135 Vendor display fee – Thursday, November 11.

PARTICIPATION INFORMATION AND MENU SELECTION

PLEASE CHECK THE APPROPRIATE BOXES:

- This is my first AIRUM conference (check www.wisc.edu/airum for possible scholarship information)
- I am willing to be a session convener (introduce the presenter and session, distribute and collect evaluations)

Thursday Luncheon (please choose ONE)

- I plan on attending (if checked, please indicate menu selection)
___ Sautéed breast of chicken with crab ___ Pepper-seared sirloin ___ Vegetarian selection (chef's choice)
- I will not attend the luncheon

Friday Luncheon (please choose ONE)

- I plan on attending (if checked, please indicate menu selection)
___ Roasted chicken with Portobello mushrooms ___ Grilled salmon ___ Vegetarian selection (chef's choice)
- I will not attend the luncheon

PAYMENT INFORMATION AND CANCELLATION POLICY

Send Registration Form and Payment to:

Clare Huhn, Institutional Planner
170-A Bascom Hall, 500 Lincoln Drive
Madison, WI 53706
FAX: 608.265.3324 (for POs only)

Make check out to AIRUM

Cancellation Policy:

100% refund if notice received by October 28
50% refund if notice received by November 5
0% refund if notice received on or after November 5

If you do not receive a confirmation notice within two weeks, please contact Clare at chuhn@vc.wisc.edu to confirm that your registration form and payment were received.

Staying Overnight at the Hotel?

To make a reservation, call (952) 835-1900. To secure the group rate of \$89 for a double or single, call by **October 29, 2004** and say you are attending *AIRUM 2004*.

Hotel Sofitel Minneapolis
5601 West 78th Street
Bloomington, MN 55439



Shuttles

Shuttle services to and from Minneapolis/St. Paul International Airport and Mall of America are available. See AIRUM website for shuttle schedule.

Things to Do

Check out the Bloomington, Minnesota website at:
<http://www.bloomingtonmn.org/>

Places to Eat

Check a little further at the Bloomington, Minnesota website:
<http://www.bloomingtonmn.org/dining.asp>

New to AIRUM? Scholarship Information

Scholarships are available for up to \$250 each to cover most (or all) the expenses for two individuals to attend the November 2004 AIRUM conference. **Application deadline is October 18, 2004.** See AIRUM's website for scholarship criteria.



This is what one of last year's winners had to say. . .

This last academic year was the beginning of my appointment as the Chair of our college's Institutional Assessment Committee. Although I took up that position with a great deal of interest and enthusiasm (even relief, it must be admitted, since I was leaving behind a spot on our Catalog Committee), this was my first formal involvement on our college's research team. When our Vice-President for Administration suggested that I consider attending the AIRUM conference—and I took a look at the agenda—I saw it as an opportunity to benefit from the experience of those who have developed significant expertise in this area.

I was not disappointed. I decided to participate in several concurrent sessions that dealt with strategic and academic planning, and without exception I took away useful ideas from each of them. I also attended the two sessions by Kevin Casey on developing and implementing an organizational assessment program, and they built nicely on the keynote address that he gave earlier that day. The timing was fortunate, as our college is right now in that process of development and implementation.

If you're like me, the thought may cross your mind now and then that you've been to enough conferences to last for a while. That thought never arose at this conference, however. The level of engagement by the participants was noteworthy, and I appreciated being able to benefit from the lively interaction. And besides, the food was good and the entertainment entertaining; will the Steering Committee be able to find a worthy successor to Eddie's Bar and Grill?!

Our college had been forced to reduce our staff by 12 percent and our budget by 20 percent for the 2003-2004 school year, which resulted in the unfortunate situation of no budgetary funding for our committee for that year. Without a scholarship, I would have been unable to participate in the 2003 conference. Thank you for making it possible for me to attend. I look forward to seeing many of you again this November.

Lawrence Olson

Martin Luther College—New Ulm, Minnesota

Presentations Planned

See the AIRUM website for a more complete description of the following sessions.

Luncheon Speakers

- *Strategic Planning—followed by 45-minute panel discussion*
Michael Dolence
President of Michael G. Dolence and Associates
- *IR Role in New Campus Initiatives*
Dana Offerman, Capella University
Vice Provost for Assessment and Institutional Research

Dr. Offerman will explain both the challenges and the opportunities of establishing an institutional research function in an online, for-profit, privately-held university. For example, challenges include benchmarking within an environment that guards proprietary information. At the same time, considerable opportunities exist for research and assessment in online learning. She will explain some of Capella's primary initiatives in institutional research, and how institutional research informs planning and decision making in this for-profit environment.

2-hour Sessions on Thursday afternoon

- *IPEDS Updates and Training*
Nancy Krogh, University of North Dakota, Registrar
- *The Higher Learning Commission Annual Institutional Data Update—Considering Improvements*
Jocelyn Milner, University of Wisconsin—Madison, Director of Academic Planning and Analysis
Lady Branham, Higher Learning Commission of NCA, Deputy to the Executive Director
Debbie Furlong, University of Wisconsin—Green Bay, Director of Institutional Research
Kay Magadance, University of Wisconsin—Eau Claire, Director of Institutional Planning

One-hour Sessions

- *Enhancing the Role of Institutional Research in Assessment: Connecting Student Pre-College Characteristics to College Development Outcomes*
Jean Chen, University of North Dakota, Assistant Director of Institutional Research
- *Workforce Gap Analysis for MnSCU Planning*
Todd Graham, Minnesota Department of Employment and Economic Development, Regional Analysis Manager
Bruce Steuernagel, Minnesota State Colleges and Universities, Chancellor's Office, Labor Market Analyst
- *Institutional Research Design Ideas for Institutional Researchers*
Jeri Kurtz, South Dakota State University
Director of Institutional Research
- *UW-Madison's New Freshman Class of 2018: Projections of High School Graduates, Applicants, Admits and Enrollment by Race*
Clare Huhn, University of Wisconsin—Madison
Institutional Planner
- *Implementation of Online Assessment for English Language Learners: Implications and Lessons Learned for Strategic Planning*
Margie Tomsic, Saint Paul College, Associate Dean of Assessment and Research
Shelley Bibeau, Saint Paul College, Associate Dean of Instructional Technology and Staff Development

Kathryn Wesley, Saint Paul College, Faculty Member, Coordinator of Assessment Center

- *A Process Framework for Accountability: An example from Minnesota Postsecondary Perkins Data*
Pradeep Kotamraju, Minnesota State College and Universities, System Director, Perkins
- *Why do Students Leave College? A study on student attrition*
Takeshi Yanagiura, Minneapolis Community and Technical College
Institutional Research Intern from University of Minnesota Graduate Program in Higher Education Administration
- *Planning and Institutional Effectiveness: Drawing Lines, Connecting Dots*
Cindy Crimmins, Minneapolis College, Research Director
- *Impact of the College Affordability and Access Act of 2004: We've Got Your (College Affordability Index) Number*
Jocelyn Milner, University of Wisconsin—Madison, Director of Academic Planning and Analysis
Clare Huhn, University of Wisconsin—Madison, Institutional Planner, Academic Planning and Analysis
- *Role of the Institutional Research Office in the Assessment of Student Learning: A Discussion of Best Practices*
Margie Tomsic, Saint Paul College, Associate Dean of Assessment and Research
- *Late Comers and Student Outcomes: Assessing Student Registration Patterns and Performance at MCTC*
Michael Flanigan, Minneapolis Community and Technical College, Research Associate
- *From Survey Data to Strategic Plan: The Impact of Findings of Campus Climate Survey of Female Employees*
Jean Chen, University of North Dakota, Assistant Director of Institutional Research



www.wisc.edu/airum/

Address Correct?

Send any address corrections to the treasurer, Clare Huhn, chuhn@vc.wisc.edu.