



## The Electronic Newsletter of the Association for Institutional Research (e-AIR)

Vol. 28 No. 6 05/22/2008

Serving Institutional Research Professionals and Those Engaged in Management Research, Policy Analysis & Planning Since October 22, 1986

**Editor:**

Marne Einarson  
Cornell University  
(mke3@cornell.edu)

**Associate Editor:**

Gayle Fink  
University System of Maryland  
(gfink@usmd.edu)

**Job Editor:**

Missy Wiggins, AIR  
(mwiggins@airweb2.org)

**Subscription Mgt:**

Gail Fishman, AIR  
(gfishman@airweb2.org)

Current Subscribers: 6355

**Next Issue Copy Deadline:**  
06/16/2008

**Next Issue Target Publication Date:**  
06/19/2008

**The newsletter welcomes news items related to management research, policy analysis and planning; persons changing jobs or retiring; requests for help or suggestions from readers; announcements of professional meetings and conferences; comments about recent publications; abstracts of papers which authors are willing to share; job announcements; philosophical and/or humorous thoughts; and more. This online publication is available free to anyone interested in institutional research.**

*If you wish to subscribe, change your subscription address, or unsubscribe, go to <http://www.airweb.org/page.asp?page=133>*

*If you would like to submit articles, requests or information for consideration and inclusion in the newsletter, please contact Marne Einarson, Editor, at: (mke3@cornell.edu).*

*Persons seeking jobs in institutional research, planning, or policy analysis should plan to check the AIR web page every couple of days for new positions. Point your browser to the following URL: <http://airweb.org> (look under "Jobs")*

*For further information regarding the Association for Institutional Research, contact Randy Swing, Executive Director, AIR, 1435 E. Piedmont Drive, Suite 211 · Tallahassee, FL 32308; Telephone: (850) 385-4155 or via e-mail: (rswing@airweb2.org).*

## Note from the Editors

We're busy writing papers, polishing presentations *and* putting together the newsletter before we head off to the AIR Forum. As a result, this is a briefer issue of E-AIR -- no Technical Tips or book review, but check back for these features in the June newsletter. We look forward to seeing many of you in Seattle!

Best,

Marne & Gayle

## Countdown to the Forum

### Get Ready for the AIR Annual Forum!

The Seattle Forum is almost here! Final preparations are underway, and our local hosts are ready to welcome us to Seattle. Are you ready? The following checklist may help you prepare for a professionally meaningful and personally enjoyable meeting.

- The final program book is now available. Be sure to read The Morning AIR at Forum to stay updated of the latest session and schedule changes.
- Check your hotel arrangements. The Forum hotels – the Sheraton Seattle, Paramount Seattle, Red Lion and Hilton Seattle – are sold out. If you still need housing, please visit <http://www.visitseattle.org/visitors/lodging/> for additional information on hotels in the downtown Seattle area.
- AIR block seating tickets for the Tuesday night baseball game have been sold out. Visit <http://ticketmaster.com> to purchase individual tickets directly through Ticketmaster. Look for section 146, rows 22-37 or section 246-247, rows 5-10 to sit with the AIR block.
- Contact the presenter(s) of the session you will facilitate.
- Send a copy of your paper to your session facilitator.
- Prepare 50 copies of your scholarly paper or supporting material for research-in-action and demonstration sessions. You may also distribute your scholarly paper or supporting material by providing the url where they may be downloaded.
- Sign up to facilitate a session (<http://www.airweb.org/page.asp?page=207>) or

volunteer in another capacity (<http://www.airweb.org/page.asp?page=739>).

- Double check the PowerPoint presentation you just loaded on the computer to be sure it's all there. Back it up on a thumb drive.
- Pack the power cord, mouse, zip and jump drives (and adapter if you are using a Sony VAIO SuperSlim notebook, MAC or PDA and want to use the LCD projector for your presentation) along with your laptop.
- Leave an away message on voice mail and e-mail.
- Pack comfortable shoes for walking around Seattle.
- In most cases it will be a little cooler than where you are coming from. Bring a light jacket and some clothes you can layer. This will be especially true for those who plan on attending the ball game.
- Pack an umbrella.
- Bring your AIR membership pin for 10+, 20+ or 30+ years as a member.
- Don't forget your e-ticket and photo ID.
- Visit <http://airweb.org/annualforums.html> for ground transportation and a complete list of Things to Know Before You Go.

Best wishes for a safe and hassle-free journey to Seattle. We look forward to seeing you there!

Michelle Hall  
2008 Forum Chair

Jennifer Brown  
2008 Association Forum Chair

[air@airweb2.org](mailto:air@airweb2.org)

## Proposed IPEDS Changes

### Comment Period Extended for Proposed IPEDS Changes

In January, the Office of Management and Budget (OMB) announced a 60-day comment period for proposed changes to IPEDS. On May 6, the OMB announced an additional 30-day comment period for the proposed changes. Comments are due June 5.

See <http://edocket.access.gpo.gov/2008/pdf/E8-9923.pdf> for information on where/how to send comments.

See [http://nces.ed.gov/IPEDS/news\\_room/ana\\_Proposed\\_Changes\\_05\\_06\\_2008\\_181.asp](http://nces.ed.gov/IPEDS/news_room/ana_Proposed_Changes_05_06_2008_181.asp) for information about the proposed changes.

Note, there have been two changes since the original notice in January:

- (1) there will be a second optional year for the changes to the Finance forms
- (2) the proposed requirement to break out credit versus noncredit instructional expenditures has been withdrawn.

Higher Education Data Policy Committee (HEDPC)  
Valerie Martin Conley, Chair  
[conleyv@ohio.edu](mailto:conleyv@ohio.edu)

## Feedback on STARS

Dear AIR members,

The following announcement from the Association for the Advancement of Sustainability in Higher Education [AASHE] provides information on a data collection initiative that was described in *New Directions for Institutional Research #134—Advancing Sustainability in Higher Education*. This is an opportunity for institutional researchers to help craft an important new management and reporting tool for higher education that will require significant amounts of institutional data.

Thanks for your assistance,

Larry H. Litten and Dawn Geronimo Terkla, Editors

---

AASHE is working with stakeholders from throughout higher education to develop a tool to measure the sustainability performance of colleges and universities. Institutions can use the tool, named STARS (Sustainability Tracking, Assessment & Rating System), to earn recognition in three categories: Education and Research, Operations, and Administration and Finance. The program is still in development stage, with an expected launch date of spring 2009.

This month, AASHE released a revised draft version of STARS and is seeking feedback about the tool. You can view the document at [http://www.aashe.org/stars/documents/STARS\\_0.5.pdf](http://www.aashe.org/stars/documents/STARS_0.5.pdf). While feedback is welcomed on the entire document, feel free to focus your comments on the topics or sections in which you are most experienced or interested. Comments may be submitted until May 30.

Concurrent with the release of STARS 0.5, over 90 colleges and universities are pilot testing STARS throughout 2008. A list of institutions participating in the STARS pilot project is available at [http://www.aashe.org/stars/pilot\\_institutions.php](http://www.aashe.org/stars/pilot_institutions.php). If your institution is participating in the project, please contact your school's sustainability staff for information, if they have not contacted you already.

Thank you for your interest in this project. Please direct questions and comments about STARS to [stars@aaashe.org](mailto:stars@aaashe.org).

Sincerely,  
Laura Matson

---

## NCES Publications

### **Integrated Postsecondary Education Data System Human Resources Data Quality Study**

The purpose of this study was to assess the reliability and quality of human resources (HR) data collected through the Integrated Postsecondary Education Data System (IPEDS) from postsecondary institutions in the academic year 2004-2005. The 2004-05 IPEDS HR data collected in the Salaries (SA) and Employees by Assigned Position (EAP) components were compared to HR data from several external sources. An assessment of the 2004-05 IPEDS Fall Staff component was also made; however, the assessment involving the Fall Staff component differed from the assessment involving the IPEDS SA and EAP components because the reporting of Fall Staff data was optional in 2004-05 while the reporting of SA and EAP data was required in 2004-05 for Title IV institutions that met the minimum criteria for applicability. After taking definitional differences, data elements, and comparable institutions into consideration, HR data from the IPEDS SA component and HR data from the external sources were fairly consistent with one another. Where data for 9/10- and 11/12-month full-time faculty members could be separated, data for 9/10-month faculty members were more consistent between the data sources while data for 11/12-month faculty were somewhat less consistent. Detailed data (by gender and academic rank) were less likely to be consistent from one report to another than were overall totals or averages. The HR data from the IPEDS EAP

component that were compared to the HR data from the external sources revealed very small to large differences depending on the data element evaluated. The analysis of the executive/administrative/managerial staff reported to IPEDS and to external sources revealed large differences, which were most likely related to the lack of common definitions between the sources. Overall, the 2004-05 optional year Fall Staff component data were at least as accurate as the original 2003-04 required year data submissions for both degree- and non-degree-granting institutions.

To view, download and print the report as a PDF file, please visit:

<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2008150>

---

### **Teacher Career Choices: Timing of Teacher Careers Among 1992-93 Bachelor's Degree Recipients (NCES 2008-153)**

This report uses longitudinal data from the 1992-93 Baccalaureate and Beyond Study (B&B:93/03) to analyze the teaching career choices of 1992-93 bachelor's degree recipients. As of 2003, some 87 percent of graduates reported not teaching in 1994, 1997, and 2003 (nonteachers). Of the 13 percent of graduates who were teaching at one or more of the three follow-up interviews, 31 percent taught consistently, 41 percent were late starters, 16 percent were leavers, and 12 percent were other teachers. The report also provides an in-depth look at the teacher career choices of those graduates with various demographic characteristics, academic backgrounds, teaching assignments, and salaries. Among those who taught, graduates with dependents in each year (1993, 1997, and 2003) taught consistently at higher rates than graduates without dependents. Most graduates who taught consistently had majored in education for their bachelor's degree (77 percent). On the other hand, 40 percent of education majors were not teaching at the elementary/secondary level in 1994, 1997, or 2003. Many of the 1992-93 graduates who became teachers had earned a master's degree or higher by 2003 and had done so at higher rates than graduates who did not teach: 39 percent of graduates who taught had attained a master's degree or higher by 2003, compared with about one-quarter of those who did not teach. The results in this report may inform research on teacher supply and demand, teacher attrition, and teacher retention.

To view, download and print the report as a PDF file, please visit:

<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2008153>

---

## ETS/AIR Assessment Data Symposium

### **Measure Better: Register for the ETS/AIR Assessment Data Symposium**

Educational Testing Service, with assistance from AIR, invites you to attend a 2-day symposium where education and research professionals from higher learning institutions all across the country will explore current trends and challenges in the field of institutional research and assessment.

This professional development symposium will provide practical information to address a variety of assessment data and research needs, including case studies, best practices, lectures and workshops.

#### **Date:**

July 20, 2008 – Pre-Symposium Reception

July 21-22, 2008 – Symposium

#### **Place:**

Chauncey Conference Center

Educational Testing Service

Princeton, N.J. 08541

**Keynote Speaker:** Victor M. H. Borden, Ph.D., Associate Vice President, University Planning, Institutional Research and Accountability at Indiana University.

For more information, visit <http://airweb.org/etsairsymposium.html>

Kimberly Halfhill

Assistant Director for Professional Development and Meeting Management

Association for Institutional Research

[khalfhill@airweb2.org](mailto:khalfhill@airweb2.org)

## NEEAN Call for Proposals

### **July 25, 2008 Proposal Submission Deadline for NEEAN Assessment Fall Forum**

The New England Educational Assessment Network (NEEAN) Fall Forum will be held November 7, 2008 at the College of the Holy Cross, Worcester MA.

Remember to complete your Call for Proposals from the faculty and

administrators at your institution who are most involved and interested in assessment describing your campus's assessment efforts and use of results. We do expect a large number of proposals, so please note the July 25, 2008, submission date.

The theme for the NEEAN Fall Forum is "How Assessment Improves Teaching and Learning." We invite you and your colleagues to share your experiences from assessment process to implementation, your achievements and concerns, and how you have used assessment results to tell your institutional story to various constituencies.

The Call for Proposals offers an opportunity to engage in dialogue, to share findings, and to exchange instruments and materials. Details of the CFP can be accessed through the NEEAN website at <http://www.neean.org/> and clicking on the blue highlighted "Call for Proposals" to print the Adobe Acrobat document.

Please contact G. Earl Peace, NEEAN Program Director, at [epeace@holycross.edu](mailto:epeace@holycross.edu) if you have any questions.

Thanks,

Carol

Carol Bailey Leigh, Ed.D.  
NEEAN Exec. Director  
207-833-5362  
fax 207-833-5377

## **Data and Decisions Workshop**

### **Data and Decisions Workshop for Independent Colleges and Universities**

Sponsored by the Association for Institutional Research (AIR) and the Council of Independent Colleges (CIC)

Hartford Marriott Farmington, Farmington, Connecticut

October 2-4, 2008

AIR and CIC are again offering a workshop on using data for strategic decision-making. The Data and Decisions Workshop addresses ways to identify peer and competitor institutions, define key institutional performance measures, and compare relative positions on these measures with other institutions. This workshop is designed for institutional teams of three individuals who have significant responsibilities in the areas of institutional decision making. A fourth team member may be added for an additional fee. Space is limited to 25 teams.



Eligible institutions include all CIC member institutions and small private, liberal arts institutions that are AIR members. Please visit <http://www.airweb.org/?page=1164> for more information or to apply for this workshop. The application deadline is May 30, 2008.

Kimberly Halfhill  
Assistant Director for Professional Development and Meeting Management  
Association for Institutional Research  
[khalfhill@airweb2.org](mailto:khalfhill@airweb2.org)

## CIRP Institutes

### CIRP Summer Institute and Diversity Research Institute

Join the Higher Education Research Institute (HERI) this summer for the thirteenth annual Cooperative Institutional Research Program (CIRP) Summer Institute and the new Diversity Research Institute. Both Institutes will take place mid-August at UCLA and will be facilitated by experts affiliated with HERI. The CIRP Summer Institute is designed to give participants a comprehensive approach to analyzing college student data and demonstrate how data applies to their campus. The Diversity Research Institute will provide individuals with a framework to assess institutional climate for diversity, campus diversity practices, and student outcomes. Institutional researchers, other college personnel and scholars using CIRP surveys are invited to consider attending both Institutes. To register and learn more about the respective Institutes please visit our website at <http://www.gseis.ucla.edu/heri/SummerInstitute.php> and <http://www.gseis.ucla.edu/heri/DiversityInstitute.php>.

Any questions, please call (310) 825-1925 or e-mail us at [HERI@ucla.edu](mailto:HERI@ucla.edu).

## Changing Scene

### A Way to Keep Up With News About Our Colleagues

This portion of the newsletter is devoted to keeping you informed about changes such as readers who relocate to new positions and/or institutions, professional recognition awards and honors, retirements, deaths, newly hired colleagues, promotions, etc. If you become aware of a change on your campus or elsewhere which should be mentioned in "The Changing Scene," please send a note with the key facts to [mke3@cornell.edu](mailto:mke3@cornell.edu). Keep it brief, but include the information you think others would like to know.

---

**Dr. Andreea Serban** has been appointed as the new Superintendent/President of Santa Barbara City College in Santa Barbara, California, effective June 2, 2008. Andreea is currently the Vice Chancellor for Technology and Learning Services at South Orange County Community College District in Mission Viejo,

California. Over the past ten years, Andreea has served AIR in various capacities, including as Editor of the Professional File, Chair of the Publications Committee, member of the External Relations Committee, reviewer of forum proposals and frequent forum presenter herself. She is currently the Executive Editor of the Journal of Applied Research in the Community College. Andreea's new e-mail is [serban@sbcc.edu](mailto:serban@sbcc.edu)

---

## Position Listing Summary

Copy and paste this url into your browser to access the current job listings on the AIR website: <http://www.airweb.org/?page=574>.

## Parting Thoughts

Reader contributions of possible future 'Parting Thoughts' are welcome. Send them to [Marne Einarson](mailto:Marne Einarson)

---

I abhor averages. I like the individual case. A man may have six meals one day and none the next, making an average of three meals per day, but that is not a good way to live.

~ Louis D. Brandeis (1856-1941), Supreme Court Justice

Statistics may be defined as "a body of methods for making wise decisions in the face of uncertainty.

~ Wilson Allen Wallis (1912-1998), American economist and statistician

A statistical analysis, properly conducted, is a delicate dissection of uncertainties, a surgery of suppositions.

~ Michael Joseph Moroney (1918-1990), British statistician

Torture numbers, and they'll confess to anything.

~ Gregg Easterbrook (1953- ), American writer

Statistics are no substitute for judgment.

~ Henry Clay (1777-1852), American congressman and senator

