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For ten years, Point Loma Nazarene University (PLNU) has had a program in the Department of Mathematical, Information and Computer Sciences that incorporates the university's institutional research needs into senior honors research and service learning projects conducted by upper classmen. Students work under the supervision of the faculty members in the department who are engaged in institutional research and all students are expected to take coursework in statistics before undertaking any of these projects. The projects have included: using Arcview GIS to develop a graphical model to study the effectiveness of the diversity recruitment strategy of the PLNU Admissions Office; developing a model for student retention; collating and analyzing six years of the university's HERI survey data with a focus on learning outcomes; and developing a model for identifying "academically at risk students" early in their freshman year. This endeavor has yielded some helpful institutional information at a very low cost to the university while helping the students to develop mathematical and professional skills while working on "real world problems" for customers and has lead to a number of students pursuing graduate studies and careers in quantitative analysis. (Received September 18, 2009)