

TO: Institutional Research Officers, Assessment Officers, Registrars,
Distance Learning Coordinators & Self-Study Directors, et al

FROM: Mitzy Johnson, 1999-2000 MAIR President

DATE: March 1, 2000

SUBJECT: MAIR Spring Conference-Biloxi- (April 13-14, 2000)

The enclosed Conference Announcement is of special interest to anyone in higher education involved with research, assessment, survey designs for Internet, SACS (self-studies), campus climate, marketing, former student follow-ups, IPEDS, and the issue of technology needs.

The MAIR Executive Officers have been working hard to plan an exciting and informative Spring conference. We hope that you will consider registering for the MAIR Conference and we encourage you to bring other members within your department/division to receive this invaluable information.

Enclosed is the registration form along with a detailed agenda of the conference. We hope that you will join us at the Grand Casino in Biloxi, Mississippi on April 13-14 to have a GRAND time of fellowship, fun, and long-lasting friendships!

MAIR Spring 2000 Conference
“Institutional Research for the Next Millennium”
(Mississippi Association for Institutional Research)

When:
April 13-14, 2000

Where:
Grand Casino-Biloxi-Islandview Hotel
265 Beach Blvd.
Biloxi, MS

Hotel: A block of rooms has been reserved for overnight accommodations...Please contact **hotel directly** & (early) making reference to MS Association for Institutional Research **by March 22 at 1-800-354-2450.** Room Rate: \$85 plus tax (Single or Double)

MAIR Spring 2000 Conference “*Institutional Research for the Next Millennium*” is fast approaching, and we hope that you will be a part of this meeting which will offer sessions on current topics. Highlights of the Conference sessions are

*Jorge Qwintana, District Manager for Scantron Corporation for the Southern Region, will be demonstrating/discussing *eListen (Web Survey)* and *other survey solutions opportunities for data collection and internet-based assessment systems*. Chris Brewer of Hinds Community College will be co-presenting on the use of *eListen* in the IR office.

*J.T. Johnson, Director of the Center of Research Support at the University of Southern Mississippi will be presenting *Research Design, Methodology, and Instrumentation*. This presentation will cover topics such as developing a research plan, selecting a sample with adequate power to answer the research questions, collecting the data, and preparing it for analysis.

*Bill Gray of Scanning Products, Inc. will be demonstrating Bubble Publishing *Form Shop, Scan Shop, & Report Shop*, an automated data collection and reporting tool, designed to print, scan and report OMR scan forms quickly and easily, and *EForm*, a package that is designed to launch web-page and e-mail forms for survey research and assessment. Roy “Ike” Ikenberry of Mississippi State University, will be co-presenting and sharing with us the use of the Bubble Publishing software in the IR office.

**Assessing Distance Learning Outcomes*- Jim Nichols of the University of Mississippi and Barbara Jones of Northwest Community College will be presenting and sharing ideas of how schools deal with outcomes assessment in Distance Learning.

*Four Colleges- Mississippi Gulf Coast Community College, University of Southern Mississippi, Mississippi Valley State University, and Mississippi State University will be discussing the latest of technology issues/needs for today, tomorrow, and the next millennium.

*Roundtable discussions will be provided on areas such as IPEDS Web-based automation, Data Extraction, EXCEL as a Statistical Package, On-Line Resources (using NCES and other internet sites), and Substantive Change for Distance Learning.

REMINDER: Door Prizes—Each institution is asked to bring one Office door prize...a prize that would be useful in an Institutional Researcher’s office. Thank you

MAIR Spring Conference Tentative Agenda

Grand Casino-Biloxi-Islandview Hotel

Biloxi, Mississippi

Thursday and Friday, April 13-14, 2000

Thursday, April 13

8:00 -9:00 am . Registration (Location: Convention/Meeting Room floor -Ballroom A)
& Continental Breakfast (sponsored by Scantron)

9:00-10:45 a.m. “eListen and other Survey Solution Opportunities”
Presenter: Jorge Qwintana, Scantron Corporation
Co-presenter: Chris Brewer of Hinds CC

10:45-11:00 a.m. BREAK

11:00-12:00 noon “Research Design, Methodology, and Instrumentation”
Presenter: J.T. Johnson, USM

12:15-1:30 p.m. Luncheon & MAIR Business Session

1:30 - 3:00 p.m. Bubble Publishing, “Form Shop, Scan Shop, & Report Shop” &
EForm
Presenter: Bill Gray of Scanning Products, Inc.
Co-presenter: Roy “Ike” Ikenberry, MSU

3:00 - 3:15 p.m. BREAK

3:15 - 4:30 p.m. Technology Panel Discussion
*Mississippi Gulf Coast Community College-Joe Cliburn
*University of Southern Mississippi -Jase McCarty
*MS Valley State University - Jack Rose
*Mississippi State University- Julie Fulgham

8:00 p.m. (optional) Magic Show of Alan Valentine —Grand Casino Theater

Friday, April 14

8:00 - 8:30 a.m. Continental Breakfast (sponsored by Bill Gray & Scanning Products)

8:30 - 10:00 a.m. Roundtable BLITZ (topics to include)
*IPEDS Web-based Automation-Facilitator- Colleen Lee, IHL
*Data Extraction- Facilitators- Kathy Huffman & Julie Fulgham, MSU
*EXCEL as a Statical Package- Facilitator - Ann Sheppard, Belhaven
*On-line Resources -Facilitator- Catherine Cotten, Jones CC
*Substantive Change for Distance Learning- Facilitator- Barbara Jones, NWCC

10:00-10:15 a.m. BREAK

10:15-11:30 a.m. “Assessing Distance Learning Outcomes”
Presenters: Jim Nichols, University of Mississippi &
Barbara Jones, Northwest Community College

11:30 a.m. Adjournment