



Spring 2010 Meeting Announcement and Call for Participation

Friday, March 19, 2010

8:00 – 4:00

The University of Akron InfoCision Football Stadium



Keynote Speaker: Dr. Jeffrey Seybert

Plenary Address: “Creating and Working within a Culture of Evidence”.

The first part of the address will be on a culture of evidence (e.g., what it is, what it can do, what it is not, etc.), and the second part will be an overview of benchmarking and more specifically benchmarking in higher education.

Afternoon Breakout Session: The National Community College Benchmark Study

Jeff Seybert is currently Director of the National Higher Education Benchmarking Institute at Johnson County Community College in Overland Park, Kansas (in the Kansas City, Missouri metropolitan area). Prior to assuming directorship of the Benchmarking Institute, he served as Director of Institutional Research at JCCC for 21 years. From 1974-1981, Jeff served as assistant professor of psychology at the University of Missouri-Kansas City.

Jeff holds a bachelor’s degree in psychology (from Cal-State Long Beach), a master’s degree in public administration (from the University of Missouri-Kansas City) and master’s and doctoral degrees in experimental psychology (from the University of Oklahoma).

He is past president of the National Community College Council for Research and Planning and the MidAmerica Association for Institutional Research, and has served on the Board of Directors of the Association for Institutional Research (AIR).

Jeff serves as associate editor for *Planning for Higher Education*, consulting editor for the *Journal of Applied Research in the Community College*, and *The AIR Professional File*, consulting editor and contributing columnist for *Assessment Update*, and project director for the Kansas Study of Community College Instructional Costs and Productivity and the National Community College Benchmark Project. He has published more than 50 articles and book chapters and served as consultant to more than 100 colleges, non-profit, and other organizations in the U.S., Canada, Great Britain, Australia, Chile, the Pacific Region, and the Caribbean in the areas of assessment of student outcomes and institutional effectiveness, program evaluation, strategic planning, and institutional research.