



PNAIRP



# PNAIRP News

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## Hello from the PNAIRP President



Researchers in general, and institutional researchers specifically, sometimes speak in a rarefied language. While we easily and perhaps excitedly listen to discussion on beta coefficients, persistence rates, time-to-degree, internal validity and loadings on factors, quite often our colleagues at post-secondary institutions might stare at us blankly as we relate such conversations to them. We may as well be speaking Greek to

them. While we are all aware of the need to make our research and analysis intelligible to our home institutions, we sometimes need a little coaching in being successful in that endeavor.

And so I'm hopeful that you'll be attending the fall PNAIRP conference in Portland, "Informing Organizational Intelligence." Some of the sessions or workshops focus on the "how tos" of research, while others address the important job of how best to communicate our work to colleagues. Still others address specific examples of research relevant to our field. Our keynote speaker is John Muffo, a previous AIR president and someone who has over 30 years of experience in IR. He'll be sharing with us some of his experience in using data to inform and improve post-secondary institutions.

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## Hello ... continued

So I'll look to see you at our fall conference. The workshops offer great opportunity for professional development and you'll have the chance to explore Portland. The city has great restaurants and is very pedestrian friendly. The light rail can move you about the city with ease. Maybe most importantly, the conference provides the opportunity to share with your colleagues at other institutions. Conference surveys consistently show this to be one of the most valued components of our conference.

See you in Portland!

### Darryl Dieter

PNAIRP President

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## 2009 PNAIRP Conference: "Informing Organizational Intelligence"

Register today:

<http://www.pnairp.org/conferences/index.asp>



Come to Portland September 30  
– October 2 for the 30<sup>th</sup> Annual  
PNAIRP Conference!

We are excited about our outstanding line-up of pre-conference workshops on the fundamentals of survey research, transforming raw data into visual communication with Tableau software, and choosing the best type of regression analysis for one's data.

Our keynote speaker is the nationally renowned Dr John Muffo, past-president of AIR. He is an expert on assessment, and has been a consultant on every continent except Antarctica. He's taking time from a busy schedule that includes accreditation and assessment projects, and involvement in local government as a county supervisor.

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## 2009 PNAIRP Conference cont'd

Your colleagues have prepared eighteen excellent sessions covering a wide range of topics and levels, which should spark great conversations at the two wonderful receptions we have planned to give us some time for networking and catching up with each other.

In light of the economic times and the accompanying budget cuts that many of our institutions are dealing with, your Executive Committee has worked to make this conference as affordable as possible. The regular registration fee has been reduced to \$185 (a savings of \$35 from last year). We have negotiated a hotel rate of \$89 a night at the University Place Hotel and Conference Center, near Portland State University and Portland's Cultural District. The Portland Art Museum, Oregon Historical Society Museum, and Waterfront Park are all close by.



The venue is served by Portland Streetcar (<http://www.portlandstreetcar.org/map.php>) and Portland's MAX light-rail service. The Green Line serving Portland State will go into service this fall <http://trimet.org/schedules/maps/railsystem.htm>.

Please make every effort you can to attend. While we know budgets are tight at many institutions, the need to gather with colleagues, to recharge our batteries, to learn what others are doing, and to enjoy the outstanding professional development opportunity for institutional researchers in our region is compelling.

We look forward to seeing you at the Conference!!

**Ron Smith**

PNAIRP Vice-President

Portland Community College

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## Travel Grants Update

The deadline to apply for a PNAIRP Conference Travel Grant is **September 15** (that's this coming Tuesday)! We've had four applications for this grant so far, and we have a total of \$1250 to give away. Requested funds currently exceed the total pot, but there is still time to put your name in for consideration. We'll let applicants know the results as soon as possible.

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## Putting the 2009 AIR Forum to Use at OCOM

As a small, specialized graduate school, the Oregon College of Oriental Medicine (OCOM) recently created an Office of Institutional Effectiveness headed by our new Planning, Operations, and Assessment Officer. I have the great fortune to assist and support her in creating this new office on campus. However, I'm very new to the field of institutional research and feel I need additional resources to support my college.

As a newcomer, I found the AIR Forum an excellent first step towards helping me and my institution seek out new instruments and ways of assessing areas of our college. As a college, we hope to use information gathered from conferences like the AIR Forum, the AIR organization itself, and PNAIRP's organization and conferences to make more informed decisions with regards to planning and budgeting, not to mention curriculum-related outcomes.

I was very fortunate to receive a travel grant from PNAIRP to attend the 2009 AIR Forum. As a first time attendee, I was slightly intimidated by how useful many of the sessions could be to my institution. I tried not to get too overwhelmed and decided to take it easy and explore a sampling of different topics.

First up was the Opening Reception, where the food was so good and plentiful I didn't even need to find a place to eat dinner that night. As an added bonus, it was in the Exhibit Hall, where I was not only able to walk around the vendor booths, but I was able to peruse the posters presented at an earlier session. I love poster sessions. There were a few that sparked my interest and I investigated further.

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## Putting the 2009 AIR Forum to Use ... cont'd

*Tuition Discounting as an Investment in Future Alumni Giving* by Schuchert and Manalo from Marymount University focused on the relationship between students receiving scholarships and grants as a part of an institution's tuition discount strategies and the willingness to support the institution as alumni. The content in the poster and accompanying pamphlet provides an excellent argument for return on investment to executive level administrators and potential foundations. In 2008, our college's Development Officer began work on our first annual campaign to start fund-raising for future projects and even scholarships. I hope she will be able to use the information and resources contained in the pamphlet for current and future fund-raising campaigns.

Another poster relating to course evaluations, *"One size does not fill all" - Customizing the Course Evaluation Process* by White and Draughon from the University of Southern Indiana, examined a process I had thought about implementing at OCOM over the next academic year. The authors reported using an in-house customized tool distributed as a web-based survey and paper evaluation depending on the course. They provided an analysis of response rates and scores, difficulties encountered, and advantages of the new process. I was so happy to find information from another college using a process I was hesitant to attempt out of fear it might not be successful.

Okay. Enough about posters. Let's talk sessions.

In fall 2008, I became my institution's IPEDS keyholder and the person charged with figuring out how to implement the new race and ethnicity categories at our institution. Fortunately, there was a Q&A panel composed of representatives from the National Center for Educational Statistics (NCES) and AIR's Race/Ethnicity Task Force providing information and suggestions on collecting, storing, and reporting data on race and ethnicity. To be honest, without this session it would have been difficult for me to examine our current collection and storage systems in order to implement the new guidance for the 2010-11 academic year.

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## Putting the 2009 AIR Forum to Use ... cont'd

Now, there were many other useful sessions and I'll just name a few. Professors Harold Jones and Stephen Collier from the University of Alabama at Birmingham looked at fields that have elevated their degree levels, with a focus on health professions, in a presentation titled *Degree Elevation in Professional Programs: Trends, Concerns, and Issues*. Over the next three years, our college will create and adopt a curriculum for an entry-level professional doctorate in the field of acupuncture and Oriental medicine. Topics discussed in Jones and Collier's presentation will be very useful for our college's task force.

*Advancing the Academic Agenda: Collaboration Between Academic Departments and the Office of Assessment and IR* from Concordia College at Moorhead provided foundational information for our new Office of Institutional Effectiveness, which will need to support departmental assessment, use data to educate others, and support assessment-related information needs.

Ohio State's presentation on faculty issues, *Oh, Won't You Stay: The role of stress, satisfaction and productivity on faculty intent to leave*, couldn't have come at a better time. Recently, the OCOM Board of Trustees amended the college's Strategic Plan to include a new strategic direction, "Cultivating Faculty," with the intent to enhance the current evaluation and reward system and focus on faculty recruitment, retention, and succession planning practices.

There were so many great session but I really want to tell you about the best part of the entire conference – meeting and having dinner with other **PNAIRP members**.

I really enjoyed meeting a few "neighbors" while in Atlanta. Since joining both AIR and PNAIRP, I have been able to meet some really wonderful individuals who are not only a wealth of knowledge but sincere and genuine people.

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## Putting the 2009 AIR Forum to Use ... cont'd

I am very excited that this year's PNAIRP conference will be in Portland, so I will have the opportunity to meet even more of PNAIRP's members. If you haven't done so already, register for the 2009 PNAIRP Conference. If your institution's finances are a little tight, apply for one of PNAIRP's travel grants. Trust me. It was the best thing I could have done.

See you in Portland!

### Catherine “Cat” Marlow

Academic Project Coordinator  
Oregon College of Oriental Medicine

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## Vote!

Cast your votes for the PNAIRP Executive by **1 p.m. Pacific, September 23** at <http://www.pnairp.org/members/database/electionlogin.asp>. You will need your membership login and password, so if you (like me) are a little hazy on these details, there is a form on the page to have them emailed to you. It's fun; it's easy; it's democracy!

There are biographies of the candidates on the website. Running for Vice-President are Dawn Macdonald (Yukon College) and Ben Wolfe (Institute for Extended Learning). Please support our lone candidate for Secretary by voting for her – she's Anne Marie Karlberg from Whatcom Community College. Four candidates are running for two Member-at-Large positions: Mike Bennett (Camosun College), Tonya Benton (Highline), Lina Lu (Portland State University), and William O'Shea (Pacific University).

Election results will be announced at the PNAIRP Annual Business Meeting on the final day of the conference. See you there!