



**RESEARCH AND PUBLICATION:
IT'S NOT JUST FOR FACULTY!**

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NEACRAO 2010 Annual Meeting

Introduction

- Who I Am...a little bit functional/a little bit technical...
 - Director, Office of Management Information and Research
 - Banner Project Manager & Banner Student Team Leader
 - Associate Dean, Graduate Studies & Continuing Education
 - Systems Analyst
 - Published 15 journal articles, including *College & University*

- Where I'm From...
 - Southern Connecticut State University (SCSU)
 - Located in New Haven
 - About 12,000 students
 - 7,494 FT Undergraduates, 1,000 FT Graduates (Fall 2010)

Why I'm (and We're) Here...

- Academic Research and Publications
- Why Research? Why Publish?
- Process
- Real-World Example
- Session inspired by
 - ▣ Louise Lonabocker, PhD, Director of Student Services and University Registrar, Boston College, Editor-in-Chief, College & University
 - ▣ AACRAO
 - Debunking the Myth of Research: It's not just for faculty!

Research Defined

- re·search: NOUN: studious inquiry or examination; *especially* : investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws.

(<http://www.merriam-webster.com/dictionary/research>)

- “Research is an organized and systematic way to explore phenomena and answer questions.”

Reasons to Research...NOT!

- I don't have the time!
- I don't have anything to research!
- I don't have anyone to work with ... I can't do this alone!
- I don't have the expertise or knowledge.
- It's not my job.

Reasons to Research...YES!

- Answer nagging questions, test assumptions.
- Collaborate.
- Professional development (publication).
- Program assessment and development.
- Enhance prestige, gain respect.
- Become a player in the planning process.

The PROCESS of Research

- Identify a question
 - What do I want to know and why is it important?
- Find out what others have said about it, if anything.
- Design
 - What is the best way to answer my question?
- Analyze and report
 - What did you find?
- Interpret
 - What do the findings mean? What are the implications for the school?

The PROCESS of Research Compared

Journal Article

- Identify a question
 - What do I want to know and why is it important?
- Find out what others have said about it, if anything.
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 - What is the best way to answer my question?
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Thesis/Dissertation

- Introduction and Purpose
- Literature Review
- Methodology
- Findings
- Discussion/Conclusion

Real-World Example: Question

- Department Chairs
 - Who are they?
 - What prepares them for being a chair?
 - What is their motivation?
 - Skills and Competencies
 - Pleasant and Unpleasant Tasks
 - Challenges
 - Collegiality as 4th criteria for promotion and tenure

Real-World Example: Literature Review

➤ Department Chairs

- *The Department Chair* (Wiley Publishing)
- *Academic Leader* (Wiley Publishing)
- *The Journal of Higher Education* (Ohio State University Press)
- *Effective Practices for Academic Leaders* (Stylus Publishing)
- Jossey Bass Publishing

Real-World Example: Design

➤ National Survey Sample Questions

- During your graduate education, did you have formal courses in becoming a department chair?
- Did you have any formal training regarding the roles and responsibilities of a chair before becoming a department chairperson?
- Why do you remain as chair?
- What are the most important skills and competencies needed to being a successful department chair?
- Should collegiality be the fourth criteria for tenure decisions along with teaching, scholarship, and service?

Real-World Example: Analyze/Report

Questions

- During your graduate education, did you have formal courses in becoming a department chair?
- Did you have any formal training regarding the roles and responsibilities of a chair before becoming a department chairperson?

Answers

- 96.6% had no formal coursework or training
- 78.8% had no formal management training

Real-World Example: Analyze/Report

Questions

- Why do you remain as chair?

Answers

- Make a difference: 85.8%
- Shape dept's direction: 83.1%
- Career advancement: 39.1%
- No one else will do it: 35.9%
- More money: 31.1%
- Ability to hire faculty: 24.7%
- Reduced teaching load: 17.4%
- Control of budget: 12.6%
- Prestige: 12.1%
- Summer pay: 11.5%

Real-World Example: Analyze/Report

Questions

- What are the most important skills and competencies needed to being a successful department chair?
- Should collegiality be the fourth criteria for tenure decisions along with teaching, scholarship, and service?

Answers

- Top Three (3 years)
 - Ability to communicate effectively
 - Character/Integrity
 - Leadership skills
- 95% say YES!

Real-World Example: Interpret

- Department Chairs poorly prepared for role
- Skill set could be taught through Chairperson's Institute
- Competencies could be developed through mentoring program with former chairs

“Chairs believe they can change the world one department at a time.”

“To paraphrase Gandhi, department chairs must be the change they wish to see in their department.”

College and University

- *College & University* (C&U) is AACRAO's educational policy and research journal focusing on emerging concerns, new techniques, and technology in higher education. It is published four times a year. AACRAO members receive a complimentary subscription to C&U.
- \$300 for feature articles, \$150 for forum articles

<http://www.aacrao.org/publications/candu/write.cfm>

College and University Layout

➤ Features

- Research: dissertations, papers or surveys
- SEM models in Florida community colleges
- Public policy paper: global rankings of universities
- Survey of student information systems

➤ Scholarly/Expert

- Hossler/Kalsbeek -SEM
- Lanier –role of the registrar
- Whiteside –managing enrollment when the levee breaks
- Emergency preparedness –University of Minnesota

➤ Interviews

- Long-term practitioners –Tom Huddleston and Joe Head -EM
- Plenary speakers –Carol Twigg -eLearning

College and University Layout

- Research in brief
 - Peer institution analysis: tuition discounting
- Commentary
 - Small college registrar issues -Toomajian
 - Public policy, preferred lenders, NCAA reform
- Best practices/campus viewpoint
 - Data-driven enrollment management models, customer service, parent access to records, contextual transcripts, electronic communication
- New technologies
 - eTranscripts –Wager and Black
 - Summer course availability –Jeff von Munkwitz-Smith
- International issues
 - Bologna three year degrees
- Book reviews
 - Admission
 - Millennial generation

College and University: Louise's Tips

Strategies

- **Strategies:**
 - Personal experience
 - Dissertation/Thesis
 - New technologies: Student access systems
 - Best practices: One stop services
 - Book reviews, book chapters
 - Co-author
 - Content, writing, scope, depth
 - Writers' groups
 - Share and comment

Pitfalls

- **Pitfalls**
 - Poorly edited
 - Poorly organized
 - Small sample size
 - Overdone topic

C & U: My Experience

- Found something I was passionate about that was also timely and relevant
 - Data integrity
- Thought about what was the “better way”
- Took the time to write it down
- Had colleagues review and critique
- They loved it so much, they let me go beyond the 2,000 word limit for forum articles!

Final Thoughts

- There is a “journal” for you...somewhere!
- You must be able to deal with rejection.
- Research can be rewarding, both personally and professionally.
 - Article in College & University: \$150-\$300
 - New job because your CV is filled with publications: thousands of \$\$\$\$s
 - Seeing your name in print...priceless!

Questions?



- Thanks for coming!
- Copy of presentation available at:
http://www.southernct.edu/management_info_research/
- Email: riccardir1@southernct.edu