

Improve Your Research Results with StudentTracker™

2010 AIR FORUM — MAY 29 - JUNE 2

Only one research service – StudentTracker™ – can help you measure the postsecondary success of your former applicants, students or outreach participants. Because only StudentTracker from the National Student Clearinghouse Research Center gives you access to the nation’s most comprehensive enrollment database.

More than 3,300 colleges and universities that enroll 92% of all US higher education students regularly provide enrollment data to the Clearinghouse. With StudentTracker, you can query these records and obtain reports on the postsecondary enrollment of your former students, including where students enrolled, their current enrollment status, attendance dates, and (if you participate in our free DegreeVerify™ service) detailed degree information.

Learn more about how StudentTracker can work for you. Don't miss these StudentTracker presentations at the 2010 AIR Forum, May 29-June 2.

MONDAY, MAY 31

A Tool for Data Verification, Integration, and Reporting

- Hui-Ling Chen, Saint Anselm College
- Jere Turner, Manchester Community College

Monday, 11:00 AM - 11:40 AM in Parlor D

This session will explore how a community college developed a data warehouse using Cognos 8 software to assist institutional researchers with reporting data stored in the Banner student system. Data Integration software is designed for verification, integration, and reporting of data. This session will demonstrate use of this software to easily manipulate the National Student Clearinghouse StudentTracker data, and to create enrollment and continuous education reports. Presenters will also demonstrate merging diverse survey files (CCSSE, SENSE and FSSE) to generate trend reports.

Using Data Mining to Predict Persistence among Undecided First-Year Students: Combining Institutional, CIRP Survey, and National Clearinghouse Data

- Kim Black, University of Northern Colorado
- Karen Raymond, University of Northern Colorado
- Stephanie Torrez, University of Northern Colorado

Monday, 1:45 PM - 2:25 PM in the Erie room

Students who enter college undecided about their major are less likely to persist beyond the first year than those who begin with a declared major (NCES, 2009). Although the research is clear that being undecided is a risk factor (Leppel, 2001; St. John et. al, 2004), the growing number of undeclared students are making it more difficult to use this factor as a predictor of persistence. Data mining was used in a single-institution study to differentiate between undecided students who persist and those who do not. Examples of how the results were used to improve special programs and services will be presented.

A Million-and-One Uses of the National Student Clearinghouse Data in Institutional Research

- Liz Sanders, DePaul University
- Gerald McLaughlin, DePaul University
- Edward Torpy, National Student Clearinghouse
- Rina Bongsu-Petersen, DePaul University
- Jaclyn Cameron, DePaul University

Monday, 3:00 PM - 3:40 PM in Sheraton Ballroom III

As institutional researchers, we focus a great deal of attention on measuring student success inside our institution's walls, but this may be only part of the story. What eludes us is the activity that is outside our institution. The National Student Clearinghouse provides an institution with the ability to look beyond its borders to track students across both time and state lines. The presenters show how Clearinghouse data can be appended to institutional records to help answer several key questions about competition and market position, as well as student progress and performance.

StudentTracker for Enrollment Management

- Don Hossler, National Student Clearinghouse
- Edward Torpy, National Student Clearinghouse

Monday, 3:55 PM - 4:35 PM in Chicago Ballroom VIII

StudentTracker from the National Student Clearinghouse Research Center allows schools to query a nationwide database of post-secondary enrollment and degree records to track the enrollment history of former applicants and students, thus improving their educational research results and recruiting efforts. Representatives from the NSC Research Center will provide an update of changes at the Research Center in general and a roadmap for how StudentTracker's capabilities will grow and expand. Specific changes include expanding StudentTracker to include high school data, adding new data elements such as class level and major, and making StudentTracker more useful for strategic enrollment management applications.

Truth and Consequences: Opting Out of Calculus I and Subsequent Student Success

- Constance Pierson, University of Maryland Baltimore County

Monday, 3:55 PM - 4:35 PM in Superior A

Students opting out of Calculus I may complete their degree in less time and have the opportunity to take more upper level coursework. However, at this STEM-focused public research institution, concern has been raised that students doing so may be less likely to succeed academically and persist to graduation. In-depth analysis of institutional data is used to examine the relationship between opting out of Calculus I and several outcomes — subsequent course performance, and retention and graduation. National Student Clearinghouse data is used to determine if students who do graduate are more or less likely to pursue graduate study.

TUESDAY, JUNE 1

Analyzing Your Enrollment Trends: The Where and Why of Who Shows and Who Goes

- Jeff Fleischer, Rapid Insight Inc.

Tuesday, 11:55 AM - 12:35 PM in Michigan A

We'll demonstrate how data from the National Student Clearinghouse can be leveraged and integrated with your

applicant and enrollment data to analyze enrollment trends. We'll answer questions like: What are the profiles of the students who you are admitting but are choosing to enroll elsewhere? What are the profiles of the institutions they are enrolling in? Which are the top 10 institutions that you are losing students to and have trends changed in the recent past? The award-winning Rapid Insight® data intelligence tool, Veera (eWEEK'S "Products to Watch", APRIL 5, 2010) will be used for this analysis.

Demonstrating Use of the Voluntary System of Accountability Success and Progress Rate Template: Its Result, and Its Use to Evaluate Institutional Academic Units

- Emily Davenport-Berg, North Dakota State University-Main Campus

Tuesday, 4:10 PM - 4:50 PM in Sheraton Ballroom III

Targeted Affinity Group: Accountability The Success and Progress Rate template provided by the Voluntary System of Accountability provides a straightforward technique to obtain retention and graduation rates for desired cohorts of newly matriculated undergraduates at the campus level. With the encouragement of the Provost, one university is expanding use of the template to analyze retention and graduation of new matriculations at the college, department, and program levels. In this study, cohort query files submitted to National Student Clearinghouse (NSC) separately for each analysis group were used to generate success and progress rate tables. Graduation data from NSC and data from institutional databases supplement this report.

WEDNESDAY, JUNE 2

NEAIR Best Paper: Students' Perceptions Matter: Early Signs of Undergraduate Student Retention/Attrition

- Jessica Mislevy, University of Maryland
- Corbin Campbell, University of Maryland-College Park

Wednesday, 9:45 AM - 10:25 AM in Superior A

Can freshmen behaviors, attitudes, and expectations tell us about the chances of different enrollment outcomes? This study used Multinomial Logistic Regression with National Student Clearinghouse data to predict four different enrollment patterns: stayers, stop-outs, transfer-outs, and drop-outs.

Priced Out? Does Financial Aid Affect Student Success at a Large Research University?

- Daniel Jones-White, University of Minnesota-Twin Cities
- Peter Radcliffe, University of Minnesota

Wednesday, 9:45 AM - 10:25 AM in the Missouri room

While the literature on postsecondary student success identifies important academic and social factors associated with student outcomes, one question that persists concerns the influence of financial aid. The presenters use the National Student Clearinghouse's StudentTracker service to develop a more complete model of graduation, transfer success, or dropout. Multinomial regression techniques reveal that need aid appears to equalize the odds of success for receiving students, use of loan aid appears to encourage students to search out alternative institutions or drop out entirely, and merit aid appears to increase the likelihood of the receiving student remaining and graduating from their entry institution.

Heat Maps and Other Tools for Geographical Analysis

- William Greenland, University of Michigan - Ann Arbor
- Karen Zaruba, University of Michigan - Ann Arbor

Wednesday, 10:40 AM - 11:20 AM in the Ohio room

Geographical patterns in data can be critical to an institution's mission, from ensuring local access to building a global presence. For example, we have recently conducted multiple analyses of ACT test-taker data and WICHE's high school graduate projections to inform our institution's geographical recruitment focus. Heat maps are an ideal tool for recognizing and communicating geographical patterns in data. Without such clear methods of presenting results, it can be difficult to challenge and act on findings. In this session, we discuss several analyses we have recently conducted (as described above), as well as the geographical movements of inbound and outbound transfer students via the National Student Clearinghouse. Presenters will offer a straightforward, platform-independent, and low-cost method of generating heat maps from any standard data source.

Recruiting the Returning Customer: Understanding the Implications of Transfer Student Enrollment Behaviors with Our "Stop-Out" Students

- Sabrina Andrews, University of Akron Main Campus
- William Kraus, University of Akron Main Campus

Wednesday, 10:40 AM - 11:20 AM in Parlor B

Over the past two years, The University of Akron has established a comprehensive recruitment program involving a key (but often ignored) enrollment segment at public colleges/universities – the "stop-out" student. This presentation will review the key components of the program and focus on our "stop-out" students' transfer enrollment behaviors and how this impacts recruitment efforts. The program components, including discussion of the National Student Clearinghouse data and institutional survey utilized, will be explored.

Automating a Reporting System for Decision Support Information using the National Student Clearinghouse StudentTracker Data System and SAS Dynamic Data Exchange

- Sandra Archer, University of Central Florida
- Ying Sun, University of Central Florida
- Elayne Reiss, University of Central Florida

Wednesday, 11:35 AM - 12:15 PM in Superior A

The National Student Clearinghouse StudentTracker data system provides information on 92 percent of the nation's postsecondary enrollment and 80 percent of degrees awarded. One of the largest public institutions in the U.S. has developed a data processing system to automatically generate reports for immediate, short-term decision support. This presentation describes the development of report content, frequency of distribution to internal customers, technology used to implement the system, and construction of a website to deliver the StudentTracker report series. Additionally, the presenters demonstrate the SAS dynamic data exchange (DDE) technique, a cornerstone of the report creation process.

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Visit our research web site to see how others are using StudentTracker! research.studentclearinghouse.org