



2007 FAIR Annual Conference February 7-9, 2007

Tentative Conference Program

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**Doubletree Hotel
Cocoa Beach, Florida**

**Wednesday, February 7 – Doubletree Hotel Cocoa Beach Oceanfront, Cocoa Beach, Florida
2007 FAIR Pre-Conference Workshops**

Time/Location	Presenter	Session/Event
8:00 am – 11:30 am Concurrent Workshop #1 Skylab/Atlas	Dr. Julia Pet-Armacost <i>Assistant VP for Special Academic Initiatives and Associate Professor</i> University of Central Florida jpetarma@mail.ucf.edu Dr. Robert L. Armacost <i>Consultant</i> Higher Education Assessment and Planning Technologies armacost@mail.ucf.edu	Preparing for SACS Compliance Certification A compliance certification readiness audit is instrumental in identifying areas where an institution may have compliance issues with respect to the SACS <i>Principles of Accreditation</i> and/or insufficient evidence to support compliance. Conducting this audit enables an institution to discover these potential problem areas, implement changes to fix the problems, and also put in place the right technology and resources prior to preparing the compliance certification document. This workshop provides participants with the details of the readiness audit and Web technologies developed at the University of Central Florida. Participants will learn about the steps of the audit process and have opportunity to develop an audit plan for their institution.
8:00 am – 11:00 am Concurrent Workshop #2 Mercury/Gemini	Sandra Archer <i>Interim Director, University Analysis and Planning Support</i> University of Central Florida archer@mail.ucf.edu	Introduction to Excel PivotTables A PivotTable is a powerful feature of Excel that can be thought of as a “dynamic cross-tab query” tool. With interactive drag-and-drop technology, you can rotate or “pivot” its rows and columns to see different summaries of the source data, and drill into the details of multi-dimensional data. This session will provide an introduction to using PivotTables for data exploration and ad-hoc reporting. Participants will need to supply their own laptop with Excel 2003 or contact Sandra to arrange for one ahead of time (subject to availability).
1:00 pm – 4:30 pm Concurrent Workshop #3 Skylab/Atlas	Dr. Robert L. Armacost <i>Consultant</i> Higher Education Assessment and Planning Technologies armacost@mail.ucf.edu Dr. Julia Pet-Armacost <i>Assistant VP for Special Academic Initiatives and Associate Professor</i> University of Central Florida jpetarma@mail.ucf.edu	Developing a QEP (Quality Enhancement Plan) Topic The Quality Enhancement Plan should have a major effect on the success of students. The SACS <i>Principles of Accreditation</i> requires significant participation by the institution’s academic community in the development of the plan. This implies both broad-based institutional participation in the identification of the topic as well as in the development of the QEP. A well-designed process can provide the structure for engaging the academic community in the complete development of the plan. Participants will learn about a process that will lead to (1) identification of a viable topic, (2) development of the leadership of the effort, (3) engagement of appropriate constituencies, and (4) creation of a real awareness of the QEP.
1:00 pm – 4:30 pm Concurrent Workshop #4 Mercury/Gemini	Dr. Theodore Micceri <i>Coordinator of Institutional Research</i> University of South Florida micceri@acad.usf.edu	Everything You Always Wanted to Know About Real IR Statistics, but were Afraid to Ask This workshop deals with empirical phenomena, the underlying structure of real data, myths and truths, how to and how not to conduct research analyses, which types of measures and statistics to apply for various IR purposes, sampling issues of importance and related topics.
6 pm – until President’s Reception Discovery	Hosted by: Sherri Sahs <i>FAIR President</i>	President’s Reception – All Invited! Refreshments provided - Beer, wine, soft drinks and light hors d’oeuvres

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

**Thursday, February 8 – Doubletree Hotel Cocoa Beach Oceanfront, Cocoa Beach, Florida
2007 FAIR Conference**

Time/Location	Presenter	Session/Event
7:30 am – 8:30 am Atlantis		Registration & Continental Breakfast
8:30 am – 8:45 am Atlantis	Sherri Sahs <i>FAIR President</i>	Opening Remarks
8:45 am – 9:30 am Atlantis	Lorne Kuffel <i>Associate Provost</i> College of William & Mary lorne@wm.edu	Keynote/Conference Opening Session
9:40 am – 10:20 am Concurrent Session #1 Skylab/Atlas	Sandra Archer <i>Interim Director, University Analysis and Planning Support</i> University of Central Florida archer@mail.ucf.edu	Data Manipulation Techniques using Base SAS Code Instructional Researchers often encounter data that requires preparation before analysis can be conducted. This demonstration will provide novice Base SAS coders with some basic data manipulation techniques including filtering and sorting data, transposing data, and working with duplicate records within Base SAS in order to prepare data for use.
Concurrent Session #2 Mercury/Gemini	Dr. Bonnie Jones <i>Director, Institutional Research & Effectiveness</i> University of South Florida, Sarasota-Manatee bjjones@sar.usf.edu	Impacting Your Campus' Climate: How to Engage Faculty, Staff, and Students with a Survey on a Shoe-String Institutional Researchers typically face challenges to measure "campus climate" through survey research. How can we motivate diverse campus constituencies to complete surveys and then take ownership of issues identified for improvement, without out-sourcing it all? Dissection of USF Sarasota-Manatee's Campus Workplace and Student Satisfaction Surveys provides the basis of discussion.
10:20 am – 10:50 am Atlantis		AM Coffee Break Sponsored by College LiveText edu solutions™ http://www.livetext.com
11:00 am – 12:00 pm Concurrent Session #1 Skylab/Atlas	Tace Crouse <i>Assistant Director, Faculty Center for Teaching and Learning</i> University of Central Florida tcrouse@mail.ucf.edu	Faculty Development for Meaningful Program Assessment – Not an Impossible Dream Anymore Explore ways to engage faculty in assessing their programs. Preliminary findings on improved plan quality and faculty attitudes resulting from the support strategies presented in this session are very promising. They may not learn to love assessment but they appreciate what is can do for them.
Concurrent Session #2 Mercury/Gemini	Dr. Cathy J. Duff <i>Director of Program Development, Curriculum and Accreditation</i> Florida Gulf Coast University cduff@fgcu.edu Dr. Mary Ann Zager <i>Associate Professor and Director, Quality Enhancement Plan</i> Florida Gulf Coast University mzager@fgcu.edu	"Insufficient Evidence:" Strategies for Avoiding This Perilous Finding In many instances, assessment activities conducted by colleges and universities for accountability and continuous improvement have failed to meet expectations of internal and external audiences including accreditors, funders, and peer evaluators. Presenters will describe a theoretically based, yet practical model for developing an effective argument and presenting evidence. Examples provided.
12:00 pm – 1:15 pm Outside Patio	Alternate location: Discovery	Lunch hosted by FAIR

<p>1:30 pm – 2:30 pm Concurrent Session #1 Skylab/Atlas</p> <p>Concurrent Session #2 Mercury/Gemini</p>	<p>Antoinette Lee <i>Coordinator, Computer Applications</i> University of Central Florida lee@mail.ucf.edu</p> <p>Linda Sullivan <i>Associate Director, Office of Institutional Research</i> University of Central Florida lindas@mail.ucf.edu</p> <p>Dr. Theodore Micceri <i>Coordinator of Statistical Research</i> University of South Florida micceri@acad.usf.edu</p>	<p>Data Integrity Reports: A Proactive Approach to Data Quality Challenges A large university has developed and implemented data integrity reports to monitor data entry and quickly identify errors that have occurred. Learn how the reports are identified and designed, the types and scope of data that the reports cover, and the interface with functional offices to complete the data cleansing cycle.</p> <p>The Advantages of Using Multilevel Modeling to Address Institutional Research Questions This paper explicates (1) the appropriateness of Multilevel Modeling for IR, (2) its widespread usefulness in the IR context, (3) its robustness when compared with traditional Ordinary Least Squares statistics, and (4) its capacity to avoid both the atomistic and ecological fallacies inherent to traditional analyses. Resource: <i>Multilevel Modeling</i> – Luke.</p>
<p>2:40 pm – 3:20 pm Concurrent Session #1 Skylab/Atlas</p> <p>Concurrent Session #2 Mercury/Gemini</p>	<p>Travis Thompson <i>Coordinator, Computer Applications</i> University of South Florida thompson@acad.usf.edu</p> <p>Christopher S. Coogan <i>Associate Director, Institute of Higher Education</i> University of Florida ccoogan@ufl.edu</p> <p>Syraj Syed <i>Research Assistant, Institute of Higher Education</i> University of Florida syraj@ufl.edu</p>	<p>Stop the Presses! Learn to Effectively Transition Documents From Paper to Web Using Hypermedia Documents are no longer constrained by ink and paper to a linear format: they have been transformed through hyperlinks and the World Wide Web. Challenges exist in the creation of documents for this new medium. Explore novel ways to think about your data that will exploit the power of the Web and hypermedia.</p> <p>Building a Culture of Evidence-Based Decision-Making at the Community College: Defining Institutional Research Practitioners and Their Pathways to Success The Institute of Higher Education at the University of Florida has conducted a study of institutional research practitioners at community colleges that will report on a statewide examination of IR capacity, use of institutional data, and IR practitioner preparation and needs at Florida community colleges.</p>
<p>3:20 pm – 3:35 pm</p>		<p>PM Coffee Break</p>
<p>3:40 pm – 4:40 pm Concurrent Session #1 Skylab/Atlas</p> <p>Concurrent Session #2 Mercury/Gemini</p>	<p>Sherri Sahs <i>Systems Engineer</i> SPSS, Inc. ssahs@spss.com</p> <p>Sandra Archer <i>Interim Director, University Analysis and Planning Support</i> University of Central Florida archer@mail.ucf.edu</p>	<p>Maximize Survey Research Value with Open Text Responses Learn how you can gain full value from text responses without the drudgery and expense associated with manual coding using Text Analysis for Surveys. Import data from SPSS, Microsoft Excel, or ODBC-compliant databases then easily export results for further analysis and graphing in SPSS, mrTables, or Microsoft Excel.</p> <p>Spreadsheet Models for Enrollment Projections The methods used for projecting enrollments are as diverse and varied as the institutions that develop them. This presentation will briefly discuss the common methods used for projecting enrollments in higher education institutions, and share lessons learned in the development phase and the resulting model that employees several projection techniques.</p>
<p>5:30 pm</p>	<p>Dinner - dine with colleagues at the hotel restaurant or at one of the many local eating establishments</p>	

**Friday, February 9 – Doubletree Hotel Cocoa Beach Oceanfront, Cocoa Beach, Florida
2007 FAIR Conference**

Time/Location	Presenter	Session/Event
7:30 am – 8:30 am Atlantis		Continental Breakfast
8:30 am – 9:30 am Atlantis	<p>Dr. Dan Cohen-Vogel <i>Director of Institutional Research</i> Florida Board of Governors, State University System daniel.cohen-vogel@flbog.org</p> <p>Nancy Copa <i>Research and Evaluation Coordinator</i> Florida Department of Education, Division of Community Colleges nancy.copa@fldoe.org</p> <p>Melanie Hicks <i>Director of Research Programs</i> Independent Colleges & Universities of Florida (ICUF) mhicks@icuf.org</p>	<p>Postsecondary Sector Updates Representatives of various 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 Concurrent Session #1 Atlantis</p> <p>Concurrent Session #2 Columbia</p> <p>(continued)</p>	<p>Dr. Patrice Lancey <i>Associate Director, Operational Excellence and Assessment Support</i> University of Central Florida plancey@mail.ucf.edu</p> <p>Dr. Paula Krist <i>Director, Operational Excellence and Assessment Support</i> University of Central Florida pkrist@mail.ucf.edu</p> <p>Jeanine Romano <i>Coordinator of Institutional Research and Assessment</i> University of Tampa jromano@ut.edu</p> <p>Dr. Kim Cummings <i>Associate Professor of Psychology</i> University of Tampa kcummings@ut.edu</p> <p>Jesse Corragio <i>Graduate Student</i> University of South Florida coraggio@coedu.usf.edu</p>	<p>A Look in the Mirror: Using a Campus-Wide Survey to Initiate Change Targeted surveys can be catalysts for institutional change. This session describes a university wide Quality of Life survey, from its inception, through its implementation, to reporting results from the survey. The survey addressed the university Strategic Plan and results are being used to establish sound plans for change in several areas.</p> <p>Increasing Intercultural Sensitivity among First-Year Undergraduate Students: A Pilot Study Information about the Intercultural Development Inventory (IDI), a measure based on Bennett's Developmental Model of Intercultural Sensitivity (DMIS), will be presented. Results from a recent study utilizing undergraduates suggest it is possible to increase intercultural sensitivity by exposing students to various activities based upon a DMIS curriculum.</p>

<i>(continued)</i>	Dr. Jeffrey Kromrey <i>Chair and Professor, Department of Measurement and Research</i> University of South Florida kromrey@tempest.coedu.usf.edu	
10:20 am – 10:35 am Atlantis		AM Coffee Break
10:40 am – 12:00 pm Atlantis	Sherri Sahs <i>FAIR President</i> and Travis Thompson <i>FAIR President-Elect</i>	FAIR Business Meeting and Elections
12 pm	Adjourn	