

Southern Association for Institutional Research

October 7 – 9, 2007



The Peabody Hotel
Little Rock, AR

Register today at <https://secure.airweb3.org/sair>



**Amazing.
Astounding.
Astonishing.
Awesome...
Arkansas!**

The Southern Association for Institutional Research (SAIR) comes back to the heart of the U.S.A.! Little Rock, Arkansas is the site for the 34th annual conference, starting on October 7, 2007. You will be pleasantly surprised by what we have in store for you!

Amazing. This year's conference is being hosted by the Arkansas Institutional Research Officers (AIRO). When you meet someone from this fine organization, thank them profusely for rolling out the red carpet for SAIR. Led by Diane Atchison of Southern Arkansas University Tech, this group of wonderful people represents the epitome of southern hospitality and everything good about being a member of SAIR.

Astounding. The tradition of excellence continues with tracks that will "Educate. Empower. Inspire." This year's tracks are Accreditation, Assessment, Community College, Institutional Research, Planning, and Technology. The conference theme reflects the basics of what institutional research is all about. The bottom line is our connection goes way beyond data and analysis. Institutional research provides the foundation to impart knowledge, enable sound decisions, and stimulate creative disruption. Whether participating in a workshop or exchanging ideas with colleagues during luncheon roundtables, expect to leave the conference on October 9, 2007 with new tools and techniques that will empower you. Preconference workshops take place on Saturday and Sunday, October 6-7. Workshops will provide hands-on training related to software programs, institutional effectiveness, program assessment and continuous improvement, institutional research and planning.

Astonishing. The Monday night event, sponsored by AIRO, is "SAIR's Night to Rock!" The William Jefferson Clinton Presidential Library will be the venue for self-guided tours and dinner in the Grand Hall. The Library is truly a place where you will feel like you are part of history. Following dinner, we will descend on the ballroom at The Peabody Little Rock for dancing. This is an experience you will not want to miss and we are sure to sell out quickly. Please make your reservations when you register for the conference.

Awesome. SAIR 2007 is YOUR conference. From the track committees who had the daunting task of evaluating proposals for papers, panels, workshares, and workshops to the session facilitators to our generous sponsors, SAIR 2007 came together because of YOUR efforts. We have a plethora of events that will appeal to everyone including educational concurrent sessions, empowering pre-conference workshops, an inspiring keynote speaker, and rockin' special events!

On behalf of the SAIR 2007 Planning Committee, I hope to see you in Little Rock!

Amazing. Astounding. Astonishing. Awesome Arkansas!

Sandi Bramblett
SAIR 2007 Program Chair and Vice President

Register today at
<https://secure.airweb3.org/sair>

**Opening Reception
Sunday, October 7**

SAIR Celebrates!

**Good friends,
great food, grand times!**

Join us in Salon C of The Peabody Ballroom following the plenary session for a celebration! In addition to a mouthwatering menu, we will serve up a special program to remember the life and times of Bill Fendley, past SAIR president. Visit with your old friends, meet some new acquaintances and share your memories of a person who touched the lives of so many.

ACCOMMODATIONS



Conveniently close to the best Arkansas attractions, The Peabody Little Rock is the premier luxury hotel for those in town for business or pleasure. Enjoy comfort like never before while staying just minutes from The Clinton Presidential Center and the Little Rock Zoo.

The SAIR conference rate is a bargain at \$118 per night plus tax. Remember SAIR Conference hotels typically sell out so make your reservations early. To register, go to <https://register.peabodyhotels.com>. In the left panel, there is a box that asks for the group number. Type in 682999 and click submit. Continue on with your registration on the next screen.

Want more general information about The Peabody Little Rock Hotel?

<http://www.peabodylittlerock.com/home.cfm>

Hotel telephone: (501) 906-4000

EARLY ARRIVALS AND NEWCOMERS



Early Arrivals and Newcomers will have the opportunity to join in a reasonably priced dinner at local restaurants on Saturday night at 7:00 p.m. The restaurants are within walking distance or a short trolley ride from the

hotel. The dinner will be preceded by a complimentary reception from 6:00-7:00 p.m., hosted by SAIR President Lorne Kuffel.

Please contact Jon Acker (jon@oir.ua.edu) if you are planning to attend the reception and join us for dinner on Saturday, **October 6**.

LARRY G. JONES GRADUATE STUDENT TRAVEL GRANT - APPLY BY AUGUST 31



The Larry G. Jones Graduate Student Travel Grant will be awarded for the second time for the SAIR 2007 Conference. Established in 2005 to honor past SAIR president and executive board member Larry G. Jones, the travel grant will be awarded annually to a deserving graduate student who meets the award criteria. In addition to receiving a waiver of the conference registration fee, the selected applicant will also be awarded \$500 to defray travel expenses associated with the SAIR Conference.

The applicant for the Larry G. Jones Graduate Student Travel Grant must be currently enrolled as a graduate student at either the master's or PhD level at an accredited institution of higher education. Enrollment must be verified via letter from the registrar of the home institution. The applicant must also have submitted a scholarly paper which has been accepted for presentation at the annual SAIR conference.

Applicants must submit their materials for consideration no later than **August 31**. Please visit <http://www.sair.org/conferences/2007-little-rock/lj-travel-grant.asp> for more information on required criteria and submission procedures.

TRAVEL



The Peabody Hotel Little Rock is located at 3 Statehouse Plaza, Little Rock, AR 72201.

Airlines serving Little Rock National Airport: American Airlines, ComAir Continental Airlines, Delta, Northwest, Skyway Airlines, Southwest, TWA, United Express, and US Airways. Car rental services through Budget and Hertz are available at The Peabody Hotel.

For travel suggestions and directions, please see the conference site: <http://www.sair.org/conferences/2007-little-rock/directions.asp>.

AIRPORT TRANSPORTATION

Taxi and/or shuttle services are available from Little Rock National Airport to the hotel and also serve all of Little Rock's major attractions, from downtown to the Alltel Arena, and all points of interest in and around Little Rock.



DRESS



Dress is business casual, but wear what makes you feel comfortable. The average October temperatures for Little Rock is 63 degrees. Note that meeting rooms may be cool.

Please remember to bring **walking shoes** and an **umbrella** with you.

**ATTENTION:
NEW INSTITUTIONAL RESEARCHERS**



The Newcomers' Workshop will be presented on Sunday, October 7, 2007 at the Peabody Hotel Chicot Room starting at 8:30 a.m. to 4:00 p.m.

In addition to information on implementing practical and successful IR strategies each of the participants in this **free workshop**. Eligible participants are institutional researchers with one year or less of experience in the field. Registration for the workshop is first come, first serve until 45 eligible participants have registered.



Key Responsibilities and Strategies for the Practice of Institutional Research:
A Newcomer's Workshop

Date and time:	Sunday, October 7, 8:30 a.m.- 4:00 p.m.
Presenters:	Gerry Dizinno, University of Texas San Antonio Denise Gardner, University of Georgia
Location:	The Peabody Hotel, Chicot Room

This workshop is designed for practitioners who are new to the field of institutional research. With a combination of facilitated lecture/discussion and hands-on exercises, the workshop will address such key IR components as identifying data sources, developing factbooks and peer comparisons, conducting survey research for assessment and evaluation, and completing an effective report or presentation in a timely manner.

The main focus of the workshop is to present general concepts and practical strategies for implementing or developing effective institutional research at colleges and universities, regardless of size or type. Concepts to be introduced include the following: basic institutional research skills such as verbal and written communications, basic statistics, and data collection; development of planning strategies and teamwork skills; identification of appropriate computer applications; and report writing and presentation.

CONFERENCE SCHEDULE

Saturday, October 6

7:30am - 5:00pm	Registration
8:30am - 11:30am	Workshops
1:00pm - 4:00pm	Workshops
1:00pm - 5:00pm	Southern University Group (SUG)
6:00pm - 7:00pm	Reception for early arrivals (hosted by President Kuffel)
7:00pm - 9:00pm	Dinner out for early arrivals

Sunday, October 7

7:30am - 5:00pm	Registration
8:30am - 11:30am	Workshops
8:30am - 12:00pm	SAIR Board Meeting
8:30am - 12:00pm	Southern University Group (SUG)
1:00pm - 4:00pm	Workshops
4:15pm - 4:45pm	Presenters & Facilitators' Meeting
4:15pm - 4:45pm	Vendors Meeting
5:00pm—5:30pm	Newcomers' Reception
5:30pm - 6:00pm	State Special Interest Groups
6:15pm - 7:30pm	Opening Session
7:30pm - 9:30pm	Opening Reception

Monday, October 8

7:30am - 12:00pm	Registration
7:30am - 8:15am	Continental Breakfast
7:30am - 8:15am	Dinosaurs' (Past Presidents) Breakfast
8:30am - 9:15am	Concurrent Sessions
9:30am - 10:15am	Concurrent Sessions
10:15am - 10:45am	Exhibitors' Refreshment Break
11:00am - 11:45am	Concurrent Sessions
11:45am - 12:45pm	Lunchtime Roundtables
1:00pm - 1:45pm	Concurrent Sessions
2:00pm - 2:45pm	Concurrent Sessions
2:45pm - 3:15pm	Exhibitors' Refreshment Break
3:15pm - 4:00pm	Concurrent Sessions
4:15pm - 5:00pm	Special Interest Groups
5:30pm - 9:30pm	Special Event: SAIR's Night to Rock!

Tuesday, October 9

7:30am - 9:00am	Awards Breakfast & SAIR Annual Business Meeting
9:15am - 10:00am	Concurrent Sessions
10:15am - 11:00am	Concurrent Sessions
12:00pm - 3:00pm	SAIR Board Meeting

Pre-conference Workshops

Pre-conference workshops have limited seating and many will be "sold out." Register as soon as possible to ensure a place in the workshops of your choice.

Workshops will be held at The Peabody Hotel and at Pulaski Technical College.

SAIR 2007 Conference Workshops

Saturday October 6

Workshop 1: Introduction to Statistics (with JMP software)

Saturday, October 6, 8:30 AM – 4:00 PM
Location: Pulaski Technical College, IT 301
Presenters: Lori Rothenberg, *SAS*; Sue Walsh, *SAS*
Note: This is a full day workshop.

This full day workshop will cover an introduction to statistics which will include data exploration with statistics and graphs, t-tests, analysis of variance (ANOVA), and regression. Particular attention will be paid to each type of statistical test, when it is appropriate to use, and how to interpret the results. JMP software will be used to illustrate the concepts taught.

Workshop 2: IPEDS Beginners

Saturday, October 6, 8:30 AM – 11:30 AM
Location: Pulaski Technical College
Presenters: To Be Announced

This workshop provides new professionals with a context for understanding the IPEDS data collection and retrieval tools. It will include an overview of the relationship between IPEDS and NCES, a brief history of the development of IPEDS, and a description of the components (surveys) and data of IPEDS. In addition, it will include a description of the rationale for the development of the Data Feedback Report and an overview of the content of the reports, including a hands-on demonstration of the Executive Review Tool.

Workshop 4: Getting Administrative and Educational Support Units On Board with Institutional Effectiveness

Saturday, October 6, 8:30 AM – 11:30 AM
Location: Peabody Hotel Little Rock - Oachita
Presenters: Mary Harrington, *University of Mississippi*; Margie Hobbs, *University of Mississippi*

It's been said that Institutional Effectiveness has its own train of thought, and the rest of the campus sometimes struggles to get aboard. This workshop will investigate reasons why the assessment efforts of administrative and educational support units, in particular, sometimes get derailed and will offer specific strategies for getting them on the right track.

Workshop 5: Designing and Implementing a Quality Enhancement Plan: Suggestions “in Medias Res”

Saturday, October 6, 8:30 AM – 11:30 AM
Location: Pulaski Technical College, IT 302
Presenters: Jim Eck, *Rollins College*; Kati Merrill, *Rollins College*

This workshop will address strategies for developing a quality enhancement plan that will attempt to enhance student learning at your college. As the QEP paradigm continues in a state of flux, the workshop will review different strategies for developing an acceptable QEP while addressing important issues such as focus, institutional capability, assessment, and involvement. The presenters of this workshop have had the opportunity to assist in the development, implementation and assessment of a QEP. The workshop will also offer insights about how a QEP might evolve during the implementation and assessment phases, sometimes leading to unexpected yet encouraging outcomes that can directly influence mission-driven assessment and strategic planning efforts.

Workshop 6: Designing a Program Assessment System to Educate, Empower, and Inspire

Saturday, October 6, 8:30 AM – 11:30 AM
Location: Peabody Hotel Little Rock - Chicot
Presenters: Julia Pet-Armacost, *University of Central Florida*; Bob Armacost, *Higher Education Assessment & Planning Technologies*

This workshop describes how to design, develop, and implement a successful program assessment system that educates, empowers, and inspires the institution to focus on continuous improvement. Topics include the following: role of assessment in continuous improvement, key characteristics of program assessment success, essential components of an assessment process, organizational structures and support, role of quality assurance in managing the process, and web technologies to facilitate program assessment. Participants will have an opportunity to conduct self-assessments of their institutions’ processes. The assessment system design principles apply to institutions of all sizes. The intended audience includes all personnel who have some responsibility for assessment.

Workshop 7: Chi Square Tests and Binary Logistic Regression

Saturday, October 6, 1:00 PM – 4:00 PM
Location: Pulaski Technical College, IT 302
Presenters: Sue Walsh, *SAS*

Will a student drop out during or after freshman year? Will a student graduate within four (or perhaps six) years? Predicting the answers to these types of questions is often guess work, but could we find some attributes that are good indicators? If we could find these good predictors, we might be able to use them to identify at risk students and provide some form of intervention. With this in mind, this hands-on workshop will use SAS Enterprise Guide to do chi-square tests and logistic regression. Emphasis will be on appropriate uses of the statistics and interpreting the output.

Workshop 8: Introduction to Excel PivotTables

Saturday, October 6, 1:00 PM – 4:00 PM
Location: Pulaski Technical College, IT 212
Presenters: Sandra Archer, *University of Central Florida*; Bob Armacost, *Higher Education Assessment & Planning Technologies*

This workshop provides a hands-on instructional lesson on using Excel PivotTables for data exploration and ad-hoc reporting. With interactive drag-and-drop technology, participants will learn how to rotate or “pivot” rows and columns to see different summaries of source data, and drill into the details of multi-dimensional data. Hands-on examples will focus on common reporting needs of institutional researchers. This workshop is geared toward users who are familiar with Excel, but unfamiliar with PivotTables and would like to learn how to generate quick solutions in less time than traditional data querying methods.

Workshop 9: Have Qualitative Assessment of Student Work? Need to Create a Rubric?

Saturday, October 6, 1:00 PM – 4:00 PM
Location: Peabody Hotel Little Rock - Oachita
Presenters: Margie Hobbs, *University of Mississippi*; Mary Harrington, *University of Mississippi*

This workshop will include a discussion of the types, uses, components, and construction of rubrics. Participants will be involved in developing a rubric suitable for use in assessing student learning outcomes from a programmatic viewpoint.

Workshop 10: Assessing Graduate Programs in Doctoral Research Universities

Saturday, October 6, 1:00 PM – 4:00 PM
Location: Peabody Hotel Little Rock - Neosho
Presenters: Joseph Hoey, *Savannah College of Art and Design*; Lorne Kuffel, *The College of William and Mary*

Good practice in assessing graduate programs within doctoral/research universities is the focus of this workshop. The principal workshop goals are to provide an informational and experiential knowledge base for graduate assessment and to facilitate the growth of well-constructed assessment processes in graduate programs throughout the South. Examples from a variety of disciplines will be presented to broaden participant engagement and ensure relevance of the workshop to participant needs. Extensive examples, handouts, and references will be provided.

Workshop 11: Enrollment Forecasting by Time Series Analyses

Saturday, October 6, 1:00 PM – 4:00 PM
Location: Peabody Hotel Little Rock - Chicot
Presenters: Chau-Kuang Chen, *Meharry Medical College*

This workshop is intended for institutional researchers who want to use time series analysis to construct enrollment forecast models. The time series of interest is the 1962 – 2004 student enrollment for Oklahoma State University. Autoregressive integrated moving average (ARIMA) methodology is the central focus. Holt’s two-parameter exponential smoothing and linear regression analysis are employed as supplementary tools to investigate the enrollment trends and to offer comparisons in terms of model accuracy. The intended audience is researchers with some experience in linear regression analysis.

Sunday October 7

Workshop 12: Introduction to Data Mining Using SAS Enterprise Miner for Institutional Research

Sunday, October 7, 8:30 AM – 11:30 AM
Location: Pulaski Technical College, IT 301
Presenters: Tom Bohannon, *Baylor University*; Jerry Oglesby, *SAS*

Data mining can be defined as advanced methods for exploring and modeling relationships in large amounts of data. Data mining has been used by universities in a number of areas, including but not lim-

ited to enrollment management, retention and graduation analysis, donation prediction, and faculty retention. This presentation and hands-on workshop will give you an overview of the data mining process and will introduce Enterprise Miner - the SAS solution for data mining - with an emphasis on its use for predictive modeling. The example used will focus on donor modeling.

Workshop 13: An Introduction to DAS Online

Sunday, October 7, 8:30 AM – 11:30 AM
Location: Pulaski Technical College, IT 302
Presenters: Daina Henry, *College of William and Mary*

The purpose of this workshop is to introduce the NCES DAS (Data Analysis System) tool for analyzing NCES information. The workshop will cover how to create basic tables of information using DAS and to introduce the wide range of data files available from NCES - including IPEDS and survey information.

Workshop 14: IPEDS Advanced

Sunday, October 7, 8:30 AM – 11:30 AM
Location: Pulaski Technical College, IT 212
Presenters: To Be Announced

This workshop is designed to provide the target audience with knowledge of the complexity of IPEDS data and the skills needed to design analyses and produce customized reports using the advanced capabilities of PAS. This workshop will also impart the knowledge and skills needed to produce customized datasets and to download entire IPEDS survey data files using the Dataset Cutting Tool (DCT). After identifying the desired variables, users will select, generate, and download the appropriate datasets and documentation files. Users will then be able to import and analyze these data in the statistical software package of their choice.

Workshop 15: Using Interviews to Define Developmental Rubrics for Creativity Centered Programs

Sunday, October 7, 8:30 AM – 11:30 AM
Location: Peabody Hotel Little Rock - Oachita
Presenters: David Dirlam, *Savannah College of Art and Design*

Art, design and other creativity-centered programs have an unusual assessment challenge—traditional methods, like objective testing and grading rubrics,

fail the assessment standards of being trustworthy in purpose, methods, results, and educational or programmatic usage. Large scale studies reveal that developmental rubrics identify strategies that emerge in natural sequences, produced by differing growth rates and competitive strengths. These natural sequences can be used to structure interviews in which assessment professionals tap the developmental knowledge of faculty to create well-defined levels for each criterion. Participants will learn the rationale behind the developmental rubrics interview and how to (1) conduct the interviews, (2) organize the results into rubrics tables, (3) integrate the results from multiple interviews, and (4) simplify the table for assessment purposes.

Workshop 16: Empowering Compliance Certification Using a Compliance Readiness Audit

Sunday, October 7, 8:30 AM – 11:30 AM
Location: Peabody Hotel Little Rock - Neosho
Presenters: Julia Pet-Armacost, *University of Central Florida*; Bob Armacost, *Higher Education Assessment & Planning Technologies*; Basma Selim, *University of Central Florida*

This workshop describes how to conduct a compliance readiness audit in preparation for compliance certification. Conducting this audit empowers an institution to uncover potential problem areas (e.g., lack of sufficient evidence to support compliance), implement changes to fix the problems, and have sufficient technology and resources in place prior to preparing the compliance certification document. The workshop addresses how to organize the audit, the process of conducting the audit, the timeline, and needed resources. The participants will not only learn about the steps of the process, but will have the opportunity to develop an audit plan for their own institution.

Workshop 17: A Newcomers Workshop

Sunday, October 7, 8:30 AM – 4:00 PM
Location: Peabody Hotel Little Rock - Chicot
Presenters: Gerry Dizinno, *University of Texas San Antonio*; Denise Gardner, *University of Georgia*

This workshop is designed for practitioners who are new to the field of institutional research. With a combination of facilitated lecture/discussion and hands-on exercises, the workshop will address such key IR components as identifying data sources, developing factbooks and peer comparisons, conducting survey research for assessment and evaluation, and completing an effective report or presentation in a timely manner.

Workshop 18: Understanding Bucket Theory: Retention Analysis & Practice for Student-Centered Institutions Serving Non-Traditional Students

Sunday, October 7, 1:00 PM – 4:00 PM
Location: Peabody Hotel Little Rock - Oachita
Presenters: Michael Crow, *Savannah State University*; Joseph Hoey, *Savannah College of Art and Design*

The Bucket Theory Workshop posits an alternative approach for analyzing and responding to early departure from student-centered institutions serving non-traditional students. The approach analyzes disparate departure patterns for different types of students using multinomial logistic regression techniques. Using our non-traditional student typology, we formulate focused interventions designed to promote retention for particular types of students. Workshop participants will become familiar with theoretical and methodological approaches to analyzing student departure and will come to appreciate how micro-cultural backgrounds, individual goals, and extramural stressors and opportunities also play significant roles in non-traditional students' early departure choices. Participants will plan hypothetical targeted interventions for their own institutions taking advantage of specific insights derived from Bucket Theory.

Workshop 19: S.O.S.: Student Outcomes Solutions for Program Assessment

Sunday, October 7, 1:00 PM – 4:00 PM
Location: Peabody Hotel Little Rock - Neosho
Presenters: Paula Krist, *University of Central Florida*; Mia Alexander-Snow, *University of Central Florida*

Academic and student support programs need to be concerned with developing and assessing student learning outcomes. Direct evidence of student learning promotes program improvement and meets accountability needs simultaneously. This workshop is appropriate for anyone who wants to become more skilled at developing and assessing program level student learning outcomes. Participants will learn and apply techniques to develop student learning outcomes and measures for their institutions. The workshop will include strategies for sharing good practice in outcomes assessment with faculty and support area personnel. Emphasis will be placed on using assessment data to promote program improvement in the larger institutional context.

Plenary Speaker

Dr. Belle Wheelan, President of the Commission on Colleges of the Southern Association of Colleges and Schools

The Keynote Address on Sunday evening will be given by Dr. Belle Wheelan, *President of the Commission on Colleges of the Southern Association of Colleges and Schools*. Her career spans 32 years and includes the roles of faculty member, chief student services officer, campus provost, college president and Secretary of Education. In several of those roles she was the first African American and/or woman to serve in those capacities. Dr. Wheelan attributes her success to hard work, endurance, tenacity, and being in the right place at the right time. She understands the important role of institutional research to educate, empower and inspire. Her knowledge and quick wit are the perfect combination to get the conference off to a rockin' start! Following Dr. Wheelan's address, we will convene an opening reception that will cap the evening off with good food, good friends, and good times!



Concurrent Sessions

There will be over 70 presentations of papers, panels, roundtables, and software and vendor demonstrations on Monday and Tuesday morning. The complete listing will be available at the conference web site in early September.



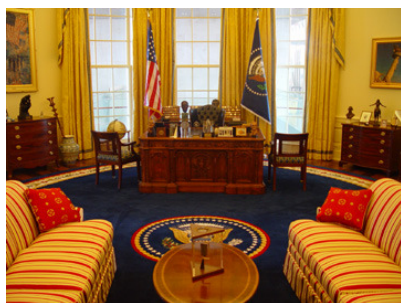
Special Event SAIR's Night to Rock!

*An Evening at the William J. Clinton Presidential
Library and Museum*
October 8, 2007



Spend an evening in the company of presidents! The William J. Clinton Presidential Library and Museum will be the site of our Monday night Special Event. Sponsored by the Arkansas Institutional Research Officers (AIRO), the event will begin at 5:30 with self-guided tours of the Clinton Library and Museum. Dinner will be served at 7:30 in the Grand Hall. You will have a choice of entrees: filet mignon, grilled salmon, grilled chicken or vegetable crepes. Dinner will include salad, vegetables, and dessert along with coffee and tea service. A cash bar will be available as well.

For more information, please visit the library's website at <http://www.clintonlibrary.gov/>



Following our jaunt through history, we will continue the party back at the Peabody Ballroom where a DJ will spin the tunes of the 70's, 80's, 90's and today! It will be an unforgettable evening in an unforgettable place! Tickets are \$50 per person and space is limited so purchase your tickets when you register for the conference.

Be a part of history...

Registration Information

Register for the workshops and conference online at

<https://secure.airweb3.org/sair>

The online registration supports credit card, checks, purchase orders or request for an invoice.

Register online by 9/15/2007 to receive the early bird discount.

If a workshop is sold out when you register online, please email Michelle Hall at

mhall@selu.edu to be placed on a waiting list.

Visit the SAIR 2007 conference website at <http://www.sair.org/conferences/2007-little-rock> for more information.

