

Once again the fall has flown by! The minutes tick closer to the new millennium. Isn't it interesting to ponder what higher education will be like in the next century? Will the increasing diversity of students, new technology, and increases in internet-based courses really change the surface appearance or the fundamental structure of higher education in America? It's too soon to know for sure, but it is wise for us all to consider the possibilities and remain aware of new changes. As IR planners and researchers, we are in a valued position to provide the information to our institution's senior leaders to help make the transition into the next millennium as smooth as possible.

Our 25<sup>th</sup> anniversary conference in Philadelphia was superb!! A near-record number of conference attendees, 253, took advantage of many insightful workshops, papers, and workshare sessions, great opportunities for networking, learning about new products from our vendors, and the chance to visit a great city in our region. Hearty congratulations to Fred Volkwein, our first Distinguished Service Award winner. We are indebted to Brenda Bretz for her dedication and support throughout the year and for conference registration. And many, many thanks to our Program Chair, Helen Schneider, and Local Arrangements Chair, Steve Thorpe, for expending many hours and great effort. Their hard work paid off!

Members who attended the Philadelphia conference received two special 25<sup>th</sup> anniversary souvenirs, a beautiful coffee

mug and letter opener. In addition, everyone received the very special bound document for our 25<sup>th</sup> anniversary, *Celebrating the Past, Preparing for the Future*. If you were unable to attend our meeting in Philadelphia, be sure to renew your membership so you receive this informative document.

**1998-99 Leadership Team.** As usual, the Steering Committee met immediately following the conference in Philadelphia. We reviewed the conference and listed other items to be addressed over the next several months. The Steering Committee usually meets three times per year. Each day-long meeting is jammed-packed with organization business including a review of the budget, governing documents, policies and procedures for our website, and plans for next year's conference. I have a superb group of colleagues on this year's Steering Committee. You can find the full list of committee members posted in this newsletter, as well as on our website:  
<http://sneezy.bates.edu:80/IR/NEAIR/governance.98.99.html>.

**Newport, RI in November, 1999!**

Please be sure to mark your calendars for our 26<sup>th</sup> anniversary conference November 13-16, 1999 in beautiful Newport, Rhode Island. We will be staying at the Newport Marriott Hotel (you can get hotel information on our website), located at the edge of the Newport Harbor. We were able to get a great room rate of \$99/night (plus tax) and complimentary parking. In addition, rates for flights into TFGreen Airport are usually very reasonable. Shuttles from the airport will be available (approx. \$15 OW). As I visited several locations and hotels for the 1999 conference, I saw a wide spectrum of choices, and Newport and the Newport Marriott won hands down! I'm sure you will be pleased with our choice of locations, and do hope you plan to join us. Bob Yanckello will be the Program Chair and Nancy Reiser will be our Local Arrangements Chair. If you have questions about the conference program, please contact me at: [kbauer@udel.edu](mailto:kbauer@udel.edu), or Bob at: [yanckello@ccsu.edu](mailto:yanckello@ccsu.edu). Nancy is already hard at work creating the initial stages of the conference webpage, planning trips to local sites, and working with the hotel staff.

**Newcomers to NEAIR.** While we celebrate our past, we also look to the future. In doing so, we eagerly welcome newcomers to our association. We want to provide networking and professional development opportunities for our members. Members of the Mentor Committee are examining new activities that can be implemented to help newcomers become fully involved in our organization.

**Volunteer Opportunities.** Our organization values and needs many volunteers! If you are interested in becoming more involved with NEAIR, please contact any member of the Steering Committee. This will be especially true for the many tasks to be completed for the 1999 conference in

Newport. One of the best benefits I have experienced from NEAIR is the chance to meet and learn from many highly skilled professionals as well as having the opportunity to be involved and make a difference.

My very best wishes for a happy and healthy 1999,  
Karen Bauer



At the 25<sup>th</sup> NEAIR Conference

**NEAIR Newsletter – Winter 1999**

NEAIR President: Karen Bauer  
Newsletter Editor: Denise Krallman

Next Edition: Spring 1999

If you have news to contribute, please send it to: [krallmda@muohio.edu](mailto:krallmda@muohio.edu) - or -  
Denise A. Krallman  
Institutional Research Analyst  
University Budget & Institutional Research  
Miami University  
213 Roudebush Hall  
Oxford, Ohio 45056

## NEAIR 1998-99 Leadership Team

The following individuals work with the Steering Committee during the 1998-99 year to develop and implement association programs and activities. In accordance with the Policies and Procedures Manual, selected committee chairs must be Members-at-Large of the Steering Committee (SC). Chairs serve a one or two-year term, determined by the President. Other positions are appointed for multi-year terms as indicated.

President	Karen Bauer
Treasurer	Becky Brodigan
Past President	Craig Claggett
Treasurer-Elect	Mary Ann Coughlin
President-Elect	Fred Volkwein
Membership Secretary	Brenda Bretz
Publications Chair	Heather Kelly
Recording Secretary	Denise Krallman

### 1999 Conference Committee

Program Chair  
Bob Yanckello  
Local Arrangements Chair  
Nancy Reiser

### SC Member-at-Large

Member (through 11/99)  
Kelli Armstrong  
Member (through 11/99)  
Richard Heck  
Member (through 11/99)  
Eleanor Swanson  
Member (through 11/00)  
Peggye Cohen  
Member (through 11/00)  
Corby Coperthwaite  
Member (through 11/00)  
Ann Marie Delaney

### Mentor Program Committee

Chair (through 11/99)  
Kelli Armstrong  
Member (through 11/99)  
Rebecca Walker  
Member (through 11/00)  
to be appointed

### Research Grants Program Committee

Chair (through 11/99)  
Richard Heck  
Member (through 11/99)  
Tracy Hunt-White

Member (through 11/00)  
Rob Toutkoushian  
Member (through 11/00 or 01?)  
to be appointed

### Web Advisory Group

Web Editor (through 11/99)  
Jim Ferguson  
Local Arrangements Chair  
Nancy Reiser  
Publications Chair  
Heather Kelly  
Member (through 11/99)  
Andrea Habel

### Nominating Committee

Chair  
Craig Claggett  
Member (through 11/99)  
Yun Kim  
Member (through 11/99)  
John Pryor  
Member (through 11/99)  
Lydia Snover

### *NEAIR Mailing List*

NEAIR-L is the mailing list of the North East Association for Institutional Research. Traffic is generally light, and includes such items as job postings and requests for assistance. For those who have yet to join your colleagues on this discussion forum, here are the instructions on how to sign up:

To join NEAIR-L, simply send an e-mail message to

[LISTPROC@LISTS.NYU.EDU](mailto:LISTPROC@LISTS.NYU.EDU).

The subject line of the message should be blank, and the message should contain a single line  
SUBSCRIBE NEAIR-L <your name>  
where you substitute your first and last names for "<your name>".

Once you have joined the list, to send a message to the other list members simply send an e-mail message to  
[NEAIR-L@LISTS.NYU>EDU](mailto:NEAIR-L@LISTS.NYU>EDU)



#### Changes & Additions within our Ranks

- Amanda Maynard has recently joined the research team at Regents College, Albany New York.
- Phil VanBlarcom, Research Associate at Bergen Community College has a new email address: [pvanblarcom@mailhost.bergen.cc.nj.us](mailto:pvanblarcom@mailhost.bergen.cc.nj.us)
- Wendell Lorang has been appointed Director of Institutional Research at the University at Albany, SUNY.
- Bruce Szelest has been promoted to Assistant Director of Institutional Research at the University at Albany, SUNY.
- Jennifer Brown has assumed the position of Director of Institutional Research and Policy Studies at Umass Boston effective Jan 11.
- Heather Kelly has recently joined the University of Delaware's Office of IR&P.
- Sarah Parrott has left the Office of Institutional Research at Tufts University to become Coordinator of Institutional Research at Brandeis University. As of Jan.11, her new email is [parrott@brandeis.edu](mailto:parrott@brandeis.edu); phone (781)736-4427 and fax is (781)736-4416.
- Effective December 7<sup>th</sup>, Steve Thorpe assumed the position of Director of Institutional Research at Drexel University. Steve can be reached at (215)895-6327 or by email at [thorpe@drexel.edu](mailto:thorpe@drexel.edu).

IT'S A GIRL! Cindy Emory, Research and Grants Coordinator at Mount Saint Mary's College had a baby girl on 11/8, Zoe Corinne Emory.

#### NEAIR Research Grants Program

The Research Grants Program supports professional development opportunities for NEAIR members either through 1) attendance and participation at international IR meetings or domestic professional meetings of related non-IR disciplines; or 2) collaborative research with colleagues from other countries, or research in this country on important IR issues that are under-represented in meeting programs, literature, or because of institutional resource constraints.

The grants, which range from a maximum of \$800 for an individual conference grant to \$1000 for an individual research grant, are awarded based on their merit and value to NEAIR and to the profession. Grant recipients are required to report on their findings to NEAIR members. Please note that **ALL ACTIVE NEAIR members** are eligible for this program. All applicants must submit a proposal by the deadlines (March 1 and September 1) to:

Richard C. Heck  
Executive Officer  
Dartmouth College  
111 Parkhurst Hall  
Hanover, NH 03755

Remember that there are two proposal review periods and two submission deadlines each year. They are **March 1** and **September 1**. This grants program is an opportunity for any member of NEAIR to have his or her research or conference attendance supported by NEAIR. The Research Grants Committee encourages those of you who are interested in having your research or conference attendance supported by NEAIR to submit a proposal. Please contact Richard Heck ([r.heck@dartmouth.edu](mailto:r.heck@dartmouth.edu)) if you have any questions about this program.

***PLEASE NOTE THAT THE NEXT DEADLINE IS MARCH 1, 1999.***

**NEAIR/AIR Drive-In Workshop  
March 12, 1999**

The interest in the one day workshop was overwhelmingly positive, so we are finalizing plans to offer the workshop, "**Web-Enabled Institutional Research**" on **FRIDAY, MARCH 12** at Seton Hall University. Dr. John Milam of George Mason University will be our workshop presenter. The bulk of the workshop will be devoted to hands-on electronic case studies using the web to conduct typical IR projects. Dr. Milam has presented many papers, presentations, and workshops on the internet at regional and national AIR meetings and is a faculty member for the AIR Institute series. Seton Hall University is located in South Orange, NJ, very close to Newark, NJ and New York City. (We are currently negotiating the final items to hold this workshop at Seton Hall, and it looks like this will be the location, but please be patient with us while we get all final arrangements made. A more detailed announcement

will be posted on the NEAIR listserve as soon as all plans are finalized.)

The day's schedule is as follows:

8:00 - 9:00 am registration and coffee  
9:00 - noon first half of workshop  
Noon- 1:00 pm lunch  
1:00 - 4:00 pm second half of workshop

This workshop will be limited to approximately 30 participants, so please mark your calendars now and send in your registration soon! (We also reserve the right to cancel the workshop if attendance is very low.)

Fee for the workshop is approximately \$70 and includes workshop handouts, lunch and refreshment breaks. We are expecting that most workshop participants will not need overnight accommodations, but we have reserved a few rooms at a local hotel, The Turtlebrook Inn (<http://www.turtlebrookinn.com>). Rooms are \$76 (+tax) and can be booked at 1-800-731-3002, or 973-731-5300. You must mention NEAIR to get the special rate.

If you would like to register for the workshop, or want more information, please call Karen Bauer at 302-831-2021, or by email, [kbauer@udel.edu](mailto:kbauer@udel.edu).



Craig Clagett at our Banquet and Special Event

NEAIR 98 CONFERENCE - REPORT  
FROM LOCAL ARRANGEMENTS  
CHAIR: STEVE THORPE

I hope the NEAIR-98 conference was professionally rewarding and full of opportunities for you to meet with colleagues and friends! We were indeed fortunate to have outstanding weather for the conference that I hope encouraged site-seeing excursions around the historic area of Philadelphia!

I want to take this opportunity to again thank two people who were especially instrumental in making the 1998 conference one of the best! Tim Walsh (from Temple University) provided leadership in securing workshop computer classrooms at Temple, providing shuttle transportation, and in identifying the outstanding restaurants for dinner groups. Carl Ostermann (from the University of Pennsylvania) provided technical expertise for session presenters who were using data projection equipment. As the technical coordinator, Carl facilitated smooth transitions between session presentations. I know you will join me in extending thanks to both Tim and Carl for a job well done!

See you in Newport in November!



That's Craig Clagett on the right!!

BEST PAPER AWARD FOR THE  
NEAIR-98 CONFERENCE

Using Predictive Modeling to Target  
Student Recruitment: Theory and  
Practice

Presenters: **Emily Thomas**, Director of Planning and Institutional Research, State University of New York at Stony Brook; **Gayle Reznik**, Research Assistant, Office of Institutional Research, State University of New York at Stony Brook; and **William Dawes**, Undergraduate Director, Department of Economics, State University of New York at Stony Brook;

In the competitive market of student recruitment, college admissions offices are experimenting with the use of predictive models to increase the effectiveness of their recruitment efforts. Regression analysis is used to estimate students' probability of enrollment. Then different recruitment activities are directed at students with different enrollment probabilities. This paper argues that a typical use of predictive modeling is theoretically unsound and may therefore be operationally inefficient. To test this hypothesis and explore an alternative use of predictive modeling we designed and assessed an experimental recruitment program. The first-year results confirm our perspective and identify a valuable role for statistical modeling in recruitment management.

**26<sup>th</sup> NEAIR CONFERENCE**

\*\*\*\*\*

Make sure you mark your calendars for the 26<sup>th</sup> NEAIR Conference:

November 14-16, 1999  
(preconference workshops begin on November 13, 1999)  
Newport Marriott  
Newport, Rhode Island

The US Department of Transportation reports TFGreen airport as the **least expensive** in the country!!

\*\*\*\*\*

**Update on an NEAIR Research Grants Project:  
Study of Institutional Researchers' Leadership Role**

We are now in the data collection phase of this study investigating institutional researchers' leadership role. Thank you to so many who have completed and returned their surveys. The first mailing to more than 300 members of NEAIR yielded a response rate of 59 percent. Through our follow-up efforts, we hope to achieve an even higher rate. During the coming spring semester, I plan to begin the analysis. Once this phase is completed, I will prepare a proposal to present the results at next fall's NEAIR Conference.

In addition to focusing on leadership, the study addresses issues involving career related challenges, professional development, and resources and strategies for achieving professional success. Through this research, we hope to generate ideas for the design of future professional development programs for institutional researchers and to identify critical areas of research that others might pursue

through the NEAIR Research Grants Program. Thanks again to all who have supported and participated in this research.

Anne Marie Delaney



Our fearless leaders of the 25<sup>th</sup> NEAIR Conference: from the left, Steve Thorpe, Local Arrangements; Helen Schneider, Program Chair and Craig Clagett, now Past President.

**EASTERN EVALUATION RESEARCH STUDY - Nominations for PEN Award**

Eastern Evaluation Research Society invites nominations for the 10<sup>th</sup> Annual PEN Award.

This prestigious award is presented annually by EERS for student excellence in social research and program evaluation. Graduate programs are encouraged to submit, and thereby nominate, original papers written by graduate students as part of their course work during calendar year 1998.

The PEN Award winner receives a \$200 cash prize and a plaque. The winner and sponsoring faculty member will be entitled to free attendance at the 1999 EERS Annual Conference (April 26 & 27 in Lancaster, PA). The winning student is encouraged to present his/her paper

at the conference. The EERS review panel will also recognize up to three additional papers for excellence in design, presentation, or innovation.

To enter, provide three copies of:  
the paper (there are no page-length or format requirements);  
and, a cover sheet containing the title, the author's name and address, the institution's name, address and phone number, and the name of the faculty sponsor. Papers with multiple authors should designate a principal author. Please indicate if the student is willing to present the paper at the 1999 EERS Annual Conference.

The deadline for entry is FEBRUARY 19, 1999.

Send submission to:  
PEN Award  
c/o Tim Nee  
SSA-OIG-OA  
26 Federal Plaza, Room 39-118  
New York, New York 10278

Direct questions to:  
Tim Nee 212-264-5295  
or Timothy.Nee@SSA.GOV

Submission will not be returned and EERS reserves the right to publish abstracts of the winning papers in its newsletter.



Networking at the 25<sup>th</sup> NEAIR Conference

**Note on the 20<sup>th</sup> Annual Forum of the European Association for Institutional Research**

With generous support from Babson College, I attended the 20th Annual Forum of the European Association for Institutional Research. The forum was held from September 9th through the 12th in San Sebastian, in the Basque country at the north of Spain. San Sebastian is a beautiful city located on the coast and surrounded by mountains. The setting was very beautiful and uplifting. The forum was held at the Miramar Palace, the former summer residence of the royal family.

The theme of this year's forum was Higher Education Institutions: Open to Innovation, Willing to Learn. Compared with our institutional research conferences in the United States, the forum attendees seemed to include more administrators and policy makers. One of the most rewarding aspects of the forum was the opportunity it provided to meet people from many parts of the world, including Australia, New Zealand, South America, South Africa, as well as many European countries.

Forum presentations included policy studies, scholarly research and applied institutional research studies. Dr. Trudy Banta, from the United States, was one of the keynote speakers. Other representatives from the United States included Lydia Snover, from MIT, and Susan Frost, from Emory University, who presented a paper entitled, Using Faculty Feedback to Improve Teaching: Lessons from Two Private Research Universities in the United States. The title of my presentation was Designing Graduate Admission Studies for Strategic Decision-Making.



Fortunately, the official language of the forum was in English. Some presentations were offered in Spanish with simultaneous translation in English. The experience was very enriching professionally and personally. Following the forum, I enjoyed a short trip to Madrid. I would highly recommend this forum to other members of our Northeast Association for Institutional Research.

Anne Marie Delaney

### **NEAIR Constitution - Revised and Improved**

The NEAIR Constitution has been revised to reflect the amendments that were approved by the Association membership at our recent Annual Business Meeting held in Philadelphia. The constitution now includes both the changes recommended by the Steering Committee in advance of the meeting as well as those offered from the floor as friendly amendments by Fred Cohen and likewise accepted by the membership.

### **NEAIR SIG Meeting at AIR Seattle, Washington**

There will be an NEAIR SIG Meeting at AIR in Seattle Washington. It is tentatively scheduled for Tuesday, June 1<sup>st</sup> from 12:15 - 1:15pm. Look in the Preliminary Program for final information. See you there!



Photo of some of the NEAIR Past-Presidents who were recognized during the Business Luncheon at the 25<sup>th</sup> NEAIR Conference.

### **Closing Notes: A Touch of Humor Our thanks to Ed Silverman at CCNY.**

Three professors (a physicist, a chemist and a statistician) are at a meeting when a fire breaks out in a wastebasket. The physicist says, "I know what to do! We must cool down the materials until their temperature is lower than their ignition temperature and then the fire will go out." The chemist says, "No! No! I know what to do! We must cut off the supply of oxygen so that the fire will go out due to lack of one of the reactants." As the physicist and the chemist debate what to do, the statistician actually does something. He runs around the room lighting more fires. The physicist and chemist scream "What are you doing?" The statistician replies, "We're going to need a larger sample size."



Registrar's Office  
Dickinson College  
P.O. Box 1773  
Carlisle, PA 17013-2896

**First Class Mail  
U.S. POSTAGE  
PAID  
Carlisle, Pennsylvania  
Permit No. 173**