**ASSOCIATION FOR INSTITUTIONAL RESEARCH**
# ANNUAL FORUM
NEW ORLEANS, LOUISIANA | JUNE 2-6, 2012

Participate & Learn | Information | Schedule | MyForum | Sponsors | Travel & Hotel | Register | My Proposals | Review Proposals | kscott@trenholmstate.edu Sign Out

## My Schedule

[MyForum] [Print All Sessions]

**Icons**

- Add to My Schedule
- Upload Presentation
- Add Notes
- Session Presenter
- Added to Schedule
- Facilitate this Session
- Download Presentation
- Session Facilitator
- Committed as a Presenter or Facilitator during this time slot

### Saturday - June 2

### Sunday - June 3

### Monday - June 4

| 10:15 AM - 10:55 AM | **Advancing Your Survey Practices Through Collaboration, New Ways of Thinking, and a Software Solution**<br>10:15 AM - 10:55 AM, Room: Oak Alley (4th floor)<br>Presenters: Christina Frazier, Shelly Wymer<br>Facilitator: Kenneth Scott | Notes: | FACILITATOR |

| 12:05 PM - 12:45 PM | **How Does Your Institution's Webpage Compare to Others?**<br>12:05 PM - 12:45 PM, Room: Napoleon A3 (3rd floor)<br>Presenters: Kristina Brousseau, Bridget Miller<br>Facilitator: Kenneth Scott | Notes: | FACILITATOR |

| 4:00 PM - 5:15 PM | **Community College Survey Data: The Impact of Quantity and Quality on Informed Decision-Making - 8**<br>4:00 PM - 5:15 PM, Room: Exhibit Hall (3rd floor)<br>Presenters: Kenneth Scott, Novadean Watson-Stone | Notes: | POSTER SESSION |

### Tuesday - June 5

| 1:55 PM - 2:35 PM | **Things We Have Learned from the Transition to Online Course Evaluations**<br>1:55 PM - 2:35 PM, Room: Evergreen (4th floor)<br>Presenters: Rebecca Patterson, Shari Barrow, Samer Saab<br>Facilitator: Kenneth Scott | Notes: | FACILITATOR |

| 3:30 PM - 4:10 PM | **Community College Survey Data: The Impact of Quantity and Quality on Informed Decision-Making**<br>3:30 PM - 4:10 PM, Room: Rhythms Ballroom III (2nd floor)<br>Presenters: Kenneth Scott, Novadean Watson-Stone | Notes: | CONCURRENT SESSION |

### Wednesday - June 6

| 8:50 AM - 9:30 AM | **SACCR Best Presentation: The Role of System Level Research: Supporting Institutional Change Efforts**<br>8:50 AM - 9:30 AM, Room: Salon 817 (8th floor)<br>Presenter: Sarah Tucker<br>Facilitator: Kenneth Scott | Notes: | FACILITATOR |

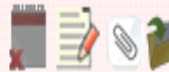Questions/Comments | Past Forum Information | Future Forum Information

Poster Session

**Monday, 4:00 PM - 5:15 PM** Posters (47 Sessions)

Poster presenters are available for a 60-minute question and answer period.

*Sponsored by Thomson Reuters and WEAVE*

**Community College Survey Data: The Impact of Quantity and Quality on Informed De...**

Presenters: Kenneth Scott, Novadean Watson-Stone

---

Analysis: Research Methods and Data Analysis

Format: Research: Poster Presentation (Visual display with one 60-minute discussion session)

Time: Monday, 4:00 PM - 5:15 PM

Room: Exhibit Hall

**Presenters:**

- Kenneth Scott (H Councill Trenholm State Technical College)
- Novadean Watson-Stone (American Public University Systems)

**Community College Survey Data: The Impact of Quantity and Quality on Informed Decision-Making - 8**

This session presents the findings of a study of community colleges to assess the impact of quantity and quality response rates on informed decision-making. The presentation provides IR professionals a critical analysis of why individuals respond to surveys and to what extent their responses are of value (quality) to an organization in terms of collecting, analyzing, and utilizing survey data in a holistic approach to decision-making and outcomes. A mixed-mode survey methodology was used to collect the sample population dataset. Attendees will better understand how the respondents perceived and responded to surveys to improve institutional survey methods/outcomes.

Scholarly Paper

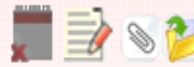Tuesday, 2:35 PM - 3:30 PM Dessert in the Exhibit Hall (One Session)

*Sponsored by SAS*

**Dessert in the Exhibit Hall**

**Community College Survey Data: The Impact of Quantity and Quality on Informed De...**

Presenters: Kenneth Scott, Novadean Watson-Stone

X

Analysis: Research Methods and Data Analysis

Format: Research: Scholarly Paper Presentation (40-minutes)

Time: Tuesday, 3:30 PM - 4:10 PM

Room: Rhythms Ballroom III

**Presenters:**

- Kenneth Scott (H Councill Trenholm State Technical College)
- Novadean Watson-Stone (American Public University Systems)

**Community College Survey Data: The Impact of Quantity and Quality on Informed Decision-Making**

This session presents the findings of a study of community colleges to assess the impact of quantity and quality response rates on informed decision-making. The presentation provides IR professionals a critical analysis of why individuals respond to surveys and to what extent their responses are of value (quality) to an organization in terms of collecting, analyzing, and utilizing survey data in a holistic approach to decision-making and outcomes. A mixed-mode survey methodology was used to collect the sample population dataset. Attendees will better understand how the respondents perceived and responded to surveys to improve institutional survey methods/outcomes.