EDITOR’S NOTES
Terry T. Ishitani

1. Applying Mixed Methods Techniques in Strategic Planning
Richard A. Voorhees
This first chapter illustrates how quantitative and qualitative data can be used in strategic planning. The author also explores external data sources and their value in conducting competitor analyses.

2. Driving Decision Making with Data
Patricia J. McClintock, Kevin J. G. Snider
A case study of comprehensive data-driven recruitment strategies is discussed. The management of related data is displayed in computer applications for decision makers to monitor recruitment process.

3. Building and Operating a Web-Based Reporting System: A Case Study
Christopher J. Maxwell
The chapter reviews the implementation process of SAS/IntrNet as a Web-based reporting system. This implementation enables planners and decision makers at the unit level to drill into existing official university-wide metrics and improve decision making.

Iryna Y. Johnson
This chapter demonstrates how high school data can be presented using HTML to inform and improve student recruitment. In this application, institutional data are linked with the state data on high schools to provide meaningful information to high school recruiters for a particular institution.

5. From Complex Data to Actionable Information: Institutional Research Supporting Enrollment Management
Douglas K. Anderson, Bridgett J. Milner, Chris J. Foley
A practical approach is used to link admission data to geographical information, followed by simulation models that were developed to project institutional enrollment by student ability and admission standards.
6. Bayesian Modeling in Institutional Research: An Example of Nonlinear Classification
Yonghong Jade Xu, Terry T. Ishitani
An array of institutional characteristics from the National Study of Post-secondary Faculty (NSOPF: 04) data set and their impact on institutions’ disposition in Carnegie Classification are examined using Bayesian modeling techniques.

7. How to Explore Timing of Intervention for Students at Risk of Departure
Terry T. Ishitani
Event history modeling is used to illustrate the longitudinal nature of college student departure. Interactive tools are also developed to estimate timing of intervention for at-risk students.

8. A Few Concluding Thoughts
Terry T. Ishitani
This volume closes with a discussion of some thoughts on each chapter.

INDEX