



2003 Annual Conference Program  
July 16 – 18, 2003

**Defining “Quality” in Higher Education**

Edison Community College/ Diamond Head All Suite Beach Resort, Fort Myers/ Fort Myers Beach, Florida

<b>Wednesday, July 16<sup>th</sup></b> / Location: <b>Edison Community College</b> / Hands-on Internet Resource Workshop Campus Map: <a href="http://www.edison.edu/aboutecc/lee_campus.htm">http://www.edison.edu/aboutecc/lee_campus.htm</a> Driving Directions: <a href="http://iea.fau.edu/fair/conf.htm">http://iea.fau.edu/fair/conf.htm</a>		
Time/Place	Presenter(s) / Event	Session
Noon	Registration begins	
1:00 – 4:00 p.m. Edison Community College, Room K-127 (Hendry Hall, First Floor)	Dr. Julia Lane, U.S. Census Bureau’s LEHD Web Program, <i>Hands-on Workshop – Longitudinal Employer Household Dynamics Web Research Tool.</i>	Florida is one of a handful of states that has partnered with the Census Bureau in developing its Quality Workforce Indicators. These indicators enable states to identify where new services are needed, measure the quality of educational service provided within a region, and benchmark performance in education. The indicators also locate where jobs are, which categories of workers are needed, and earnings expectations from workers and employers alike. This program should prove especially valuable to institutional researchers involved in environmental scanning or academic program planning. Be among the first in the nation to receive hands-on training in the use of this valuable research tool! Meanwhile, visit the project’s web site at <a href="http://lehd.dsd.census.gov/">http://lehd.dsd.census.gov/</a>
<b>Wednesday, July 16<sup>th</sup></b> / Location: <b>Diamond Head All Suite Beach Resort</b> , Fort Myers Beach, Florida <a href="http://www.diamondheadfl.com">http://www.diamondheadfl.com</a>		
Terrace (Chloe’s, if rain) 5:30 – 7:30 p.m.	Host: FAIR President, David Wright	President’s Reception Refreshments provided -- Beer, wine, soft drinks and light snacks
<b>Dinner on Your Own</b>		

<b>Thursday, July 17<sup>th</sup></b> / Diamond Head All Suite Beach Resort Keynote Address at 9:00 a.m. in Diamond A Concurrent Sessions begin at 10:10 a.m. in Diamond A and B		
Diamond A 7:30 a.m. 8:00 - 8:45 8:45 - 9:00	Registration Continues Breakfast provided Opening Remarks	Continental Breakfast FAIR President, David Wright
9:00 - 10:00	<b>Presenter:</b> Dr. Victor Borden, AIR President and Associate Vice Chancellor for Information Management and Institutional Research, Indiana University-Purdue University Indianapolis. <i>In Search of Quality: Aligning Program, Campus, System, and State Models of Higher Education Effectiveness.</i>	<b>Conference Keynote</b> Postsecondary institutions are under increasing pressure to demonstrate the quality and impact of their programs on student achievement and economic and social development. Unless institutions take a proactive stance, they may find themselves reacting to models of quality that are incompatible with the dominant academic culture. After reviewing several approaches to defining and measuring the quality of postsecondary institutions, this presentation will focus on the ways in which these approaches can be aligned across levels, from specific academic programs to campuses, systems, and beyond.
10:00 - 10:10	Intermission	

Thursday, July 17 <sup>th</sup> / Diamond Head All Suite Beach Resort		
Location/Time	Presenter(s)/ Event	Presentation
Diamond A 10:10 – 11:00	<i>Session 17-1A</i> Gita Pitter, James Posey, Ghazwan Lutfi, & Duane Whitfield, Florida Department of Education. (Paper) <i>Minority Participation in Majors: A Decade of Changes in Choices and Earnings.</i>	<b>Strand: Preparing Students for Success</b> The study focuses on the representation of minorities graduating from Florida's public higher education system, spanning a ten-year period from 1991-92 to 2000-01, their distribution among academic disciplines, and their earnings upon graduation. This will be a descriptive, exploratory study of changes in majors and resultant earnings spanning ten years.
Diamond B 10:10 – 11:00	<i>Session 17-2B</i> Patricia A. Maher, Ph.D., University of South Florida. (Demonstration) <i>Graduate Program Assessment: Making the Most of the Data You Have.</i>	<b>Strand: Enhancing Quality</b> Preparing for SACS or other accreditation procedures does not always require programs to develop new assessment procedures. This session will offer suggestions in the identification and assessment of potential sources of outcome data that may already be available in many higher education programs.
11:00 – 11:10	Intermission	
Diamond A 11:10 - 12:00	<i>Session 17-3A</i> Patricia Windham, Ph.D. Division of Community Colleges, Florida Department of Education. (Paper) <i>The Use of Quality Control Techniques on Data Base Elements.</i>	<b>Strand: Quality Practices in Institutional Research</b> As education moves toward a K-20 accountability and funding model, the use of databases sent to Tallahassee becomes more and more important. The information contained in these databases will be used to distribute a larger percentage of funds and as the basis of policy decisions that will impact each institution and potentially each student. The only way to ensure accurate information is to have quality data in each database.
Diamond B 11:10 - 12:00	<i>Session 17-4B</i> Angela R. Albert & Uday Nair, University of Central Florida. (Demonstration) <i>A Three-Pronged Model for Assessment Planning in Higher Education.</i>	<b>Strand: Enhancing Quality</b> The proposed three-pronged model supporting comprehensive assessment includes: 1) conducting a SWOT Analysis to establish sound strategies, 2) employing the Quality Function Deployment model to specify customer requirements, and 3) implementing the Balanced Scorecard to develop performance indicators given the strategies and objectives resulting from the SWOT and QFD analyses.
Chloe's 12:00 – 1:15	Lunch provided	Deli Buffet Lunch w/ assorted pies for dessert Door Prize
Diamond A 1:20 – 2:10	<i>Session 17-5A</i> Dr. Robert L. Armacost & Alicia L. Wilson, University of Central Florida. (Paper) <i>Methods for Benchmarking Academic Programs.</i>	<b>Strand: Enhancing Quality</b> Benchmarking individual academic programs can be a challenge. This presentation will discuss the methodology used to benchmark eight graduate programs as well as the difficulties faced during the implementation of the project. Program and variable selection, data collection, methods of analysis, and use of the results will be discussed.
Diamond B 1:20 – 2:10	<i>Session 17-6B</i> Helen Shub, Palm Beach Community College. (Paper/Panel) <i>Student Assessment of Faculty and Courses for Distance Learning Classes: The Advantages and Perils</i>	<b>Strand: Quality Practices in Institutional Research</b> This paper consists of an overview of Palm Beach Community College's online evaluation tool for distance learning courses, a summary of the results gathered, as well as a description of the technical and administrative problems encountered. The paper concludes with the short-term and long-range solutions undertaken by the College to correct these problems.
2:10 – 2:20	Intermission	
Diamond A 2:20 – 3:10	<i>Session 17-7A</i> Patrice Lancey, Ph.D., Julia Pet-Armacost, Ph.D., Marjorie Salazar, Kang Ying, and Kathleen Coleman, University of Central Florida. (Demonstration) <i>Dynamic Website Dissemination of the University of Central Florida Graduating Senior and Graduate Survey Results.</i>	<b>Strand: Quality Practices in Institutional Research</b> A dynamic website to disseminate results of the University of Central Florida Graduating Senior Surveys to faculty, deans, directors and upper administration will be demonstrated. Participants will understand how this electronic tool builds and supports an institutional culture that values and is engaged in continuous quality improvement processes.

Thursday, July 17 <sup>th</sup> / Diamond Head All Suite Beach Resort		
Location/Time	Presenter(s)/ Event	Presentation
Diamond B 2:20 – 3:10	<i>Session 17-8B</i> Jerry Collins, University of South Florida. (Paper) <i>Seamless Systems: New Models for A.S. to B.S. Articulation.</i>	<b>Strand: Preparing Students for Success</b> An examination of innovative models for articulating two-year technical/applied degrees for full and complete transfer to Baccalaureate programs. Viewing national examples for efficient A.S./A.A.S. transfer pathways into state P-16/K-20 educational systems, this presentation will highlight several new non-traditional, capstone, and inverted degree programs that exhibit academic quality and transfer efficiency.
3:10 – 3:30	Break	Refreshments provided -- Kona coffee/ tea, soft drinks, cookies
Diamond A 3:30 – 4:20	<i>Session 17-9A</i> Sabrina Andrews, Evangeline Collado, and Patricia Ramsey, University of Central Florida. (Demonstration) <i>Using SAS and Other Tools to Move an Institutional Research Office from Hardcopy Reporting to a Web-based Environment.</i>	<b>Strand: Quality Practices in Institutional Research</b> At a minimum, university constituents want timely and accurate data. The focus now is the demand for user-friendly reporting. More specifically, in today's fast-paced, technology-enhanced world, users want a friendly web reporting environment. As these demands increase, it presents challenges for the IR office. At a major metropolitan university, examples of converting legacy-based reports into dynamic and interactive web applications using SAS tools and other desktop applications will be discussed from the IR perspective.
Diamond B 3:30 – 4:20	<i>Session 17-10B</i> Deoraj Bharath, Broward Community College. (Paper) <i>Investigating the Performance Gap Between Black and White Non-Hispanic Students and Broward Community College.</i>	<b>Strand: Preparing Students for Success</b> This study investigated the extent of a performance gap that was found by the Florida Department of Education in a statewide analysis (2002), between black and white non-Hispanic students at Broward Community College (BCC). It also examined characteristics of BCC's black and white non-Hispanic populations in the first step towards addressing the performance gap.
Location TBA 5:30 – 7:30	Happy Hour	Cash Bar
<b>Dinner on Your Own</b>		



**Enjoy your stay  
on the beach!**

Friday, July 18 <sup>th</sup> / Diamond Head All Suite Beach Resort		
Location/Time	Presenter(s)/ Event	Presentation
Diamond A 8:00 – 8:45 a.m.	Registration Continues Breakfast provided	Continental Breakfast
8:45 – 10:00	Jeff Bacen, FDOE, Judith Thompson, Florida Community Colleges Dr. Nate Johnson, Florida Colleges and Universities, ICUF Representative	<b>Postsecondary Sector Updates</b> This session will begin with a progress report on current efforts to develop accountability reporting and performance funding requirements within a K-20 framework. Additionally, 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 panelists and conferees is encouraged.
10:00 – 10:15	Intermission	
10:15 - 11:00	David Wright, Senior Research Analyst, SHEEO. (Demonstration) <i>The National Information Center for Higher Education: A Data Analytic Tool for State and Campus Decision-Makers</i>	<b>Strand: Enhancing Quality</b> This session will feature a demonstration of the National Information Center for Higher Education Policymaking and Analysis, developed by the National Center for Higher Education Management Systems. NCHEMS characterizes the National Information Center as an information infrastructure for higher education policymakers and analysts that:  1. Provides a broad coverage of state- and county-level data and information regarding student preparation for college, the transition from high school to college, college participation and completion, the benefits of higher education, employment, and higher education finance.  2. Enables policymakers and analysts to quickly and easily compare their states to others across the U.S. and, where possible, analyze data by county so they can identify problem areas within their borders.  3. Provides access to textual information that helps the user interpret the data and apply the information in the context of policymaking. The presentation will include a demonstration of the major features of the Web site, the data and analytic capabilities the site provides, and its usefulness in institutional research. Meanwhile, you can access the National Information Center at <a href="http://www.higheredinfo.org">http://www.higheredinfo.org</a> .
11:00 - Adjourn	FAIR Business Meeting Door Prizes	

**Hope to see you  
again next year  
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