

# CONTENTS

EDITORS' NOTES	1
<i>Robert K. Toutkoushian, Michael B. Paulsen</i>	
1. Overview of Economic Concepts, Models, and Methods for Institutional Research	5
<i>Michael B. Paulsen, Robert K. Toutkoushian</i>	
This chapter provides an introduction to economics and how economists approach their work, and it addresses the relevance of economics for institutional research.	
2. Applying Economics to Institutional Research on Higher Education Revenues	25
<i>John J. Cheslock</i>	
This chapter examines the economic concepts related to how revenues are generated by institutions of higher education—and how institutional researchers can use this information in their work.	
3. Using Economic Concepts in Institutional Research on Higher Education Costs	43
<i>Paul T. Brinkman</i>	
This chapter examines how marginal and average costs, and variable and fixed costs, are interpreted for colleges and universities and how these concepts can be used to inform policymaking and institutional research applications.	
4. Using Economic Concepts to Inform Enrollment Management	59
<i>Stephen L. Desjardins, Allison Bell</i>	
This chapter illustrates how economic concepts can be used by institutional researchers who are involved in the enrollment management functions at their institutions.	
5. Economic Contributions to Institutional Research on Faculty	75
<i>Robert K. Toutkoushian</i>	
This chapter describes how economic theories, models, and reasoning can help shape institutional research work related to faculty.	

6. Economics and Institutional Research: Expanding the  
Connections and Applications 95

*Michael B. Paulsen, Robert K. Toutkoushian*

This chapter briefly reviews the key contributions of economics to IR in the past and the present and then provides examples and recommendations for expanding the connections between economics and institutional research through new and/or extended uses of public sector economics in future IR applications.

INDEX 105