

HIGHER EDUCATION RESEARCH INSTITUTE

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HERI TRENDS DATA SERVICES

Our recent publication, The American Freshman: Thirty Year Trends describes the dramatic changes that have occurred in college freshmen and society since the Cooperative Institutional Research Program (CIRP) was initiated in 1966. The effects of the Women's Movement, the rise of materialism, changes in the popularity of different careers and goals have all been reflected in the students entering our nation's colleges and universities. Changes in the demographics of entering students, the trend towards grade inflation in high school, the declining academic preparation of entering students and shifts in academic and non-academic interests have all affected how our system of higher education plans for providing the environment which will maximize the success of its students.

If you've ever considered conducting similar types of trends analyses on the CIRP data your institution has collected, but have been daunted by the task of merging reports and/or data files that change from year to year, the HERI Trends Data Services may be just what you're looking for. HERI offers the Trends Data Services in two basic forms:

TRENDS REPORT

Summarizes the responses of first-time full-time freshmen at your institution to some 300 commonly-asked CIRP questions¹ for each year it participated between 1971 and the present². The report is broken out into three subreports -- for men, women, and all students combined. A comparison report (similarly broken out) summarizes the results by year for all schools of similar type, as determined by the HERI Stratification Cell to which your institution is assigned³. The Trends Report is delivered as a series of six EXCEL or Corel QUATTRO spreadsheets on diskette, enabling you to easily create charts and graphs.

TRENDS DATA FILE

Contains all individual responses of your students to 300 commonly-asked CIRP questions for every year your institution has participated since 1971. The file is in "flat ASCII" format, allowing it to be used with a wide variety of statistical packages such as SPSS and SAS. Because the **DATA FILE** has a common format across all years, any year can be accessed with the same statistical command language as any other. (For your convenience, HERI provides an SPSS Syntax File describing your **DATA FILE**). The **DATA FILE** is available on CD-ROM, ZIP Disk, or PC diskette.

The Trends data base maintained by HERI is periodically updated to include new questions as they become an ongoing part of the CIRP. When you order updates to your Trends **DATA FILE**, HERI will automatically provide you with a complete revised file including the new items at no additional charge -- you pay only the cost of the update.

The Trends Data Services have a two-tiered pricing structure, depending on whether you are ordering for the first time, or updating a previous order:

	<u>INITIAL ORDER</u>	<u>UPDATE</u>
DATA FILE	\$400+10¢ per student ⁴	\$75+10¢ per student
REPORT	\$350	\$45

If you wish to order a Trends Report or Data File, please fill out the Order Form on the back of this flyer. If you have any questions, please feel free to contact William Korn, Associate Director of Operations. Mr. Korn is best reached via e-mail at wkorn@ucla.edu, by FAX at (310) 206-2228, or by phone at (310) 825-1925.

¹ A list of items included in the Trends data base and the years in which they were asked is included with this flyer.

² HERI regrets that it currently can not provide reports or data prior to 1971.

³ Additional comparison reports are available for a nominal fee.

⁴ Initial orders for Trends Data Files are capped at \$1,000. The cap is invoked for files with more than 6,000 cases.

HERI TRENDS DATA SERVICES ORDER FORM

DELIVERY MEDIUM

Please select one medium for delivery of your report and/or file

CD-ROM _____ 100 MB ZIP Disk¹ _____ 3.5" High-density PC Diskette¹ _____ E-mail² _____

¹There is a \$10 surcharge for deliveries on ZIP Disk or diskette. ²Data Files with more than 35,000 cases are not deliverable via e-mail.

REPORT

Service	Price	Mark Here to Order
Initial Report	\$350.00	_____
Report Update	\$45.00	_____
Additional Comparison Report(s) ³ (Specify Comparison Group(s) desired)	\$45.00 each	_ _ _ _ _ _ _ _ _
Spreadsheet Type (mark one)	Excel '97 _____ Excel 5.0 _____ Quattro Pro 9 _____	

³ Your Comparison Group is based on your Stratification Cell assignment. Your Strat Cell assignment can be found in Appendix D of The American Freshman: National Norms for Fall 2000. See Page 3 of this order form for the link between Stratification Cell and Comparison Group.

DATA FILE

Service (mark one)	Price	Mark Here to Order
Initial File	\$400 + 10¢ per student record	_____
File Update	\$75 + 10¢ per student record	_____

Certification of Research Use

HERI provides data files to assist institutional research activities. By ordering this data file, you agree that these data will be used only for statistical analysis and reporting of aggregated information, and not for the investigation of specific individuals. In signing this agreement, you give assurance that use of these data will conform to widely accepted standards of practice and legal restrictions that are intended to protect the confidentiality of research subjects.

Name of Certifying Official

Signature

Title

Date

PLEASE ENTER THE FOLLOWING INFORMATION

Institution: _____

Name: _____

Address: _____

Title: _____

City, State, ZIP: _____

E-mail: _____

STRATIFICATION CELLS AND COMPARISON GROUPS

When you order a Trends Report, you receive the report for your own institution, plus a report for one Comparison Group. The Comparison Group you receive is dependent on the Stratification Cell to which HERI has assigned your institution. You can find your assignment in Appendix D of [The American Freshman: National Norms for Fall 2000](#).

Strat Cell	Comp. Group	Strat Cell	Comp. Group
Public University		Catholic 4-yr College	
01	low	28	28
02	medium	29	29
03	high	30	30
Private University		Other Religious 4-yr College	
04	medium	31	31
05	high	32	32
06	very high	33	33
Public 4-year College		Two-year Colleges	
07	low	10	10
08	medium	11	11
09	high	12	12
10	unknown	10	10
Nonsectarian 4-yr College		Black 4-yr Colleges & Univs	
11	low	13	13
12	medium	14	14
13	high	15	15
14	very high	21	21
15	unknown	13	13
		Black 2-yr Colleges	
		34	34
		35	35
		36	36
		37	37

ALL COMPARISON GROUPS

Here is a listing of all Comparison Groups for which Trends Reports are available, including larger aggregations of institutions. Those in *italic boldface* indicate Comparison Groups that must be purchased as Additional Comparison Reports, as they are not associated with a specific Stratification Cell.

18	<i>All universities</i>	05	<i>All nonsectarian four-year colleges</i>
17	<i>All four-year colleges</i>	13	__low selectivity
03	<i>All private four-year colleges</i>	14	__medium selectivity
16	<i>All two-year colleges</i>	15	__high selectivity
19	<i>All black colleges</i>	21	__very high selectivity
08	<i>All public universities</i>	07	<i>All Catholic four-year colleges</i>
28	__low selectivity	25	__low selectivity
29	__medium selectivity	26	__medium selectivity
30	__high selectivity	27	__high selectivity
09	<i>All private universities</i>	06	<i>All Other Religious four-year colleges</i>
31	__low selectivity	22	__low selectivity
32	__medium selectivity	23	__medium selectivity
33	__high selectivity	24	__high selectivity
04	<i>All public four-year colleges</i>	01	All public 2 year colleges
10	__low selectivity	02	All private 2 year colleges
11	__medium selectivity	34	All public black colleges
12	__high selectivity	35	All private black colleges