

December 12, 2019

Association for Institutional Research
Awards Selection Committee
1983 Centre Pointe Blvd. #101
Tallahassee, FL 32308

Re: Nomination for the *John E. Stecklein Distinguished Member Award*

The purpose of this letter is to nominate Dr. Dawn Geronimo Terkla for the Association for Institutional Research's *John E. Stecklein Distinguished Member Award*.

The criteria for this recognition are that the recipient:

1. Has been an active member of AIR and has made substantial contributions to the field of institutional research over an extended period of time.
2. Through research, service, and/or practice has made a significant contribution to the field of institutional research in two or more of the following areas:
 - a. Advanced the practice of institutional research through innovative ideas, techniques, or theory;
 - b. Contributed to widely-disseminated research;
 - c. Supported the training and development of IR practitioners;
 - d. Promoted the application of IR theories and practices in new venues and/or organizations;
 - e. Demonstrated the contributions of institutional research to policy formation; and/or,
 - f. Contributed to the field of institutional research in another significant way.

In this nomination letter and the attached support letters, Dr. Terkla's qualifications and exemplary and distinguished leadership, which she has given to the profession of Institutional Research, are presented. In addition, her distinguished career and contributions are outlined in her attached Vita.

Dr. Terkla is a past president (2001-2002) of AIR and served a two-year term as Forum Chair (1997-8). (She currently is not serving in any elected position.) She has been an active member of AIR since the early 1980's and was recognized for her *Outstanding Service* in 2006. In her elected positions and many volunteer activities, Dr. Terkla's extensive leadership and contributions to the Association have been continuous and significant. In addition, Dr. Terkla has served as President of the North East Association for Institutional Research (NEAIR) and was recognized for her *Distinguished Service* by NEAIR. Her election to leadership positions, both in the NEAIR and AIR, reflects the confidence her colleagues have in her professional knowledge and leadership abilities – qualities that are described and praised in the letters supporting this nomination.

Dawn's professional responsibilities, since completing her doctorate from Harvard University in 1983 have expanded, in criticality to the University's administration and leadership. In 1985 she started at Tufts University as the Director of Analytical Studies and has steadily taken on increasingly more complex administrative positions, currently holding the position of Associate Provost. Core in all of these positions, she has had responsibility to the University's leadership for institutional planning and decision support. In addition, she has held an adjunct professor position with Tuft's Cummings School of Veterinary Medicine, Infectious Disease and Global Health since 2012. This is an active appointment that has seen Dawn working on projects in central Africa.

Dr. Terkla's record of publications and paper presentations reflect the work of a consummate professional, publishing the results of data based research and discussions directed at the profession and conduct of institutional research as well as higher education leadership and administration. She has also published with her academic colleagues. Her publications have appeared in a wide range of academic journals including: *The Journal of Student Financial Aid*, *New Directions for Institutional Research*, *Currents*, *Research in Higher Education*, *Trusteeship*, *Education Statistics Quarterly*, and *Journal of Veterinary Medical Education*, as well as the *AIR Professional File*. In addition to her publications, Dawn has a continuous record of paper presentations that includes presentations at AIR, NEAIR and international institutional research related invited presentations (including Ireland, European AIR, and Japan).

In addition to Dawn's leadership service to NEAIR and AIR, her impact on the profession of institutional research has been felt through her work with NCES, the U.S. Department of Education - National Postsecondary Education Cooperative (NPEC), Council on Postsecondary Education Statistics, National Association of Independent Colleges and Universities, National Association of College and University Business Officers, and the National Student Clearinghouse Advisory Committee. These organizations have important relationships with our universities, through mandated Federal reporting, student data collections, and, for private institutions, an interface with Federal legislative agencies. Her presence with these organizations has been an important voice for institutional research across higher education as related to the data collection mandates of the Federal government as well as the relevance of unique student data collection and student tracking at the national level. Over the years her interaction with these agencies has increased significantly their understanding of not only the data they want to collect, but also of the realities of how our universities and colleges function to serve their students and communities.

In the attached letters supporting this nomination, Dr. Terkla's distinguished contributions as a professional in institutional research and planning, as well as her leadership and mentorship, reflect a leader who has consistently supported the technical and professional growth and success of those working with her at Tufts University and colleagues across the country. I have known Dawn for 25+ years and worked with her on several projects. I have found her to be a hardworking and honest professional, consistently meeting commitments on time with the highest of standards;

always with a sincere willingness to listen to others' ideas and suggestions. Her work is truly a model for innovative productivity in cooperative projects and programs.

A note about the number of letters supporting this nomination. In response to the call for nominations, two independent efforts were initiated to nominate Dawn for the Distinguished Member Award. When I became aware that Michelle Appel and Ellen Peters, were also putting a nomination together for Dawn, we agreed to merge our efforts and submit one nomination letter and include all the support letters that were written in response to requests from Michelle, Ellen, and myself. In the attached letters our colleagues and others that have worked with Dawn praise an institutional research professional that has lived a distinguished career as an institutional research professional, mentor, leader, and academic.

We appreciate your consideration of Dr. Dawn Geronimo Terkla for the John Stecklein Distinguished Member Award. If you have any questions or need additional information, please do not hesitate to contact me by phone or email.

Sincerely,

Richard Howard

Richard D. Howard
Director of Institutional Research
University of Minnesota, Retired
rdhoward@umn.edu
(406) 581-5110

Dr. Terkla's contact information is:

Dawn Geronimo Terkla

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Tufts University
111 Ballou Hall
Medford, MA 02155
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Mobile: 617-967-3115
Dawn.Terkla@tufts.edu

Home: 7 Lovell Road
Arlington, MA 02474-1902
(781) 643-9228

EDUCATION:

Ed.D., 1983, Harvard University Graduate School of Education. Administration, Planning, and Social Policy, with a concentration in policy analysis and evaluation. Dissertation: "Financial Aid and Undergraduate Persistence."

MPP, 1977, Graduate School of Public Policy, University of California - Berkeley. Advanced Policy Analysis (Thesis): "Should the Federal Government Change its System for Financing the Training of Medical and Dental Students?"

BA, 1975, Ohio Wesleyan University. Graduated Magna Cum Laude with a double major in (1) Politics and Government and (2) Education.

Certificate, 1987. Management Institute for Women in Higher Education. Conducted by Higher Education Resources Services at Wellesley College.

POSITIONS:

Tufts University, Medford, MA
March, 2017 to present.
Associate Provost

Tufts University, Medford, MA
July, 2012 to present.
Adjunct Professor, Infectious Disease and Global Health, Cummings School of Veterinary Medicine

Tufts University, Medford, MA
July, 2007 to March, 2017.
Associate Provost, Institutional Research, Assessment & Evaluation

Tufts University, Medford, MA
September, 1996 to June 30, 2007.
Executive Director, Institutional Research

Tufts University, Medford, MA
April, 1987 to September, 1996.
Director, Institutional Research & Planning

Tufts University, Medford, MA
February 4, 1985 to April, 1987.
Director, Analytic Studies

Harvard University Graduate School of Education, Cambridge, MA
July 1, 1983 to June 30, 1990.
Instructor in Education, part-time

Harvard University Graduate School of Education, Cambridge, MA
November 1, 1983 to January 30, 1985.
Research Associate in Education

Massachusetts Higher Education Assistance Corporation, Boston, MA
July 1, 1983 to September 15, 1983.
Consultant to the Massachusetts Task Force on Student Financial Aid

Harvard University Graduate School of Education, Cambridge, MA
February 1, 1982 to June 30, 1982.
Instructor in Education (Advanced Seminar in Evaluation and Policy Studies).

Center for Research and Development in Higher Education,
University of California, Berkeley, CA
July 1, 1977 to April 1, 1979.
Post-Graduate Researcher in Education. (Responsible for the development of survey instrument,
field research, and data analysis).

ADVISORY POSITIONS:

Higher Education Data Sharing Consortium
Board of Directors 1991-1997, 1998-2003

UCLA/ACE Cooperative Institutional Research Program (CIRP) Advisory Committee
Member: 1998 – 2000

U.S. Department of Education
National Postsecondary Education Cooperative (NPEC) Council on Postsecondary Education Statistics
Council Member 1995-present
Steering Committee Member 1998-2002
Executive Committee Member 2002 – 2005
Executive Committee Member Chair 2003-2005
R&D Committee Member 2007-2010

National Association of Independent Colleges and Universities
Commission on Policy Analysis
Member: Class of 1998

National Center for Educational Statistics
National Education Longitudinal Study of 1988, Fourth Follow-up (NELS:88/2000)
Technical Review Panel Member

2004 National Postsecondary Student Aid Study - Technical Review Panel
2000 National Postsecondary Student Aid Study - Technical Review Panel
1996 National Postsecondary Student Aid Study - Technical Review Panel
1993 National Postsecondary Student Aid Study - Technical Review Panel
1990 National Postsecondary Student Aid Study - Technical Review Panel

Beginning Postsecondary Students Longitudinal Study 1990/96 - Technical Review Panel
Beginning Postsecondary Students Longitudinal Study 1996/01 - Technical Review Panel
Beginning Postsecondary Students Longitudinal Study 2004/09 - Technical Review Panel

Baccalaureate and Beyond Longitudinal Study 1992-1996 - Technical Review Panel Member
Baccalaureate and Beyond Longitudinal Study 1993-2003 - Technical Review Panel Member
Baccalaureate and Beyond Longitudinal Study 2008-2009 - Technical Review Panel Member

2006 IPEDS Technical Review Panel, *Implementing New Race/Ethnicity Standards*
2015 IPEDS Technical Review Panel, *Clarifying Study Abroad Enrollment*
2016 IPEDS Technical Review Panel, *Outcome Measures 2017-18: New Data Collection Considerations*

National Association of College and University Business Officers Tuition Discounting Study
Advisory Committee
Member: July, 2016 to present

National Student Clearinghouse Advisory Committee (CAC)
Member: June, 2013 to present

Tertiary Education and Management: Editorial Board Member: June, 2015 to present

PUBLICATIONS AND PAPERS:

Analytics, Strategic Planning & Risk. Higher Education Panel, NEASC Annual Meeting and Conference. Boston, MA. December 8, 2016.

Metrics: The Key to effective data-driven decision making (D3). Higher Education Institutional Research in the UK and Ireland (HEIR) 2016 Keynote Address. Liverpool John Moores University, September 7, 2016. <https://ljmu.cloud.panopto.eu/Panopto/Pages/Viewer.aspx?id=edd06990-b48e-4c42-b3dd-b48d8b8043f4>

Assessing Civic Engagement. New Directions for Institutional Research, (edited with L. S. O'Leary), no.162. San Francisco: Jossey-Bass, Summer 2014.

"The Impact of the Campus Culture on Students' Civic Activities, Values and Beliefs" (with M. Billing) in *Assessing Civic Engagement*. New Directions for Institutional Research, no 162, pp. 43-55. San Francisco: Jossey-Bass, 2014.

Using Data to Improve Higher Education, eds. M. Menon, D. Terkla & P. Gibbs; Sense Publisher, 2014.

"Using Data to Inform Institutional Decision Making at Tufts University" Chapter in *Using Data to Improve Higher Education*, with J Sharkness, L. Conoscenti & C. Butler; Sense Publisher, 2014.

"Institutional Dashboards: Navigational Tool for Colleges and Universities", *Professional File Association for Institutional Research*, Number 123, Winter 2012
<http://www.airweb.org/EducationAndEvents/Publications/Documents/123.pdf>

"Using a structural equation model to describe the infusion of civic engagement in the campus culture" (with M. Billings) *The Journal of General Education* Vol. 60, No. 2, 2011 pp 84-100.

"Cultivating active citizens: An evaluation of the citizenship and public scholars program" (with M. Billings) paper presented Association for Institutional Research Forum, May 2011.

"Don't sweat the pre-tenure years: Understanding the characteristics and experiences of faculty satisfaction prior to the tenure review". Panel Presentation with Thomas McGuinness (University of Michigan-Ann Arbor), Mia Joy Quint-Rapoport (University of Toronto)with at Association for Institutional Research Forum, May 2011.

"NRC Assessment of Research-Doctorate Programs: A Tufts' Approach" (with L. Conoscenti) presentation at the NRC doctoral rankings symposium, Washington DC, March, 2011

"Survey of opinions about nutritional requirements of senior dogs and analysis of nutrient profiles of commercially available diets for senior dogs" with (D. Hutchinson, L. Freeman, & K. Schreiner) International Journal of Applied Research in Veterinary Medicine Vol. 9, No. 1, 2011 pp 68-79.

"What performance indicators do institutions and their boards commonly use?" Trusteeship January/February 2011, Vol. 19, No. 1, p. 12.

Numbers and Narrative" (with J. Alig) presentation at the NEASC Self-Study Workshop. October, 2010

"A Comprehensive Approach to Measure Civic Engagement at a National Research University" (with M. Billings & J. Reid) paper presented at the 2009 Assessment Institute, Indianapolis, IN. October, 2009.

"Using SEM to Describe the Infusion of Civic Engagement in the Campus Culture" (with M. Billings) paper presented at the Association for Institutional Research Forum, June, 2009

"NEASC Commission on Higher Education Requirements for Documentation of Assessment of Student Learning and Student Success in the Accreditation Process: Four Case Studies " co-presenter with Lydia Snover (Massachusetts Institute of Technology), Heather Kim (Dartmouth College), Linette Decarie (Boston University), & Barbara Brittingham (New England Association of Schools and Colleges (NEASC) Association for Institutional Research Forum, June, 2009

"A Summer Project - The Development of a Disclosure and Reporting Consumer Information Page" (with M. Jenkins) Association for Institutional Research Forum, June, 2009

"Laying the Foundation: Institutional Research Office Organization, Staffing and Career Development" (with C. Leimer) in *Imagining the Future of Institutional Research*. New Directions for Institutional Research, no 143, pp. 43-58. San Francisco: Jossey-Bass, Fall 2009.

Key Performance Indicators & Electronic Dashboards. Instructor, NEAIR Summer Drive-In Workshop. William Paterson University, July 14, 2009.

"A Mixed-Method, Longitudinal Approach to Assessing Civic Learning Outcomes" (with R. JB. Tan, S. Topping) in Banta, Jones & Black *Designing Effective Assessment: Principles and Profiles of Good Practice*, San Francisco: John Wiley & Sons, Inc. 2009.

"Comparison of Attitudes between Generation X and Baby Boomer Veterinary Faculty and Residents" (with L. Freeman, C. Trower, and R. JB. Tan) Journal of Veterinary Medical Education, vol 36, no. 1 pp 128-134, 2009.

"A Comprehensive Study of Civic Engagement: Freshmen and Beyond". (with K. Schriener) paper presented at the 49th Annual Forum of the Association for Institutional Research, June, 2009.

"Providing Students with Front Line Research Experience." (with S. Topping) paper presented at the Reinvention Center Conference on Transforming Undergraduate Education in America's Research Universities, December, 2008.

"A Longitudinal, Mixed-Method Design for Assessing College Students' Civic and Political Engagement" (with R.J.B. Tan) paper presented at the American Evaluation Association, Evaluation 2008, November, 2008.

"A Comprehensive Study of Student Civic Engagement: Freshmen and Beyond". (with S. Topping & K Schriener) paper presented at the 35th Annual Conference of the North East Association for Institutional Research, November, 2008.

"A Mixed Method, Longitudinal Approach to Assessing Civic Learning Outcomes" (with R.J.B. Tan & N. Wilson) paper presented at the 2008 Assessment Institute, Indianapolis, IN. October, 2008.

"Numbers and Narrative" (with J. Alig) presentation at the NEASC Self-Study Workshop. October, 2008.

"Institutional Research: What's it all about?" Invited speaker at the International Symposium on Quality Assurance in Higher Education. Algiers June 1-2, 2008. Member of World Bank technical team.

Institutional Research: More than Just Data. New Directions for Higher Education, (editor) no.141. San Francisco: Jossey-Bass, Spring 2008.

"Expanding the reach of health sciences education and empowering others: the OpenCourseWare initiative at Tufts University" (with M. Lee, S. Albright, L. O'Leary, & N. Wilson) Medical Teacher 2008 vol. 30, no. 2, pp. 159-163.

"Monitoring Student Retention and Graduation" Invited speaker Irish University Quality Board conference: Institutional Research: Benefiting the Student Experience and University Performance. NUI Galway, Ireland. October 12-13, 2007.

Advancing Sustainability in Higher Education. New Directions for Institutional Research, (edited with L. Litten), no.134. San Francisco: Jossey-Bass, Summer 2007.

"Models and resources for advancing sustainable institutional and societal progress." (with L. Litten) in *Advancing Sustainability in Higher Education. New Directions for Institutional Research*, no 134, pp. 95-117. San Francisco: Jossey-Bass, Summer 2007.

"Voices from around the World: International Undergraduate Student Experiences." (with H. Roscoe & J. Etish-Andrews) AIR Professional File, Summer 2007, no 104.

"Civic Engagement: A Study of Changes in College." (with L. O'Leary, N. Wilson & A. Diaz) Academic Exchange Quarterly, Summer 2007, vol.11, no. 2, p.141-146.

"Civic Engagement Assessment: Linking Activities to Attitudes" (with L. O'Leary, N. Wilson & A. Diaz) Assessment Update, May/June 2007, vol. 19, no. 3, pp. 1, 2, 14-16.

"Students and Sensitive Issues: Disclosing Sexual Orientation and Transgenderism." (with H. Roscoe) paper presented at the 33rd Annual Conference of the North East Association for Institutional Research, November, 2006.

"Connecting Action to Attitudes: Linking Participation to Civic Engagement." (with L. O'Leary) paper presented at the 33rd Annual Conference of the North East Association for Institutional Research, November, 2006.

"Keep One Eye on the Dashboard." (with H. Roscoe & J. Sharkness) paper presented at the 46th Annual Forum of the Association for Institutional Research, May, 2006.

"Using Dashboard Indicators Effectively" invited speaker at the Higher Education Accounting Forum a National Association of College and University Business Officers (NACUBO) professional development program, San Francisco, CA, March 28, 2006.

"IR is more than just data" invited speaker at the Irish University Quality Board's forum on The future on Institutional Research in Irish Higher Education, Dublin, Ireland, November 22, 2005.

"Dashboards 101: Examples and Advice for Developing an Institutional Dashboard." (with H. Roscoe & J. Sharkness) paper presented at the 32nd Annual Conference of the North East Association for Institutional Research, November, 2005.

"Institutional Dashboards: Navigational Tool for Colleges and Universities." (with M. Wiseman & M. Cohen) paper presented at the 27th Annual European Association for Institutional Research Forum, August, 2005.

"Effective Administrative Involvement: The role of institutional research, the university liaison officer and administrative staff." lecture presented at the Japan Institution for Higher Education Evaluation's International Seminar for University Evaluation, Tokyo, Japan, August 10, 2005, and Kyoto, Japan, August 12, 2005.

"Voices from around the World: International Undergraduate Student Experiences" (with H. Roscoe, L. O'Leary, K. Armstrong, M. Wiseman, J. Etish-Andrews, A. Monahan, U. Jong, J. Hoekstra, A. Calderon, A. Brion, & M. Cohen) paper presented at the 45th Annual Forum of the Association for Institutional Research, May, 2005.

"International Undergraduate Student Experiences: A Multi-National View" (with H. Roscoe, K. Armstrong, M. Wiseman, J. Etish-Andrews, A. Monahan, U. Jong, J. Hoekstra, A. Calderon, A. Brion, & M. Cohen) paper presented 31st Annual Conference of the North East Association for Institutional Research, November, 2004.

"International Undergraduate Student Experiences: A Global Perspective" (with H. Roscoe, K. Armstrong, M. Wiseman, J. Etish-Andrews, A. Monahan, U. Jong, J. Hoekstra, A. Calderon, A. Brion, & M. Cohen) paper presented at the 26th Annual European Association for Institutional Research Forum, September, 2004.

"The International Undergraduate Student Experience" (with H. Roscoe and J. Etish-Andrews) paper presented at the 30th Annual Conference of the North East Association for Institutional Research, November, 2003 and in *Proceedings*.

"Paper vs. Web: The Differential Impact on Responses of Men and Women" (with H. Roscoe) paper presented at the 43rd Annual Forum of the Association for Institutional Research, May, 2003.

"Paper vs. Web: The Differential Impact on Responses of Men and Women" (with H. Roscoe) paper presented at the 29th Annual Conference of the North East Association for Institutional Research, November, 2002 and in *Proceedings*.

"Methodological Implications of WEB-based Surveys " (with H. Roscoe & J. Dyer) paper presented at the 42nd Annual Forum of the Association for Institutional Research, June, 2002.

"Outcomes Assessment at Tufts University School of Veterinary Medicine" *Journal of Veterinary Medical Education*, Spring 2002, vol. 29, Issue 1. pp. 32-36.

"Administering Surveys on the Web: Methodological Issues" (with H. Roscoe, G. Hewitt, and J. Dyer) paper presented at the 28th Annual Conference of the North East Association for Institutional Research, November, 2001 and in *Proceedings*.

"Organizational and Technical Issues in Implementing Web-Based Surveys: A Case Study" (with G. Hewitt, H. Roscoe and J. Dyer) paper presented at the 28th Annual Conference of the North East Association for Institutional Research, November, 2001 and in *Proceedings*.

"Competencies, Regional Accreditation, and Distance Education: An Evolving Role?" *New Directions for Institutional Research*, no. 110. San Francisco: Jossey-Bass, Summer 2001.

"New Technology and Student Interaction with the Institution" (with G. Hewitt) paper presented at the 27th Annual Conference of the North East Association for Institutional Research, November, 2000 and in *Proceedings*.

"Invited Commentary: Baccalaureate and Beyond: Tracking Long-Term Outcomes for Bachelor's Degree Recipients" *Education Statistics Quarterly*, 1999, vol. 1, Issue 3. pp 16-17.

"Real-World Realities for Vets: Alumni as a Component of Assessment" (with K. Armstrong) in Research In Alumni Relations: Surveying Alumni to Improve Your Programs, D. Shoemaker (ed.) Washington, DC: Council for Advancement and Support of Education, 1999, pp 75-78.

"Does Early Intervention Make a Difference in Career Planning? How an Institutional Research Office Provided Answers Without Implementing a New Survey" (with K. Armstrong & M. Seifert) paper presented at the 39th Annual Forum of the Association for Institutional Research, June, 1999. ERIC: ED433752.

"On-line News vs. Traditional Media: Students' News Acquisition Preferences" (with J. McKnight) paper presented at the 39th Annual Forum of the Association for Institutional Research, June, 1999. ERIC: ED433773.

"Beyond Commencement: Use of Alumni Research in Outcomes Assessment" (with K. Armstrong) Assessment Update January/February 1999, vol. 11, no. 1, pp. 10-12.

"On-line News vs Traditional Media: Student Preference Regarding the Acquisition of Current Events" (with J. McKnight) paper presented at the 25th Annual Conference of the North East Association for Institutional Research, November, 1998 and in *Proceedings*.

"Alumni as a Component of Assessment" (with K. Armstrong) paper presented at the 1st Annual Alumni Research Conference, Georgetown University, April 2-3 1998.

"Avoiding a Collision Course: How to Maintain Research Standards in the Quick & Dirty Work of TQM and Re-engineering" (with K. Armstrong) paper presented at the 37th Annual Forum of the Association for Institutional Research, May, 1997. ERIC: ED410860.

"Weaving Institutional Research into the Fabric of TQM" (with K. Armstrong) paper presented at the 23rd Annual Conference of the North East Association for Institutional Research, November, 1996 and in *Proceedings*.

"Evaluating the Effectiveness of Science Retention Programs" (with K. Armstrong) paper presented at the 36th Annual Forum of the Association for Institutional Research, May 1996.

"Parents as a Valuable Resource: A Survey of a Parents Highlights Methods of Financing a College Education over Four Years" (with K. Armstrong) paper presented at the 22nd Annual Conference of the North East Association for Institutional Research, October, 1995 and in *Proceedings*.

"Where Does the Time Go?" (with S. Manos) *Trusteeship*, May/June 1995, vol. 3, no. 3, pp. 27-30.

"An Unexplored Segment: Decisions, Processes & Choices of Transfer Students" (with W. Liss) paper presented at the 21st Annual Conference of the North East Association for Institutional Research, November, 1994 and published in *Proceedings*.

"Understanding Institutional Image" (with M. Pagano) *Research in Higher Education*, February 1993, vol. 34, no. 1, pp. 11-22.

"New Standards for Accreditation: Implications for Institutional Research" paper presented at the 19th Annual Conference of the North East Association for Institutional Research, November, 1992.

"Evaluating the Impact of Institutional Contacts" (with M. Pagano) *New Directions for Institutional Research*, no. 70. San Francisco: Jossey-Bass, Summer 1991.

"The Top of the Funnel: An Initial Analysis of an Inquiry Population" (with M. Pagano) paper presented at the 17th Annual Conference of the North East Association for Institutional Research, October, 1990 and published in *Proceedings*.

"The Impact on Financial Aid on Student Satisfaction" (with M. Pagano) paper presented at the 30th Annual Forum of the Association for Institutional Research, May, 1990. ERIC: ED321676

"Conducting Surveys of the Senior Class" *Proceedings of Selected Sessions of the 1990 AACRAO Annual Meeting*. Washington, DC: American Association of Collegiate Registrars and Admissions Officers. April 1990.

"Fund Raising's Top 100". (with J. A. Dunn and P. Secakusuma). *Currents*, September, 1989, Vol. 15, No. 8, pp. 50-55.

"Alumni Evaluation of Undergraduate Experiences" paper presented at SCUP-24 (Society for College and University Planning) Conference, July 1989.

"Post Baccalaureate Plans: Factors that Influence Graduate School Selection" paper presented at the 15th Annual Conference of the North East Association for Institutional Research, October 1988 and published in *Proceedings*.

"When is it going to stop?: A Speculation on Tuition Rates at One Private University" (with J. Dunn) paper presented at the 15th Annual Conference of the North East Association for Institutional Research, October, 1988 and published in *Proceedings*.

"Fund-Raising in U.S. Colleges and Universities: The Fifty Best Performances, 1979-80 Through 1985-86" (with J. Dunn and P. Secakusuma) paper presented at the 23rd Annual Conference for the Society for College and University Planning, July, 1988.

"Beyond the Baccalaureate: Using Admissions Research at the Graduate/Professional School Level" paper presented at the 28th Annual Forum of the Association for Institutional Research, May 1988. ERIC: ED 298866.

"Academic Difficulty: Examining all the Factors" (with R. Walton). paper presented at the 14th Annual Conference of the North East Association for Institutional Research, October, 1987 and published in *Proceedings*.

"Market Segmentation: Regional Perspectives" (with S. Wright). paper presented at the 27th Annual Forum of the Association for Institutional Research, May, 1987.

"Open-ended Data: From Questionnaire to Focus Group" (with S. Wright). paper presented at the 27th Annual Forum of the Association for Institutional Research, May, 1987.

"Post-Baccalaureate Plans of the Classes of 1984, 1985, and 1986". paper presented at the North East Association for Institutional Research Conference, October, 1986 and published in *Proceedings*.

"Comparative Studies of Fund-Raising Performance" (with J. Dunn and A. Adam) *New Directions for Institutional Research*, no. 51. San Francisco: Jossey-Bass, Fall 1986.

"Enrollment Management: Factors that Influence College Choice" (with S. Wright). paper presented at the 26th Annual Forum of the Association for Institutional Research, June, 1986. ERIC: ED 280 389.

"Does Financial Aid Enhance Undergraduate Persistence?" *The Journal of Student Financial Aid*, 1985, Vol 15, No. 3, pp. 11-18.

"Undergraduate Profiles: Dropouts, Prolongers, and Completers" paper presented at the North East Association for Institutional Research Conference, October, 1985 and in *Proceedings*.

"Private Fund Raising over Time: Research Update". (with J. A. Dunn). *Currents*, September, 1985, Vol. 11, No. 8, p. 45.

"Private University Fund-Raising: Recent Achievements and Factors of Success" (with J. Dunn). paper presented at the 25th Annual Forum of the Association for Institutional Research, April 1985.

"Appropriate Data Sets for Analyzing Student Choice" (with G. A. Jackson). Harvard University, Graduate School of Education, October 1984.

"Does Financial Aid Enhance Undergraduate Persistence?" paper presented at a joint meeting of the American Educational Research Association Division J and the Association for the Study of Higher Education. October, 1984. ERIC: ED 253 127

"Reaction to Parents, Programs, and Pennsylvania Students' Plans" *Special Topics - Governor's Commission on Higher Education Financing*. Commonwealth of Pennsylvania, August, 1984.

"Conceptual Models of Student Choice" (with G. A. Jackson) Harvard University, Graduate School of Education, May, 1984.

"The State of the Art in Student Choice Research" (with G. A. Jackson). Harvard University, Graduate School of Education, January, 1984.

A Study of Enrollment and Financial Aid Requirements in Massachusetts: An Update. Massachusetts Higher Education Assistance Corporation, October, 1983.

"Financial Aid and Persistence in College" (with G. A. Jackson). paper presented to the Society for the Study for Social Problems, 1982.

"The National Longitudinal Study of the Class of 1972 and Undergraduate Persistence". *Research in Postsecondary Education: Utilization of HEGIS and Other National Data Bases*. Virginia Polytechnic Institute and State University, 1982.

Adults in Transition: Characteristics and Aspirations of Mid-Career Students (with J. G. Paltridge and M. C. Regan). University of California-Davis: Institute of Governmental Affairs, 1981.

Mid-Career Education and Training: Community Support Systems (with J. G. Paltridge and M. C. Regan). University of California-Davis: Institute of Governmental Affairs. California Studies in Community Policy and Change, No. 6, November, 1979.

"Mid-Career Change and Community Support Systems" *New Directions for Continuing Education: Programming for Adults Facing Mid-Life Change* (with J. G. Paltridge and M. C. Regan). San Francisco, Ca: Jossey-Bass, Inc., Number 2, 1979.

"The Mid-Career Changers" *AGB Reports* (with J. G. Paltridge and M. C. Regan). Washington, DC: Association of Governing Boards of Universities and Colleges, March/April 1979.

Mid-Career Change: Adult Students in Mid-Career Transition and Community Support Systems Developed to Meet Their Needs (with J. G. Paltridge and M. C. Regan). University of California-Berkeley: DHEW; USOE: Project Number 557AH60019.

Annotated Bibliography of Literature and Research Related to: Mid-Career Change, Continuing Education, Lifelong Learning, Career Development Programs. Berkeley: Center for Research and Development in Higher Education, 1977.

A Preliminary Report on the California Master Plan for Special Education: The Incidence of Handicapping Conditions in California and Alternative 1977-78 Master Plan Funding Levels (with B. R. Kalscheuer and J. Thompson). California State Department of Finance, 1976.

PROFESSIONAL ASSOCIATIONS:

Association for Institutional Research

Vice President 2000-01, President 2001-02

Board of Directors 1996-1998, 2000-2003, Forum Chair 1998

US News & World Report Advisory Committee 2000 to present

Ethics Committee, Financial Task Force

North East Association for Institutional Research

Program Chair 1989-1990, Vice President 1991-92, President 1992-93

Society for College and University Planning

HONORS:

North East Association of Institutional Research (NEAIR) Best Paper Award 2010

Co-recipient with Meredith Billings

Outstanding Service Award, Association for Institutional Research, May 18, 2006

Distinguished Service Award, North East Association for Institutional Research, November 18, 2002

Elected to the Editorial Board of the *Harvard Educational Review*, 1980;

Manuscript Editor, 1981-1982; Issue Editor, 51/4.

Phi Beta Kappa 1975

Pi Sigma Alpha (National Political Science Honorary) 1975

Kappa Delta Pi (National Education Honorary) 1975
Mortar Board (National Senior Women's Honorary) 1975
Kappa Alpha Theta National Graduate Scholarship Recipient 1975
Ohio Wesleyan Fellowship Recipient 1971-73
Illinois State Scholar Award 1971

HARVARD UNIVERSITY

OFFICE OF THE PRESIDENT
(617) 495-1502

MASSACHUSETTS HALL
CAMBRIDGE, MASSACHUSETTS 02138

December 13, 2019

Members of the Award Selection Committee
Association for Institutional Research
9183 Centre Pointe Boulevard, #101
Tallahassee, FL 32308

Dear Members of the Award Selection Committee:

I am delighted to support the nomination of Dawn Terkla for the John Stecklein Distinguished Member Award. Having now had the opportunity to work with outstanding institutional research professionals at three different institutions—MIT, Tufts, and Harvard—I can say without hesitation that she has no peer.

When I became president of Tufts in 2001, I was eager to inform my decision-making with data. I quickly discovered in Dawn a partner of extraordinary insight and skill, and she went on to lead countless projects on my behalf. Chief among her successes during my ten years as president was the creation of a dashboard to communicate to members of the Board of Trustees our progress on significant initiatives. Alongside the usual performance metrics for admissions, fundraising, and endowment performance, we tracked the progress of strategies intended to upgrade the quality of the faculty, make Tufts more research intensive, increase the intellectual engagement of students, and improve the experience of alumni. For example, we started tracking our number of “touches” with alumni—attendance at events and reunions, as well as their time spent interviewing prospective students, among other activities—as an alternative to simply measuring the proportion of alumni who gave to the annual fund. As we invested in more support for alumni, the number of “touches” increased, as did alumni contributions.

More elusive than metrics for alumni engagement were metrics for faculty quality. In this area, Dawn’s creativity and ingenuity shined. She suggested tracking the proportion of new faculty recruited from the top ten graduate programs ranked by the National Research Council (NRC), as well as research volume per faculty member disaggregated by discipline, patent filings, and intellectual property revenue. We also started to track and report membership in the various national academies. These efforts not only helped orient our board members, but also generated opportunities to educate them about the nuance of specific topics. One year, for example, our numbers dropped significantly on the proportion of faculty recruited from NRC-ranked graduate programs. It turned out that year we recruited four faculty from Cambridge and Oxford, two outstanding institutions not included in the NRC rankings by virtue of their location.

The dashboard Dawn built fundamentally changed the conversation in the boardroom at Tufts. Trustees began to focus on strategy in ways that they never did previously, and their conversations were elevated greatly. When I began teaching in the Program for New College Presidents at the Harvard Graduate School of Education, I used the tool to illustrate how to engage one’s board on issues of strategy. A significant number of participants replicated the dashboard at

their own institutions, extending Dawn's influence and impact to colleges and universities across the country.

Dawn also advanced my leadership in areas of critical importance to society at large. Early in my tenure at Tufts, we decided to make civic engagement a central focus of the University, and we created a new College of Citizenship and Public Service. Dawn led an important effort to measure our success in educating students to be active and engaged citizens. Her work was crucial both in gaining philanthropic support and in persuading faculty and board members that we were making progress. More than \$50 million in endowment was raised to support the initiative, and our approach—expertly documented by Dawn in a series of publications—had a profound influence at other universities.

If anything matches Dawn's professional excellence, it is her university citizenship. For each of my ten years at Tufts, we co-advised freshman. I have never worked with a more attentive, more informed, or more caring first-year adviser. She cared for our advisees when they were sick, found them research opportunities on campus, and helped them line up summer jobs. Moreover, she took it upon herself to set up a program to evaluate the effectiveness of individual first-year advisers. Once we had data, we started assigning the best of them to first-generation students in need of more intensive advising. This simple measure improved the academic performance of one of our more vulnerable student populations almost immediately.

Dawn Terkla is technically superb and deeply human. She is generous with her colleagues and enthusiastic about helping others get started in her profession. She is much in demand as an educator and lecturer, and she has served on countless accreditation teams and review panels. Her work at Tufts during my presidency became so important to my leadership that I moved institutional research into the Provost's Office so that it could inform all academic planning. She is today an associate provost with a greatly—and rightfully—expanded portfolio. I doubt there is a better qualified candidate for the John Stecklein Distinguished Member Award, and it is an honor to submit this letter of support.

Sincerely,

A handwritten signature in black ink, appearing to read "Lawrence S. Bacow". The signature is fluid and cursive, with a large, stylized initial "L" and "B".

Lawrence S. Bacow



Recommendation for Dawn Terkla

It is an honor to write this letter of recommendation in support of Dawn Terkla for the AIR John Stecklein Distinguished Member Award. I have known Dawn for more than twenty-five years, when I began my career in institutional research with her at Tufts University. For so many of us in the profession of IR, and in the world of higher education, Dawn has played a significant role in our lives by teaching us, mentoring us and supporting us along the way in our careers. She is one of the most important and most influential people of her generation in our profession.

Dawn Terkla is a highly talented and visionary leader. Her vision, often decades ahead of its time, has provided her with a rare perspective in the field of institutional research. With her long tenure at Tufts and prominence in the profession, so many of us relied heavily on her deep knowledge and expertise in the increasingly complex and changing world of institutional research. She is widely respected for the forward-thinking approach and integrity that she brings to the field, and the role she has played in creating our professional practice.

Indeed, there are countless individuals in the world of institutional research who spent their formative years over at 28 Sawyer Avenue in Dawn's shop. She taught us how to serve our higher education communities effectively, ensuring that we weren't just researchers churning out data, but insisting that we have a significant influence on the policies and practices of our institutions by keeping the importance of the student experience at the center of our work. Dawn encouraged us to present and publish our findings, inspiring us to stretch beyond our comfort zones and to give back to others in our field. Years after I've left Tufts, I still consider Dawn one of my greatest supporters and friends, and the place to turn when I need advice. Her ability to give to others seems bottomless, and she does this with never-ending generosity and grace. One cannot help but be impressed by her work ethic, dedication, and service orientation.

No recommendation would be complete of Dawn Terkla, however, if I did not describe the experience of working alongside her every day. Dawn is one of the most thoughtful human beings I have ever known. She is always envisioning ways to enliven and support her colleagues, planning gatherings, and creating a warm and welcoming environment for all. She defines what it means to be other-centered, lifting us up with her many kindnesses.

I recommend Dawn Terkla most highly and without reservation for the AIR John Stecklein Distinguished Member Award.

Sincerely,

A handwritten signature in black ink, appearing to read "Kelli J. Armstrong".

Kelli J. Armstrong, Ph.D.
President

November 22, 2019

To: Nominating Committee
Association for Institutional Research
Tallahassee, FL

From: John Muffo
Blacksburg, VA

Subject: Sid Suslow Award Nomination of Dawn Geronimo Terkla

Dear Committee Members:

I would like to support the nomination Dawn Geronimo Terkla for the John Stecklein Distinguished Membership Award in the Association for Institutional Research. I have known Dawn longer than either of us would care to remember, well over 20 years, and consider her to be a friend as well as a colleague. I have seen her perform under a number of stressful situations with grace and dignity; she is a true professional in every respect.

Dawn's curriculum vitae reads like a job description for the ideal candidate for this award. She is a past president of the Association and has held a number of other leadership positions as well as lower level positions. She has been a leader and contributor in regional and international institutional research and assessment also. Her scholarly interests have taken her into a wide range of areas in education to include such topics as student financial aid; master planning; career development; student choice; fund raising; accreditation; institutional image; parents; TQM; and many more. This includes publications reaching such audiences as university trustees. In addition, she has published outside of education, in medicine and veterinary medicine.

In short, Dawn has not only been a true leader within the institutional research community at the regional, national, and international levels, but she has reached beyond to what I would consider to be its borders, sharing her knowledge with the kinds of people who work with institutional researchers. That's the kind of person this award was meant to recognize, I believe, and she epitomizes it.

Please feel free to contact me if you have any questions.

Lydia Snover
Director of Institutional Research
Office of the Provost
Massachusetts Institute of Technology
77 Massachusetts Avenue
11- 268
Cambridge, MA 02139

December 9, 2019

Dear Nomination Committee,

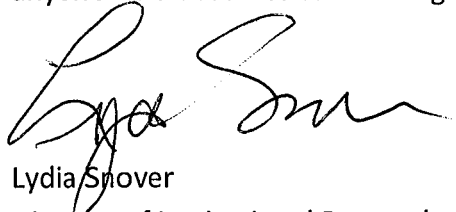
I write to support the nomination of Dr. Dawn Terkla for the John Stecklein Distinguished Member Award. As long as I have been part of the Institutional Research which is over 30 years, I and my colleagues have looked up to Dr. Terkla as one of the finest examples of an institutional researcher in this country. As Director of Institutional Research at Tufts University, Dawn has set the gold standard and, over the course of her career, has helped to develop Institutional Research as a field. Dawn has always been a consummate professional, but her legacy goes well beyond her day job.

In terms of service, the list of Dawn Terkla's activities is long and continues to grow. Dawn has been program chair and president of Northeast AIR (1992-1993). She has been Program Chair, a member of the Board of Directors and present of AIR (2001-2002). She was instrumental in establishing the Boston Area AIR group. She is a member of the advisory Board for the National Student Clearing House. Dawn has been Chair of the US Department of Educational National Postsecondary Executive Committee (NPEC) Council on Postsecondary Education Statistics. In addition, she has served on the Higher Education Data Sharing Consortium Board of Directors, the UCLA/ACE Cooperative Institutional Research Program Advisory Committee, National Association of Independent Colleges and Universities Commission on Policy Analysis, and numerous National Center for Education Statistics technical review panels. Dawn is active in European AIR. Dawn has been a frequent member of accreditation visiting teams for the New England Commission of Higher Education and a frequent presenter at their workshops and meetings.

As her CV indicates, Dawn has published widely. She has also shared results and best practices through numerous presentations. There is rarely a year when Dawn or a member of the Tufts University Institutional Research Office is not presenting at a regional or national conference.

Dawn is always been generous with her time. She cares deeply for her colleagues and is always first to volunteer for whatever is needed. Dawn is a mentor extraordinaire. She has hired and trained many individuals who have gone on to become directors of IR at the other institutions. She can even claim a college president among her alumnae.

My recommendation of Dr. Dawn Geronimo Terkla could not be stronger. I can't think of anyone who deserves to be recognized more than her.



Lydia Snover

Director of Institutional Research



To: Whom It May Concern:

Re: Recommendation for Distinguished Member Award

It is my great pleasure to write this letter of recommendation for the 2020 John Stecklein Distinguished Member award for Dawn Geronimo Terkla. Dawn has been a long-serving AIR member who has contributed greatly to the Institutional Research profession. The first qualification for the award states that the candidate must have been an active member of AIR and have made substantial contributions to the field of institutional research over an extended period of time. Over the years, Dawn has served in numerous leadership roles for the association, including serving as member of the AIR Board of Directors, and serving as President of the Association in 2001-2002. Beyond her service to the association, Dawn has provided substantial service contributions to the field of institutional research. Across the years, Dawn has served as member of the National Post-Secondary Education Collaborative on multiple occasions and has served on over a dozen IPEDS/NCES Technical Review Panels. In addition to her service to NCES Dawn has also served on advisory committees for the National Student Clearinghouse and U.S. News and World Report.

The second criteria for this award states that through research, service, and/or practice the candidate must have made a significant contribution to the field of institutional research in two or more of the specified areas. While I believe that Dawn has provided significant contributions to all of these areas, I will speak directly to two areas: contributed to widely-disseminated research and supported the training and development of IR practitioners. To say that Dawn has contributed to widely disseminated research is an understatement. Her vitae contains a list of over 100 publications and these do not include many of the numerous NEAIR and AIR presentations that Dawn has made over her tenure. What is outstanding about her publications is the wide array of topics and contributors that she has collaborated with over the years. She has published on topics ranging from enrollment management and financial aid models, to student persistence and factors influencing academic performance, to fundraising and alumni evaluation of their undergraduate experience. And the list goes on as does the number of individuals she has collaborated with over the years! I know that my thinking and my knowledge has been greatly enhanced through Dawn's scholarly contributions.

When I think about a role model for mentoring, training and supporting Institutional Research professionals, that person is Dawn Terkla. Throughout her tenure at Tufts, Dawn has developed Institutional Research professionals who have gone on to serve other institutions, and take leadership roles in AIR and other Institutional Research related fields. Dawn is the type of professional who takes the time to network and connect individuals. She always has a moment

to talk or takes time to responds to numerous inquiries from colleagues. In AIR, we speak about the power of networking and how we can't live without it in our work. Dawn consistently models that behavior giving back to the profession and to other professionals. I cannot think of a more deserving professional to receive the 2020 John Stecklein Distinguished Member award.

Sincerely,

A handwritten signature in cursive script that reads "Mary Ann Coughlin". The ink is dark and the signature is fluid and legible.

Mary Ann Coughlin
Senior Associate Vice-President for Academic Affairs



Office of Institutional Research
& Effectiveness

INSTITUTIONAL RESEARCH

University of Delaware
334 Hullahen Hall
Newark, DE 19716-0172
Phone: 302-831-2021
Fax: 302-831-8530

December 13, 2019

Ms. Michelle Appel
Director of Assessment and Decision Support
Office of Institutional Research, Planning, and Assessment
University of Maryland
7999 Regent's Drive
College Park, MD 20742

Dear Michelle,

It is with great enthusiasm that I write this letter in support of Dr. Dawn Terkla being nominated for the 2020 AIR John Stecklein Distinguished Member Award. Dawn is internationally recognized as a premier institutional researcher. I have had the pleasure of knowing Dawn for the past twenty years and have benefited immensely from her expertise and mentoring. During that time I have witnessed Dawn directly and significantly impact AIR and the IR profession in many ways. One example is that on numerous occasions, Dawn is contacted by institutional researchers from across the country, as well as internationally for guidance. Dawn is always more than willing to meet with these individuals to provide assistance. Countless individuals have been able to take advantage of Dawn's knowledge, expertise, and professionalism. Dawn embodies the mission of AIR and is an ambassador of institutional research. Dawn constantly encourages her staff to participate in professional development activities, including regularly presenting innovative ideas and techniques at the AIR Forum which are a product of Dawn's guidance. As a result, organizations such as AIR and their members have benefited.

It is dedication like Dawn's that makes AIR a successful organization. She has provided invaluable leadership for AIR. Dawn's contributions have had a direct and positive impact on both AIR and the IR profession. Recognizing Dawn for her contributions is long overdue and the AIR John Stecklein Distinguished Member Award is the perfect means to do so. I thank you for your time and consideration.

Sincerely,

Heather A. Kelly

Heather A. Kelly, Ed.D.
Director of Institutional Research

Office of Assessment and Institutional Research

December 2, 2019

Dear Awards Committee Members,

It is with great pleasure that I submit this letter of support for the nomination of Dawn Terkla for the John Stecklein Distinguished Member Award. Dawn is an incredibly respected and trusted member of the institutional research profession by her colleagues, by national data collection agencies, and by federal policymakers as evidenced by the fact that she has been invited to serve on countless advisory groups and committees to represent the institutional research community's practices and interests.

Over the years, Dawn has served on more than 20 Technical Review Panels (TRPs) for the U.S. Department of Education's National Center for Education Statistics' (NCES). Her work on these panels helped to shape the data collections that institutional researchers are so familiar with today by working as a partner with the agencies mandated to collect higher education data. She skillfully represented data collection and reporting challenges with great respect for the reporting burden experienced by the wide variety of institutions in U.S. higher education.

Dawn has been invited to serve on NCES' National Postsecondary Education Cooperative (NPEC) for several terms during her career. In 2004 she served as chair and in 2008 she served on the cooperative's Higher Education Opportunity Act (HEOA) subgroup that notably produced a report - Information Required to Be Disclosed Under the Higher Education Act of 1965: Suggestions for Dissemination - providing guidance to higher education institutions across the country about compliance with the disclosure requirements within the HEOA. Her roles on NPEC have allowed her to lend her expertise and insights to promote the quality and utility of postsecondary data and information that support policy development at all levels. Further, she effectively communicates the activities of these groups, ensuring that her institutional research colleagues are aware of any potential changes that may impact their roles at their institutions.

In addition to her work with NCES on behalf of the field of institutional research, Dawn has served on many other influential groups over the years. These include the National Student Clearinghouse Advisory Committee, the U.S. News Advisory Committee, and the Board of Directors at many different organizations. I am instantly comforted when learning that Dawn is a member of a group such as these, knowing that institutional research will be well-represented and that we will be informed of any happenings of which the profession should be aware.

As a grateful beneficiary of Dawn's leadership and dedication to institutional research and higher education, it is an honor to recommend her for the John Stecklein Distinguished Member Award. She is a mentor who provided a warm welcome to the profession in my earliest days in NEAIR, was a trusted advisor during my tenure at NCES, and is a colleague whose presentations I am always sure to attend knowing that the latest projects she has been tackling are designed to advance the profession and its value in higher education. Her contributions have truly shaped the profession and the countless institutional researchers that she has, and continues to, train and mentor will ensure her influence is felt for many years to come.

Sincerely,



Jessica M. Shedd

Assistant Provost for Assessment and Institutional Research



December 13, 2019

Dear AIR Colleagues,

It is my pleasure to write this letter in support of Dr. Dawn Terkla's nomination for the John Stecklein Distinguished Member Award. I am her former staff member as well as a longtime colleague. In the twenty-five years I have known her, Dawn has demonstrated an extraordinary commitment to advancing the institutional research profession and those of us within it.

I first met Dawn in 1994 when I worked as a graduate assistant and later, as a research analyst, in her office at Tufts University while I was pursuing my doctorate at Boston College. It was this foundational experience that brought me into the "fold" of the IR profession and shaped my career. After getting a thorough grounding in institutional research under her tutelage, I went on to establish IR offices at Dickinson College and the University of Richmond, and currently head the Office of Assessment and Accreditation at the University of Miami.

Dawn has made a significant contribution to my career in institutional research and assessment. She led me on my first foray into the profession, helped shape my view of the profession and its value, and supported me as a peer and colleague as my career advanced. I know that my success in my career has been helped in no small way by the mentorship I received from her.

Dawn instilled in me the importance of the IR profession and its potential to inform institutional decision-making as well as higher education policy. She also instilled a sense of responsibility for mentoring future IR professionals. Consequently, her legacy extends well beyond those she mentored and supported directly (which are numerous!).

Her professional expertise, steadfast commitment to developing and supporting her IR colleagues—oldies and newbies alike, and unwavering dedication to our profession make her the ideal candidate for the John Stecklein Distinguished Member Award.

Sincerely,

Patty Murphy, Ph.D.

Associate Provost for University Accreditation



Bates

OFFICE OF INSTITUTIONAL RESEARCH,
ANALYSIS, AND PLANNING

December 13, 2019

Association for Institutional Research
Awards Selection Committee
1983 Centre Pointe Blvd. #101
Tallahassee, FL 32308

To the AIR Awards Selection Committee,

I am writing this letter in support of Dawn Terkla for the AIR John Stecklein Distinguished Member Award. When I was approached by colleagues about supporting her nomination, I was stunned that Dawn had not yet received this award. There are few individuals who have had as much of an impact on institutional research as she has. When I read the criteria, I am not sure there is a more perfect candidate. Throughout her career, Dawn's contributions to the field of institutional research have been deep and far-reaching. When colleagues speak of those who have made institutional research what it is today, Dawn's name is always one of the first mentioned.

One of Dawn's most notable contributions has been her development of institutional research professionals. I had the good fortune of working for Dawn as a Research Analyst from 2005 through 2008, before moving on to earn my PhD and eventually landing in my current role as Director of Institutional Research, Analysis, and Planning at Bates College. It was at Tufts, working for Dawn, that I established a strong foundation of institutional research knowledge, skills, and values that continues to affect my work every day. This is not only my story, but it is also the story of many institutional research professionals across the country. Whether I am at an AIR or NEAIR conference, interacting with my NESCAC colleagues, or talking to my graduate school professors, Dawn's presence is felt; there are so many who have been directly and indirectly impacted by all that she does. At Tufts, Dawn has established a model of professional development that is unmatched in institutional research.

Another thing that I want to highlight about Dawn is her remarkable ability to balance her commitment to her institution with her service to the broader field of institutional research and higher education as a whole. Normally, being responsible for the institutional research function of an



Bates

OFFICE OF INSTITUTIONAL RESEARCH, ANALYSIS, AND PLANNING

entire multi-campus research university, establishing an unwavering level of trust with campus partners, and habitually never saying “no” to an unending stream of requests would be more than enough for someone in Dawn’s position. Even with all of that on her plate, it did not stop Dawn from leading professional institutional research associations, contributing to the field with publications, and providing guidance to the federal government as well as a slew of organizations focused on higher education policy.

Finally, I would be remiss if I did not mention the personal impact that Dawn has had on so many institutional research colleagues over the years. She is a truly generous person. I am only one of the many people who have benefited from her thoughtfulness and wise counsel.

Thank you for your consideration of Dawn Terkla for the John E. Stecklein Distinguished Member Award. Please feel free to get in touch if you have any questions or would like any additional information.

Best,

A handwritten signature in black ink, reading "Thomas McGuinness". The signature is fluid and cursive, with a long horizontal flourish at the end.

Thomas McGuinness, Ph.D.
Director of Institutional Research, Analysis, and Planning
Bates College

December 27, 2019

To Whom It May Concern:

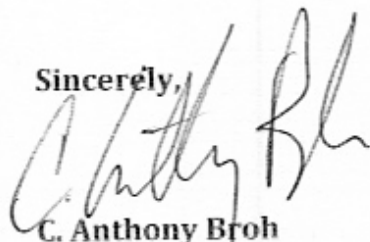
I could sing the praises of Dawn Terkla's contributions to the field of Institutional Research for a long time. She has shown leadership in her infectious cheerful personality and professional direction that inspires so many to follow her example. Her years of work and support for the AIR reflect the devotion she has shown for Institutional Research and Institutional Researchers.

However, it is the latter contribution that sets Dawn Terkla apart from others and qualifies her as an obvious choice for The AIR John Stecklein Distinguished Member Award. She is a mentor for literally dozens of Institutional Researchers that have passed through her office and moved on to make their own contributions in the field. The late Marian Matheson, who worked at Columbia and Amherst, Bernie Pekalaa who works at Boston College, as well as her current Director at Tufts, Jessica Sharkness. Many others populate the world of Institutional Research having been inspired and trained by Dawn's understanding of research and policy.

Many IR folks create graphs and spreadsheets, but few have their president ask them to take a seat at the university's highest level of decision-making because of their sound advice and good judgment. Her advancement through the ranks at Tufts indicates the confidence that so many have in her research and guidance. Indeed, one can observe her leadership skills and her inspiration for so many in Institutional Research as well as her own institution's senior administrators.

I know of Dawn's professional life and contributions for over 20 years, and when I served on the AIR Board, I saw her leadership in action. I highly recommend that you honor her with the AIR John Stecklein Distinguished Member Award for her many significant contributions to the field of institutional research.

Sincerely,



C. Anthony Broh
Broh Consulting Services

December 11, 2019

John Stecklein Distinguished Service Award Committee
Association for Institutional Research
1983 Centre Pointe Blvd #101
Tallahassee, Florida 32308

Dear Committee Members,

I am delighted to support the recommendation that AIR recognize Dawn Geronimo Terkla for the John Stecklein Distinguished Service Award.

This award recognizes AIR members who have been active in AIR and have made significant and substantial contributions to the field of Institutional Research. Dawn has and continues to contribute to institutional research in a myriad of ways. She's been a leader. She was program chair, vice president and president of NEAIR. Then she was Forum chair, vice president and president of AIR.

Additionally, Dawn has served in an advisory capacity to various constituencies that impact the institutional research profession. For years she was active in the National Postsecondary Education Cooperative (NPEC) Council on Postsecondary Education Statistics – as a member, a steering committee member, an executive committee member, and as executive committee chair. She was a member of the UCLA/ACE CIRP Advisory Committee and the NAICU Commission on Policy Analysis. Dawn has represented the IR community on many NCES technical review panels. Plus, she's been invited internationally to advise on institutional research roles and responsibilities.

It would be difficult to find anyone who's spent more time working with and for the IR community. In the last 30+ years there have been few, if any, AIR Forums that didn't have Dawn Terkla on the program. Moreover, she often made presentations with her staff, providing them with the experience. One can see the results of Dawn's mentoring in schools throughout the Northeast. If we did a study of "office origins of IR directors," Tufts would probably head the list! And one of her mentees just became president of a college. Dawn does a phenomenal job of preparing her staff to become active contributing members of the IR community and of higher education in general.

Not only does Dawn mentor her staff, but she often involves her colleagues in her projects. She shares her knowledge by co-authoring as well as through the valuable content in her presentations. She's made countless contributions to the professional development of both her staff and her colleagues. Dawn is without peer--the "Mentor Extraordinaire!"

It is my privilege and pleasure to support the nomination of Dawn Geronimo Terkla for the John Stecklein Distinguished Service Award. I can't think of anyone more deserving of this recognition.

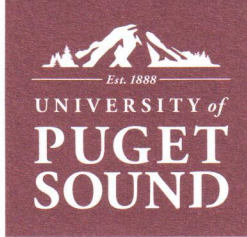
I hope you'll agree with me.

Sincerely,



Peggy Cohen

Assistant Vice President Emerita for Institutional Research
George Washington University



Association for Institutional Research
1983 Centre Pointe Blvd #101
Tallahassee, FL 32308

December 4, 2019

Dear John Stecklein Distinguished Service Award Committee,

I write in support of the nomination of Dawn Geronimo Terkla for the John Stecklein Distinguished Member Award.

Dawn has served AIR in numerous capacities, not the least of which was President in 2001-2002. Dawn continues to be a vital part of AIR, advising me during my term as President, and contributing to an ad hoc committee to review the AIR Board Governance Structure in 2018-2019. In addition to the wisdom Dawn has lent to AIR in a governance capacity, she has given the profession not fewer than five leaders who have the helm not only of offices of Institutional Research, but one who has just been inaugurated as President of Salve Regina University.

Dawn has lead the way in forging strong relationships with international Institutional Researchers, bringing her innovations overseas, and their good ideas to us. Dawn's scholarly work includes excellent work on making data accessible at the executive level, and has served as a model to numerous institutional researchers across the country, where Dawns work is replicated. She has edited at least two issues of New Directions for Institutional Research, and published on assessment, sustainability and data usage.

On a personal note, Dawn has served as a mentor and inspiration for me as I grew in the field, providing counsel, support and friendship – welcoming me into the profession, and believing in me well before I believed in myself.

Dawn is most deserving of the 2020 John Stecklein Distinguished Service Award; please do let me know if I can provide any additional information on her behalf.


Warmly,

A handwritten signature in black ink, appearing to read "Ellen Peters", with a long horizontal line extending to the right.

Ellen Peters
Associate Provost, Institutional Research, Planning and Student Success
University of Puget Sound
AIR President, 2017-2018

November 22, 2019

To: Nominating Committee
Association for Institutional Research
Tallahassee, FL

From: John Muffo 
Blacksburg, VA

Subject: Sid Suslow Award Nomination of Dawn Geronimo Terkla

Dear Committee Members:

I would like to support the nomination of Dawn Geronimo Terkla for the Sid Suslow Distinguished Membership Award in the Association for Institutional Research. I have known Dawn longer than either of us would care to remember, well over 20 years, and consider her to be a friend as well as a colleague. I have seen her perform under a number of stressful situations with grace and dignity; she is a true professional in every respect.

Dawn's curriculum vitae reads like a job description for the ideal candidate for this award. She is a past president of the Association and has held a number of other leadership positions as well as lower level positions. She has been a leader and contributor in regional and international institutional research and assessment also. Her scholarly interests have taken her into a wide range of areas in education to include such topics as student financial aid; master planning; career development; student choice; fund raising; accreditation; institutional image; parents; TQM; and many more. This includes publications reaching such audiences as university trustees. In addition, she has published outside of education, in medicine and veterinary medicine.

In short, Dawn has not only been a true leader within the institutional research community at the regional, national, and international levels, but she has reached beyond to what I would consider to be its borders, sharing her knowledge with the kinds of people who work with institutional researchers. That's the kind of person this award was meant to recognize, I believe, and she epitomizes it.

Please feel free to contact me if you have any questions.

December 31, 2019

Association for Institutional Research
Board of Directors
Awards Committee

Dear Colleagues,

I am absolutely delighted to have the opportunity to write in support of the nomination of Dr. Dawn G. Terkla for the Association for Institutional Research (AIR) John E. Stecklein Distinguished Member Award. Having reviewed the criteria for this award, I would be hard pressed to think of another candidate more worthy of this honor than Dawn. Dawn is a proven leader in our field at the institutional, sectoral, regional, national, and international levels. Her service to our profession and her professional colleagues is exemplary. Her role as a mentor to so many in our field is well known, admired, and appreciated. Yet, even more so than her recognition as an organizational and thought leader, outstanding researcher, author, and mentor in our field is Dawn's reputation as a caring, friendly individual. Dawn interacts with everyone and handles all situations, even when difficult, with style and grace. She is simply pleasant to be around. But, at the same time, she is known to hold herself and others to the absolute highest standards -- something she manages to do, while still having a good time.

I have known Dawn for going on thirty years -- obviously, we were kids when we first met... I am honored to call her a colleague, friend, and mentor. Especially meaningful to me, in writing to support this nomination, is the fact that as President of NEAIR I had the privilege of recognizing Dawn for her Distinguished Service to our organization with our region's highest honor and, then, as Chair of the AIR Membership Committee, I was able to play a role in bestowing the AIR Outstanding Service Award (OSA) upon Dawn. In turn, it is an honor to have the opportunity to play a small part in hopefully moving Dawn's nomination forward toward the completion of a trifecta of sorts. It is without hesitation that I enthusiastically support Dawn Terkla's nomination for the John E. Stecklein Distinguished Member Award.

I wish you well in your deliberations. Naturally, I would be happy to address any questions you may have for me regarding my support of Dawn's nomination.

With best regards,

A handwritten signature in black ink that reads "Jim Trainer". The signature is written in a cursive style with a large, looped initial "J".

James F. Trainer, PhD
Associate Vice President
Villanova University

AIR President
2010-2011