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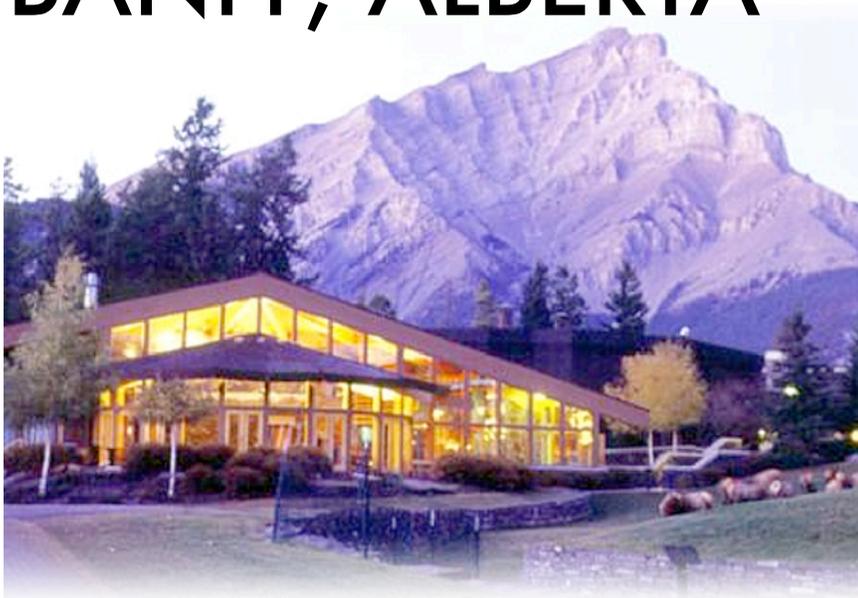
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BANFF, ALBERTA



Finding Meaning in Measurement

**2009 CIRPA Conference
October 25 to 27, 2009**

The CIRPA 2009 conference program is shaping up nicely. CIRPA is pleased to bring our members a day-long Society for College and University Planning (SCUP) workshop on Saturday, October 24. Register for it in conjunction with your conference registration. Six half-day workshops are planned for Sunday, October 25; keep checking the conference website for details <http://www.cirpa-acpri.ca/bc2009/>.

The conference keynote speakers will be presenting different views on the conference theme, "Making Meaning of

Measurement". Michael Adams, President, Environics Research, will talk about the demographic and public opinion data that describes the integration of newcomers to Canada into their new society on which his latest book, "Unlikely Utopia: The Surprising Triumph of Canadian Pluralism," is based. Paul Johnson is a paleontologist and recognized expert in the interpretation of the data gleaned from the famous Burgess Shale fossil site, located near Banff. Our third keynote speaker ,

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CIRPA Election 2009 Results

The CIRPA 2009 election results are now in. We trust you found the process easy to use and that the short biographies and pictures were useful for the voting process. This year 117 members attempted to vote—that's over 45% of the membership. One point to note is that of the 117 members that attempted to vote, only 102 completed the voting process. Members are reminded that they must click on the "SUBMIT" button to complete the voting process. The voting system locks the member out of the application once the complete ballot has been submitted (cast) so that you will not vote twice. The new executive takes office, for terms of two years, at the end of the Annual General Meeting scheduled for 27 October in Banff.

Volunteering, either for an executive position or one of the non-elected positions is a fantastic way to support your organization and also to help set direction for the profession. CIRPA operates through the generous donation of time of its members, be it in executive positions, volunteers for committees or through support for the annual conference. If you are looking for a way to get involved in CIRPA, you are encouraged to contact one of the members of the nominating committee or executive.

Election Results

Executive:

President: Cameron Tilson, Concordia University

Vice President: Peter Seto, Mount Royal College

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Snapshot of University of Manitoba



Each year, the University of Manitoba provides an excellent education to over 26,000 of the best and brightest students in Canada and close to 100 countries world-wide. Located in the heart of the country, in the dynamic city of Winnipeg, the University of Manitoba is the region's premier post-secondary institution, offering a broad range of programs in an environment committed to student success. Students receive instruction at graduate and undergraduate levels in medicine, law, dentistry, engineering and other professional disciplines, as well as general arts and sciences. They are supported in their efforts by over 7,000 faculty and staff committed to ensuring an outstanding learning experience. In all, the University of Manitoba offers more than 90 degree programs, over 60 at the undergraduate level.

The University of Manitoba tradition is one of accessibility, diversity and academic excellence. The University 1 program offers a unique approach to first year study. The innovative program is designed to help students find a direction that fits their interests and abilities, offering choice, flexibility and supportive programs – without adding an extra year to their degree. The University of Manitoba is also home to a

renowned program aimed at assisting students from Aboriginal and other backgrounds who face financial, academic or personal challenges in adjusting to the university experience. The ACCESS program has resulted in attracting many students who would otherwise never have pursued a post-secondary education. These innovative programs, along with a commitment to teaching excellence, help the University of Manitoba provide a great education to many great people.

By attracting leaders in a variety of fields, the University of Manitoba is at the forefront of important scientific research. Students at all levels – undergrads included – gain valuable, hands-on experience working alongside these innovative researchers.

We're proud to carry our province's name. As a large research-intensive institution with many professional faculties including Medicine, the University of Manitoba is located on several campuses, the largest being the Fort Garry campus on the Red River. The Bannatyne campus located in central Winnipeg, is a complex of 10 buildings focused on health science education and research.

The students who choose the University of Manitoba are among the best and brightest anywhere. The

University of Manitoba ranks fourth among Canadian universities in the percentage of first-year students with an average entering grade of 95 per cent or higher. In 2008, 2,134 international students enrolled in the University of Manitoba – more than three times the amount a decade earlier. The university serves more than 35,000 students in degree and continuing education programs. Students regularly capture top honours in academic and business school competitions and our athletes are celebrated for their national championship wins – including the coveted Vanier Cup in 2007. The University of Manitoba has produced 92 Rhodes Scholars, more than any other western Canadian school.

More than 200 University of Manitoba graduates have been appointed to the Order of Canada since its inception. Notable alumni include Israel Asper, Phil Fontaine, Peter Herrndorf, Edward Schreyer, Gerald Schwartz, Margaret Laurence, and Marshall McLuhan.

Past or present, our outstanding faculty complete the story of the people who make the University of Manitoba what it is. Our faculty excel in research scholarship and creative works, while keeping their commitments to students, and frequently win teaching awards in the process. Our faculty and staff work hard to offer a welcoming and supportive environment where students can discover their strengths and explore their futures.

As the first university in Western Canada, established in 1877, the University of Manitoba has been bringing ground-breaking research to life for more than a century. Currently 48 of its professors hold Canada Research Chairs in a variety of disciplines. Research Infosource ranked the University of Manitoba 12th in its 2008 list of Canada's top 50 research universities. Our scientists have been responsible for many breakthroughs including the elimination of Rh disease of the newborn, leading the way in HIV/AIDS research, and in the development of a new plant and oil known around the world today as canola. The research and scholarly strengths of the University of Manitoba and its faculty ensure that students have the opportunity to gain first-hand experience from some of the country's top innovators doing research in areas of global importance.

With leading edge academic programs, a supportive learning environment, innovative facilities and outstanding research, the University of Manitoba opens doors to many great futures.

President's Message

Cameron Tilson, Vice-President

In most organizations, one of the responsibilities of the Vice-President is to "pinch-hit" for the president; this, sadly, is one of those occasions. President Jeff Donnelly's father passed away after a brief illness on May 2nd. *On behalf of CIRPA/ACPRI, please join me in extending our heartfelt condolences to Jeff and his family.*

Needless to say, Jeff has been fully occupied in Calgary over the past several weeks. Under the circumstances, I was also pressed into duty chairing the spring board meeting on April 27th, held at the Banff Centre. This was an opportunity for me as President-elect to take a few swings in the batter's box (after being called up from the minors; Jeff is fond of baseball analogies).

As is typical at the spring meetings, much of our discussions were centred on the upcoming conference, on top of an already-very-full agenda. I am very pleased to report to you that planning for CIRPA 18 is well underway: I understand that there were a record number of proposals received prior to the April 30th deadline. Also notable is our planned partnership with the Society for College and University Planning (SCUP) in offering their *Foundations of Planning in Higher Education* as one of the pre-conference workshops. Further details about the conference program and registration information will be available soon; watch for updates on the CIRPA list-serv!

Last but not least, I would be remiss if I didn't mention that the Banff Centre promises to be an outstanding host for our conference. As a first-time visitor to Banff, I was very impressed with the Centre's facilities, amenities and, of course, breathtaking scenery.

Our conference committee, led by Kathleen Bigsby (chair) and Peter Seto

(local arrangements) is doing an outstanding job. Special thanks to all involved in planning CIRPA 18 - your efforts are very much appreciated!

In terms of future conferences, CIRPA 2010 will be held in central Canada and discussions have begun for a site in Toronto or Ottawa. CIRPA 2011 will return to Atlantic Canada and CIRPA 2012 to the West. Therefore, I invite members in each of these regions to consider their cities and volunteer to create a conference planning

“ I am very pleased to report to you that planning for CIRPA 18 is well underway ”

committee. This represents a valuable opportunity to serve the association.

I am also pleased to convey that the Association's finances are very healthy, due to ongoing prudent management and the success of last October's conference in Quebec City. Another piece of very good news for 2008/09 is that the CIRPA community has grown to an all-time high: 258 members! I recall not too many years ago wondering if it would be possible to reach 175. Obviously, we must be doing something right!

Additionally, the board discussed preliminary results of the April 2009 member survey and plans for substantially revising and updating the CIRPA website. We are investigating arrangements for a permanent site to electronically process membership renewals, conference registrations and other business processes. Also on the table is a project to professionally archive all official association documents. Progress on these and other initiatives

will be reported at the October 2009 annual meeting.

As you are also aware, spring is CIRPA's election season. The Nominating Committee has done a great job recruiting candidates for the positions becoming vacant this autumn. On behalf of the board, I would like to express thanks to the Nominating Committee for their work, and of course, our gratitude to the members who have agreed to stand for election. I hope you took the opportunity to vote! At the same time, I invite you to consider serving on the board in the future. As a long-time member of the board, the experience has been very rewarding to me professionally and personally. The time investment is not too onerous, and one of the best things is the opportunity to work closely with colleagues from different organizations across the country. And of course the friendships!

At this time, I would also like to recognize the Association for Institutional Research (AIR) for their ongoing support in hosting our website (free of charge), running the elections, and providing continued support and development of our website.

Finally, I urge you to logon to the "Membership" section of the CIRPA website (<http://www.cirpa-acpri.ca/page.asp?page=1872>) and click on the link "Update your Membership Information" to verify that your personal information is current. You may also consider entering your area of professional interest. This will be very useful in helping developing links between members with similar interests and could form the basis for development of a mentoring initiative.

Have a wonderful summer and see you in Banff!

CIRPA Member Profile

Kristen Hamilton and Shannon Murphy

The two new co-editors of the CIRPA newsletter, Shannon Murphy (Ambrose University College, Calgary) and Kristen Hamilton (Thompson Rivers University, Kamloops) interviewed each other for the CIRPA member profile. Following is their conversation:



Kristen Hamilton

(K) Shannon, how did you get into Institutional Research?

(S) More by good fortune than anything else. When I was Registrar, I was always interested in our student data, but also what the numbers actually meant and why we were seeing the trends that we were. As an institution, we're still learning and growing, so the concept of a dedicated person for institutional research and planning is a new idea. It's still only a 0.5 FTE position. When I learned that our first Director of Institutional Research and Planning would only be staying for one year, and I was looking for a flexible job that would allow me to stay home most of the time with my daughter, it seemed like a really great fit. And I'm enjoying it, although we have so much work to do...

(S) What about you? What did your path to IR look like?

(K) I would have to say it was also good fortune that I found my way into IR. I graduated from Nipissing University last spring, and I was hired on as a Research Clerk at Northern College in Ontario. After discover-

ing that I liked the field, I took three IR courses from the Graduate Certificate in Institutional Research at Florida State University. During a conference associated with one of these courses, I met Heather Friesen (Director of Institutional Planning and Analysis) and Dorys Crespín-Mueller (Manager of Institutional Planning) and got to know about the IR office here at Thompson Rivers. When a job opening came up at TRU I went for it. This field allows me to focus on my interest in educational policy and offers a broad range of experiences on a daily basis. I literally learn new things every day, and I have been here for six months already! My original educational background is an English degree, which I have supplemented with the courses I mentioned. I hope to begin a Masters of Education here in the summer.

(K) What sort of educational background/experience do you have, and did you think it would lead you to where you are today?

(S) Goodness, no!

I have a History degree and a Law degree, neither of which are marketed as ideal for those preparing for a career in the fast-paced world of institutional analysis. But I do think that those two degrees, which are both high in transferable skills, have really been of benefit in the positions I've had before and will continue to serve me well. Although it's not for everyone, I think that sometimes people underestimate the value of a liberal arts degree, especially for people who won't work at the same place for 20 years.

(S) I've worked at 5 different post-secondary institutions and really enjoyed all of them. What do you enjoy about working in post-secondary education?

(K) I have worked at two post-secondary institutions since graduation, and I also worked as a student during my undergrad. The thing I enjoy most about working on post-secondary education is the knowledge that what we do makes a real impact on stu-

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CIRPA Election 2009 Results

From P. 1

Treasurer: Caroline Lachance, Association of Universities and Colleges of Canada

Member at Large (MAL):

Mardere Joubert, Portage College

Sharon Shultz, Keyano College

Nominations Committee:

Shauna Lehtimaki, Laurentian University

Jan O'Brien, Okanagan College

This year the Nominating Committee solicited for volunteers for the newsletter and web development. Volunteers for both positions have stepped forward and the existing newsletter editor (Sharon Shultz) has been elected to a position of MAL.

New Volunteers for the Newsletter and Web design:

Newsletter Co-Editors :

Kristen Hamilton ,
Thompson Rivers University &
Shannon Murphy, Ambrose
University College

Web Designer : Heather

Friesen , Thompson Rivers
University

Respectfully submitted on
behalf of the Nominating
Committee,

Robert Schultz, Chair

Suzanne Drapeau, Jim Doran,
Heather Friesen and Herb
O'Heron

CIRPA Degree Awarded

**Canadian Institutional Research and
Planning Association**

On the authority of the Governing Council,
CIRPA certifies by this document that



Juan Xu (Brock University)

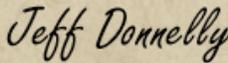


**Ashley Blackman (Red River College)
James Goho (Knowledge Metrics)**

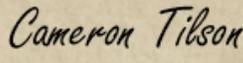
To the best of our knowledge have achieved:
Being the first CIRPA members to be featured in the Association for Institutional Research Professional File

Juan Xu, Manager, Institutional Analysis,
authored "Using the IPEDS Peer Analysis System in Peer Group Selection"
which was published in the Winter 2008 edition.

Ashley Blackman, Director, Institutional Research, and James Goho, Principal, Knowledge Metrics,
co-authored "Improving the Reporting of Student Satisfaction Surveys Through Factor Analysis"
which was published in the Winter/Spring 2009 edition.



President



Vice-President



different learners, and working with people from all parts of the system keeps me hopping

(K) What motivates you?

(S) I'm a bit like Kipling's Elephant Child, as I always need to know the 'why' of things, and I need to find out for myself. Although it isn't always a purely positive trait, it does lead me down some useful rabbit trails. (Do elephants follow rabbit trails??)

(S) If you weren't at your current job, what would you like to be doing?

(K) I've had to take some time to think about this question, and I'm still not sure. I think I sort of fell into this field because I didn't have a clear career path, aside from knowing that I wanted to be contributing to education in Canada. I think that, as long as I can work in education, I will be happy. Of course, a job as a spa evaluator would be good too.

Our message to readers:

Although we're both relatively new and will be reaping significant rewards by being involved in CIRPA, we would also like to contribute to the continuing success of the organization and of the newsletter. We're really looking forward to receiving the results of the survey that was conducted on the newsletter and hearing what you had to say about it. We'd like to continue to provide a timely, interesting publication that will gather diverse contributions from CIRPA members and provide a forum for discussion on IR. Wish us luck, volunteer to be a contributor, and happy reading!

CIRPA Member Profile

From P. 4

dents. Being able to assist in improving the student experience brings relevance to the numbers. I have always had a passion for education (I thought I would end up a high school teacher) but I had no idea there was an entire

background scene going on outside the classroom. I wouldn't say that I was ever a "numbers" person, but understanding how the results of statistical analysis can effect real change has motivated me to expand my own education and begin a career in this field. While working on projects, I am constantly learning about different fields of education and

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Website Design

Heather Friesen, Thompson Rivers University

2009 CIRPA Conference

From P. 1

Todd Hirsch is a well-known interpreter of economic data, a topic we are all interested in as we watch the world's economy, and our own, make some big shifts. How do we make meaning of various economic measures?

Once again, the Canadian University Survey Consortium (CUSC) group, and likely other special interest groups, will be meeting on the Wednesday following the conference.

The conference committee has planned some great Alberta-style entertainment for conference delegates.

Be sure to register early for CIRPA 2009 and allow yourself plenty of time. You won't want to miss a minute of the program nor the spectacular Rocky Mountains