

**EXPLORING THE HINTERLANDS: MAPPING AN AGENDA FOR INSTITUTIONAL RESEARCH IN THE UK,  
24-26 JUNE 2008  
CONFERENCE PROGRAMME - FINAL VERSION (UPDATED 24 JUNE 2008)**

The Welcome Reception will be held in the Millais Gallery, Southampton Solent University, East Park Terrace

The rest of the conference will be held in the Sir James Matthews Building, 157-187 Above Bar Street, Southampton Solent University

The Conference Dinner will be held at Beaulieu Abbey

<b>TUESDAY 24 JUNE 2008</b>						
From 18.30	Registration opens in the Millais Gallery					
19.00-20.30	Pre-conference welcome reception at the Millais Gallery. Welcome by Professor Van Gore, Vice-Chancellor of Southampton Solent University Welcome by sponsors by welcome reception, UCAS Media					
<b>WEDNESDAY 25 JUNE 2008</b>						
09.00-09.45	Registration and tea/coffee in the Sir James Matthews Building					
09.45-10.00	Introduction and welcome by the Chair, Professor Bernard Longden, Liverpool Hope University Solent Suite					
10.00-11.00	Keynote speech by Dr Randy Swing, Executive Director of the Association for Institutional Research "Institutional Research in America: Adapting to Meet New Challenges"					
11.00-11.30	Tea/coffee					
Room	Theme 1a: Exploring conceptions of institutional research	Theme 1b: Exploring conceptions of institutional research	Theme 2: Enhancing the student learning experience	Theme 3: Student diversity and retention	Theme 4: Informing marketing intelligence	Theme 5: Embedding institutional research into institutional practices
	SM106	SM107	SM108	SM110	SM112	SM111
11.30-12.15*	Robert Aylett Learning from American accreditation: the London Met experience	Mantz Yorke and Bernard Longden Institutional Research: What problems are we trying to solve?	Nicola Poole "From Diary Room to Board Room" - Using the Student Voice to inform Institutional Practice and Policy to Enhance the Student Experience	Session cancelled but the paper will be available on the website.  Onwards and upwards"? Retention, progression and withdrawal amongst students in a post-92 HEI	Sarah Parrott and Robert Mirabile How much are students willing to pay? Testing institutional Price Sensitivity	Sean Wellington Performance Measurement and Strategic Goals

	<b>Theme 1a: Exploring conceptions of institutional research</b>	<b>Theme 2a: Enhancing the student learning experience</b>	<b>Theme 2b: Enhancing the student learning experience</b>	<b>Theme 3: Student diversity and retention</b>	<b>Theme 4: Informing marketing intelligence</b>	<b>Theme 5: Embedding institutional research into institutional practices</b>
12.15-13.00	<b>Ranald Macdonald and Richard Hill</b> Enhancing the links between research, learning and teaching: an institutional and local perspective	<b>Jane Seale and Fani Theodorou</b> Participatory Approaches to Inclusion Related Staff Development in Higher Education: Reflections on processes and outcomes	<b>Jeanne Hill</b> Re-Freshers: Reconceptualising retention as enhancing the student learning experience	<b>Keith Burley</b> Taming the "Killer Modules" - An investigation into the nature of "Killer Modules" in an Information Technology Programme Area of Higher Education	<b>Mark Dixon, Andy Durman and Trevor Thorne</b> Using Marketing Intelligence through the Profiling Tool MOSAIC to Inform a Targeted Marketing Campaign for Student Recruitment	<b>Felix Maringe</b> Meanings, rationales and challenges of the internationalisation of higher education: an exploratory study
13.00-14.00	Lunch					
14.00-14.45	<b>Lewis Elton</b> Divided loyalties	<b>Paul Temple and Denise Batchelor</b> Space and place in the university	<b>Exhibitor session</b>	<b>Steve May and Michael Hill</b> Using institutional data to throw light on the university experience of students from ethnic minorities	<b>Helena Lim, Rhodri Davies and Steven Jackson</b> Hark! Who goes there: developing a predictive model of student enrolment	<b>Tansy Jessop</b> From the 'right stuff' to the 'real stuff': A case study of how institutional research has contributed to reflection and action in areas of teaching and learning
14.45-15.30	<b>Aoife Flanagan and Teresa Lee</b> Establishing Institutional Research at a national and institutional level - The Irish Experience	<b>Maria de Lourdes Machado-Taylor, Claudia Sarrico, Rui Brites</b> The students' experience in higher education: findings from a study in Portugal	<b>Muir Houston and Russell Rimmer</b> Using institutional data to understand and augment the learning experiences of diverse student groups	<b>Barend Schutte, Margaret Jenness, Imane Laasri, Anita Gonzalez and Lilian Winkvist-Noble</b> Reflections on the effectiveness and value of ERASMUS students' learning experience during their placement abroad: a case study of Southampton Solent University	<b>Rachel Fletcher and Maggie Frantz</b> How to Use Statistical Analysis and Reporting in Student Enquiry and Application Management	<b>Steve Woodfield and Sharon Jones</b> Auditing internationalisation in UK higher education institutions: lessons from institutional research projects in two UK universities
15.30-16.00	Tea/coffee					
16.00-17.00	<b>Nick Hammond</b> Evidence, understanding and practice: the Higher Education Academy's role in		<b>Steve King</b> What can institutional research learn from the		<b>Special Interest Session (SM106) Session 26</b>	

	institutional change  Solent Suite	wider world of market research?  SM112	<b>Jo Breslin, Marie Fitzpatrick and Jill Cowley</b> Assessing collaborative practice in the creative discipline of dance  <b>Giles Martin</b> Transitions: Researching First Year Students' Expectations of University Study at Queen Mary, University of London			
17.00-18.00	Free time					
18.10-19.00	Travel to the conference dinner					
19.00-19.45	Pre-conference drinks reception at Beaulieu Abbey, the New Forest Call to dinner 19.45 Welcome by Conference Dinner Sponsors (CampusIT) (19.55)					
20.00-22.00	Conference dinner at The Domus, Beaulieu Abbey, the New Forest After dinner speech by Kate Watts, Chime Plc 'Marketing Transformations?'					
22.15-23.00	Return to Southampton by coach					
<b>THURSDAY 26 JUNE 2008</b>						
08.30	Registration opens					
09.00	Tea/coffee on arrival					
09.00-10.00	<b>Keynote speech by Professor David Watson, Institute of Education</b> "The vision of actual things:" self-study and institutional strategy Solent Suite					
<b>Room</b>	<b>Theme 1a:</b> Exploring conceptions of institutional research  SM106	<b>Theme 2a:</b> Enhancing the student learning experience  SM107	<b>Theme 2b:</b> Enhancing the student learning experience  SM108	<b>Theme 3:</b> Student diversity and retention  SM110	<b>Theme 4:</b> Informing marketing intelligence  SM112	<b>Theme 5:</b> Embedding institutional research into institutional practices SM111
10.00-11.00**	<b>Elizabeth Maddison and Penny Jones</b> Tackling the knowns and the unknowns: a case study of one institution's approach to institutional research	<b>Jelena Timotijevic and Jess Moriarty</b> Helping students link their academic study with reflective-self awareness through engagement with Personal Development Portfolios	<b>Gillian Jack</b> Automating Business Processes - People First	<b>Denise Batchelor</b> Hinterland of Voice  <b>Anna Round and Maddy McKinnon</b> The Diverse Student Experience: Investigations and Responses	<b>Trevor Thorne, Roz Collins and Hanna O'Shea</b> Cutting the Mustard: Developing and embedding a marketing research data cycle to assist in the development of more effective	<b>Marie Stowell and Harvey Woolf, Student Assessment and Classification Group</b> Self-help and institutional research  <b>Randy Swing</b>

		<b>Maura O'Regan</b> Undergraduates' pursuit and understanding of career: New perspectives on career theory and challenges for career practice.			strategic planning.	Making Sense of Assessing Student Learning Outcomes
11.00-11.30	Tea/coffee. Exhibitor session					
11.30-12.15	<b>Mark Schofield and Ian Robinson</b> Institutional Research and Systematic Enhancement: Tensions, Schizogamies and Positive Directions	<b>Paul Cooper</b> Myths of the student: 'consumers', 'customers', 'clients' and implications for teaching in higher education	<b>Rachel Ferris</b> Introducing Undergraduate Mentors (UMs) in Year 1 courses	<b>Rachel Bowden and Paula Wilcox</b> Helping students on the right path: analysis into student retention at the University of Brighton	<b>Alyson Walsh</b> Getting more out of UCAS data	<b>Sara Briscoe, Susan Patrick and Ann Read</b> Engaging Students in Quality Assurance: The Challenge of Embedding Unit Feedback Processes and Enhancing the Student Learning Experience
12.15-13.00	<b>The future of institutional research: mapping an agenda (Solent Suite)</b> <b>Plenary presentations</b> Mantz Yorke (Plenary Convenor)					
13.00-14.00	Working lunch (delegates to sit with their groups for the afternoon's breakout sessions)					
14.00-14.45 SM106-SM112	<b>Breakout group 1: Mapping the future</b>	<b>Breakout group 2: Mapping the future</b>	<b>Breakout group 3: Mapping the future</b>	<b>Breakout group 4: Mapping the future</b>	<b>Breakout group 5: Mapping the future</b>	<b>Breakout group 6: Mapping the future</b>
14.45-15.00	Tea/coffee available					
15.00-15.50	<b>Plenary</b> - each of the breakout groups feed back to the plenary (Solent Suite)					
15.50-16.00	Closing remarks, end of conference					

\* Breakout session: 35 minutes (25 minutes + 10 minutes of questions and answers)  
10 minutes have been allocated for moving between sessions

\*\* 1 hour sessions (2 x 20 minutes + 15 minutes for questions)