

# Florida Association for Institutional Research 2008 Annual Conference

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**February 6-8, 2008**  
**Crowne Plaza Oceanfront**  
**Melbourne, Florida**

*Conference Program*

**Wednesday, February 6 – Crowne Plaza Melbourne Oceanfront, Indialantic, Florida**


**FAIR 2008 Pre-Conference Workshops**

Time/Location	Presenter	Session/Event
<p>9:00 a.m. – 12:00 p.m. <b>Workshop #1</b> St. Lucia</p>	<p><b>Dr. Patrice Lancey</b> <i>Associate Director</i> Office of Operational Excellence and Assessment Support University of Central Florida <a href="mailto:plancey@mail.ucf.edu">plancey@mail.ucf.edu</a></p>	<p><b>Survey Research Methods for the Institutional Researcher</b> Institutional Researchers are often charged with using survey research methods to inform planning and improvement processes at their institutions. Learn best practices in survey research methods such as survey instrument development and strategies for asking the best questions. Issues that will be addressed in the workshop include: When is a survey the best tool to get the desired information? How do I build institutional partnerships to produce stakeholder buy-in and facilitate actionable results? What do I need to consider when designing a sampling frame? What's an acceptable response rate? What dissemination mode is best for my study? How can a survey instrument be paired with direct measures of student learning to enrich classroom or program level assessment? What do I need to know to assist faculty members using survey instruments in the classroom? What are the benefits of marrying existing student information with survey data? What can I do to make national survey data meaningful for my institution? How do I analyze the data and present the results to internal and external constituents?</p> <p>Participants will learn the principles of survey research methodology. Small group exercises and worksheets will assist participants to identify best practices and apply them to real world situations they may encounter at their institutions. The workshop will be customized to meet participant needs.</p>
<p>1:15 p.m. – 4:30 p.m. <b>Concurrent Workshop #2</b> St. Lucia</p>	<p><b>Sandra Archer</b> <i>Director</i> Office of University Analysis and Planning Support University of Central Florida <a href="mailto:archer@mail.ucf.edu">archer@mail.ucf.edu</a></p> <p><b>Yun (Helen) Fu</b> <i>Coordinator, Computer Applications</i> Office of University Analysis and Planning Support University of Central Florida <a href="mailto:helenfu@mail.ucf.edu">helenfu@mail.ucf.edu</a></p>	<p><b>Advanced Excel for Institutional Researchers</b> Note: Attendees must provide their own laptop with MS Excel 2003. Due to the number of options and features in Excel, powerful features are often overlooked. PivotTables transform the capability of Excel from a spreadsheet into a powerful analytical tool. After a short introduction, a novice Excel user can generate summary reports with filters, sorts, and drill-downs. Additionally, with the Analysis ToolPak, univariate analysis and basic statistics can be conducted within Excel. Finally, being able to use advanced formulas and the Solver Add-in enhances the ability to provide advanced planning support to decision makers.</p> <p>This workshop provides a hands-on instructional lesson on techniques within Excel 2003 for data exploration, reporting, and analysis. The workshop will introduce the following Excel 2003 features: PivotTables, the Analysis ToolPak, Solver Add-in, and advanced formula writing.</p>
<p><b>Concurrent Workshop #3</b> Martinique</p>	<p><b>Dr. Theodore Micceri</b> <i>Coordinator of Institutional Research</i> University of South Florida <a href="mailto:micceri@acad.usf.edu">micceri@acad.usf.edu</a></p>	<p><b>The Why, What and How of Higher Education Costs and Finance, with Some Solutions</b> This interactive workshop will provide both theoretical, hands-on experiences and discussions relating to why higher education costs must necessarily rise more rapidly than those of manufactured goods and services, and how government-based "shadow statistics" make these cost increases look far worse than they actually are.</p>
<p>6:00 p.m. – until <b>President's Reception</b> Ocean Deck</p>	<p>Hosted by: <b>Travis Thompson</b> <i>FAIR President</i></p>	<p><b>President's Reception – All Invited!</b> Light hors d'oeuvres and cash bar for beverages (mineral water, soft drinks, mixed drinks, beer and wine).</p>

Dinner - Dine with colleagues at the hotel restaurant or at one of the many local eating establishments.

**Thursday, February 7 – Crowne Plaza Melbourne Oceanfront, Indialantic, Florida**  
**FAIR 2008 Conference**

<b>Time/Location</b>	<b>Presenter</b>	<b>Session/Event</b>
7:30 am – 8:30 am Barbados		Registration & Continental Breakfast – Sponsored by FAIR Vendor displays open.
8:30 am – 8:45 am Barbados	<b>Travis Thompson</b> <i>FAIR President</i>	<b>Opening Remarks</b>
8:45 am – 9:30 am Barbados	<b>Glen L. Olinger</b> <i>Business Therapist &amp; Principal</i> Fun-dé-mental Business Training LLC. <a href="mailto:glolinger@yahoo.com">glolinger@yahoo.com</a>	<b>Keynote/Conference Opening Session</b> Topic- Excellence in Uncertain Times
9:40 am – 10:20 am <b>Concurrent Session #1</b> Trinidad	<b>Yun (Helen) Fu</b> , <i>Coordinator</i> <a href="mailto:helenfu@mail.ucf.edu">helenfu@mail.ucf.edu</a> <b>Sandra Archer</b> , <i>Director</i> , <a href="mailto:archer@mail.ucf.edu">archer@mail.ucf.edu</a> <i>Univ. Analysis &amp; Planning Sup.</i> University of Central Florida	<b>Exploring Potential Research Using StudentTracker</b> StudentTracker provides enrollment information on 91% of the nation's enrollment, allowing institutional researchers to discover where students are enrolling, including prior or alternative enrollment, or subsequent enrollment of graduates and drop-outs. The learning experiences exploring the system's research potential will be shared.
<b>Concurrent Session #2</b> Antigua	<b>Dr. Mia Alexander-Snow</b> <i>Assist. Professor, Coll. of Educ.</i> <a href="mailto:mdalexan@mail.ucf.edu">mdalexan@mail.ucf.edu</a> <b>Mr. Uday K. Nair</b> <i>Sys. Analyst, Com. Applications</i> <a href="mailto:unair@mail.ucf.edu">unair@mail.ucf.edu</a> <b>Ms. Diane Snyder</b> <i>Coord., Com. Applications</i> <a href="mailto:dsnyder@mail.ucf.edu">dsnyder@mail.ucf.edu</a> <b>Mr. Carlos Martinez</b> <i>Program Designer, Com. Applic.</i> <a href="mailto:cmartinez@cecs.edu">cmartinez@cecs.edu</a> University of Central Florida	<b>What You See Is Not What You Always Get Or Want, For That Matter: How To Effectively Translate A Business Process To A Blue-Print For Systems Design</b> The requirements and benefits of using Business Process Mapping will be introduced focusing on the three elements: business-process re-engineering, activity analysis and documentation. Presenters will address the importance of effectively translating the business-process into a language that facilitates collaboration with programmers and stake-holders.
10:30am – 10:45am Barbados		AM Coffee Break – Sponsored by FAIR
10:50am – 11:30pm <b>Concurrent Session #1</b> Trinidad	<b>Jaime Castro</b> , <i>Coordinator</i> <a href="mailto:jaime.castro@sfcc.edu">jaime.castro@sfcc.edu</a> <b>Felecia Smith</b> , <i>Tech. Specialist</i> <a href="mailto:felecia.smith@sfcc.edu">felecia.smith@sfcc.edu</a> <b>Akemi Dukes</b> , <i>Sup. Specialist</i> <a href="mailto:akemi.dukes@sfcc.edu">akemi.dukes@sfcc.edu</a> <i>Inst. Effec, Res.and Planning</i> Santa Fe Community College	<b>Tracking Former Students Through Cyberspace and Snail Mail</b> As part of the process to identify performance and outcomes it is important to track students as they continue their studies and become employed. This session will present the different strategies Santa Fe Community College follows to achieve this process.
<b>Concurrent Session #2</b> Antigua	<b>Magdy Helal</b> , <i>Research Assoc.</i> <a href="mailto:mhelal@mail.ucf.edu">mhelal@mail.ucf.edu</a> <b>Sandra Archer</b> , <i>Director</i> <a href="mailto:archer@mail.ucf.edu">archer@mail.ucf.edu</a> <i>Univ. Analysis &amp; Planning Sup.</i> University of Central Florida <b>Dr. Robert L. Armacost</b> <a href="mailto:armacost@mail.ucf.edu">armacost@mail.ucf.edu</a> Higher Edu. Assess. & PI Tech.	<b>Solutions for Analyzing Faculty and Administrator Salaries</b> This presentation in conjunction with a poster display presents a set of decision support tools, developed using Visio and Excel, to answer questions regarding annual salary increases and explore if groups of administrators and faculty are compensated correctly. The various data sources, tool development, and lessons learned will be shared.
11:45 pm – 1:00 pm St. Lucia		Lunch - Sponsored by FAIR

<p>1:10 pm – 2:10 pm <b>Concurrent Session #1</b> Trinidad</p> <p><b>Concurrent Session #2</b> Antigua</p>	<p><b>Carol Weideman</b> <i>Director, Inst. Res. &amp; Effect.</i> <a href="mailto:weideman.carol@spcollege.edu">weideman.carol@spcollege.edu</a></p> <p><b>James Coraggio</b> <i>Assess. Coord. for Acad. Prog.</i> <a href="mailto:corragio.jesse@spcollege.edu">corragio.jesse@spcollege.edu</a></p> <p><b>Maggie Tymms</b> <i>Assess. Coord. for Acad. Prog.</i> <a href="mailto:tymms.magaly@spcollege.edu">tymms.magaly@spcollege.edu</a> St. Petersburg College</p> <p><b>Magdy Helal</b>, <i>Research Assoc.</i> <a href="mailto:mhelal@mail.ucf.edu">mhelal@mail.ucf.edu</a></p> <p><b>Sandra Archer</b>, <i>Director</i> <a href="mailto:archer@mail.ucf.edu">archer@mail.ucf.edu</a> <i>Univ. Analysis &amp; Planning Sup.</i> University of Central Florida</p>	<p><b>Beyond Compliance...Using a Model of Comprehensive Academic Program Review to Improve Education</b> The IE Processes at SPC were recently evaluated as part of the College's continuous performance improvement. One IE Process that experienced extensive revisions was program review. The new enhanced process is summative evaluation that includes program-specific performance measures, profitability measures, academic outcomes, stakeholder perceptions, economic information and state accountability measures.</p> <p><b>Introduction to Visual Basic Macros in MS Excel</b> Excel Visual Basic macros are a powerful feature of Excel that allow power users to control user forms, cell ranges and sheets, workbooks, charts, formulas, and most other Excel objects and tools. This presentation will start with simple recording of macros to perform repetitive tasks, and demonstrate some more advance techniques.</p>
<p>2:20 pm – 3:00 pm <b>Concurrent Session #1</b> Trinidad</p> <p><b>Concurrent Session #2</b> Antigua</p>	<p><b>Gail Hartzog</b> <i>Assoc. Dean, Devel. &amp; Planning</i> <a href="mailto:hartzogg@chipola.edu">hartzogg@chipola.edu</a></p> <p><b>Dr. Cherry Ward</b> <i>Mathematics Education</i> <i>Professor and QEP Chair</i> <a href="mailto:wardc@chipola.edu">wardc@chipola.edu</a> Chipola College</p> <p><b>Ms. Rachel Straney</b> <i>Coord., Management Analysis</i> <a href="mailto:rstraney@mail.ucf.edu">rstraney@mail.ucf.edu</a></p> <p><b>Mr. Uday K. Nair</b> <i>Sys. Analyst, Com. Applications</i> <a href="mailto:unair@mail.ucf.edu">unair@mail.ucf.edu</a> University of Central Florida</p>	<p><b>SACS Reaffirmation: Submitting a Successful Compliance Certif.</b> The SACS Compliance Certification process is a challenge for any institution. This session provides practical steps to guarantee that the Compliance Certification is completed and submitted on time. In 2007 Chipola College was found in compliance with all Principles of Accreditation. Chipola's SACS Liaison shares how to create a successful on-line Compliance Certification with over 1700 links to documents for review by the Off-Site Committee.</p> <p><b>Using SAS Macros</b> This presentation will introduce SAS macros by example and will address some the benefits of using them. Participants in this session will learn how SAS macros can be used to expand data access and display for users with varied needs.</p>
<p>3:10 pm – 3:20 pm Barbados</p>		<p>PM Coffee Break – Sponsored by Think Education Solutions</p>
<p>3:25 pm – 4:05 pm Barbados</p>	<p>Andrew K. Davies VP of Client Services <a href="mailto:adavies@thinktechnologies.com">adavies@thinktechnologies.com</a> Think Education Solutions LLC.</p>	<p><b>Manage Strategic Plans, Inst. Goals, and Accred. Requ. Online</b> Learn how to manage strategic plans, institutional goals, and accreditation requirements electronically. The entire institution can get involved in the strategic planning process by using the latest technology to distribute workload and increase accountability.</p>
<p>4:15 pm – 5:15 pm <b>Concurrent Session #1</b> Trinidad</p> <p><b>Concurrent Session #2</b> Antigua</p>	<p><b>Dr. Cherry Ward</b> <i>Mathematics Education</i> <i>Professor and QEP Chair</i> <a href="mailto:wardc@chipola.edu">wardc@chipola.edu</a></p> <p><b>Gail Hartzog</b> <i>Assoc. Dean, Devel. &amp; Planning</i> <a href="mailto:hartzogg@chipola.edu">hartzogg@chipola.edu</a> Chipola College</p> <p><b>Kathy Ottoson</b> <i>Manager, Inform. &amp; Reporting</i> <a href="mailto:ottosonk@erau.edu">ottosonk@erau.edu</a></p> <p><b>Nimesh Maheshwari</b> <i>Data Systems Analyst</i> <a href="mailto:mahesfe6@erau.edu">mahesfe6@erau.edu</a> Embry Riddle Aeronautical Univ</p>	<p><b>SACS Reaffirmation: Devel. a Model Quality Enhancement Plan</b> Chipola College's QEP was described by the On-Site Review Committee as "a model comprehensive plan for improving higher education and students' ability to succeed." In this session, Chipola's QEP Chair shares tips to (1)ensure that QEP Team knows what is expected and organizes to accomplish its tasks, (2)use appropriate institutional data to identify the QEP topic, (3)develop QEP components to address needs, (4)get buy-in from college personnel, and (5)keep people informed throughout the process.</p> <p><b>Evolution of IR Data Access Systems</b> It is important to get the data out in the hands of the users so that they can make informed decisions. This session will describe a brief history of how data was presented to the users in the past, the current status and the targeted future. The audience will get to see two BI products, Oracle Discoverer and SPSS Webapp, the advantages and disadvantages of each product and some lessons learned.</p>

Dinner - Dine with colleagues at the hotel restaurant or at one of the many local eating establishments.

**Friday, February 8 – Crowne Plaza Melbourne Oceanfront, Indialantic, Florida**  
**FAIR 2008 Conference**

Time/Location	Presenter	Session/Event
7:30 am – 8:30 am Barbados		Continental Breakfast – Sponsored by FAIR
8:30 am – 9:30 am Barbados	<p><b>Dr. Dan Holsenbeck</b>  <i>VP for University Relations</i>            University of Central Florida  <a href="mailto:danh@mail.ucf.edu">danh@mail.ucf.edu</a></p> <p><b>Jo Conte</b>  <i>Institutional Effectiveness Coordinator</i>            Florida Department of Education, Division of Community Colleges  <a href="mailto:jo.conte@fldoe.org">jo.conte@fldoe.org</a></p> <p><b>Melanie Hicks</b>  <i>Director of Research Programs</i>            Independent Colleges &amp; Universities of Florida (ICUF)  <a href="mailto:mhicks@icuf.org">mhicks@icuf.org</a></p>	<p><b>Postsecondary Sector Updates</b>            Representatives of the three Florida postsecondary delivery systems will provide updates on new data collection and reporting requirements, collaborative arrangements, and research initiatives. Open dialogue between presenters and conferees is encouraged.</p>
<p>9:40 am – 10:20 am  <b>Concurrent Session #1</b>            St. Thomas</p> <p><b>Concurrent Session #2</b>            St. Croix</p>	<p><b>Dr. Paula Krist</b>  <i>Director, Office of Operational Excellence and Assessment Support</i>            University of Central Florida  <a href="mailto:pkrist@mail.ucf.edu">pkrist@mail.ucf.edu</a></p> <p><b>Dr. Theodore Micceri</b>  <i>Coordinator of Institutional Research</i>            University of South Florida  <a href="mailto:micceri@acad.usf.edu">micceri@acad.usf.edu</a></p>	<p><b>Learning From Your Academic Learning Compacts: The Impact of a Board of Governors Mandate On Program Assessment After Two Years</b>            The 2005 Florida Board of Governors mandate that all baccalaureate programs develop, assess, and publish student learning outcomes (Academic Learning Compacts) for students in their program was catalytic across the state. This presentation will summarize the implementation and assessment plan outcomes for one state university. Implications for other institutions will be discussed.</p> <p><b>Can We Really Trust Anyone Who Profits from Ranking Higher Education Institutions?</b>            This inquiry seeks to provide a comprehensive perspective on institutional quality/effectiveness and attempts to address the questions: (1) Can one meaningfully assess the construct of an institution's quality/effectiveness in pursuit of higher education's tripartite missions of education, research and public service?, and, if so, (2) How might one best accomplish the purposes of identifying quality?</p>
10:20 am – 10:35 am Barbados		AM Coffee Break – Sponsored by FAIR
10:40 am – 12:00 pm Barbados	<p><b>Travis Thompson</b>  <i>FAIR President</i>            and  <b>Jaime Castro</b>  <i>FAIR President-Elect</i></p>	<p><b>FAIR Business Meeting and Elections – All attendees invited.</b>            Great door prizes and gift certificates to popular restaurants!</p>
12 pm	Adjourn	