PRESIDENT'S MESSAGE

by Brenda Rogers

As my term as president draws to a close, I have been reflecting on what SAIR has meant to me professionally. I attended my first SAIR conference in 1983 at Daytona Beach shortly after I had just begun working in an institutional research office. My major reason for attending was to gain a better understanding of what institutional research encompassed. That was the only SAIR conference where I had absolutely no responsibilities and could simply enjoy the sessions! I have presented at least one paper or panel at every conference since 1983, excluding last year when I served as program chair and attended more committee meetings than I want to remember!

What have I gained from my involvement in SAIR? I certainly am much more confident in my role as an institutional researcher and planner. From my interaction with colleagues, I have learned that there are as many varieties of institutional research as there are institutions and that those of us with a bent toward applied research and an interest in higher education may find a very rewarding career in institutional research. I have also come to recognize that none of us has all the knowledge and skills necessary to tackle all of the tasks assigned to us. That's why knowing others in institutional research becomes so critical, for we can call on our colleagues for advice on how to approach a new assignment. I have also grown to depend on the professional organizations to help to inform me of new trends in the field. For example, I learn through association publications and conference sessions answers to these questions: What new problems are being assigned to offices of institutional research and planning? What new tools and techniques are being used in institutional research? What do I need to learn in order to be prepared for the institutional research and planning office of the next decade?

I appreciate the opportunities for professional growth provided by SAIR, and I hope that each of you will attend the annual conference in October. You may then decide to present your own work at future meetings.

(continued on page 3)

1991 SAIR\MDAIR\SCUP CONFERENCE
OKLAHOMA CITY.......OCTOBER 6-8

by Tom R. Bohannon, Vice President & Program Chair
and Verna L. Dewees, Publicity Chair

This year's Program Committee, under the direction of Tom Bohannon, has put together a great program. The theme, "MANAGING DIVERSITY - DELIVERING QUALITY: in a Challenging Economic Environment," is timely, as we all have been called upon to manage in changing demographics, coupled with less resources. The conference will be held at the Airport Hilton Inn West in Oklahoma City from October 6-8.

The 1991 Conference will be unique in many ways: One is that the MDAIR group will participate with SAIR and SCUP, primarily because of the conference's location. Having the three groups present will be a first, and we are especially happy to have everyone's participation. Another change is that our program starts on Sunday. The Planning Committee felt that beginning the conference then would give you a greater opportunity to obtain a reduced airfare through a Saturday night stay.

On Sunday, October 6, the conference will start with remarks from Dr. Lawrence A. Sherr. His opening remarks will provide the impetus for the "Delivering Quality" portion of this conference. Dr. Sherr presented several AIR Institute programs on "Principles of Total Quality Management." He has agreed to conduct a Professional Development Opportunity (PDO) pre-conference workshop on a similar topic.

Following the opening address, all participants are invited to attend a reception. We especially encourage newcomers to attend it since it will provide them an opportunity to get acquainted with and be welcomed by everyone.

On Sunday morning and afternoon eight pre-conference workshops are scheduled on topics ranging from ratio analysis and time management to self-assessment and total quality management. Fees for these range between $15 and $50 each.

(continued on page 2)
SAIR Officers

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Next Issue - DEADLINE
Please submit material for the Winter (1) issue of SOUTHERN AIR to the editors by 15 January, 1992.
Please supply an electronic mail address with editorial copy, if you have one.

(Okahoma City Conference, continued)

Monday will be a very full day, starting with breakfast round tables dealing with tabular design, faculty workload, fact books, SPSS, athletic self-study, enrollment management, professional development, and faculty participation in institutional planning. You can gather goodie from the continental breakfast buffet and join a round table of your choice. Note that these breakfast round tables are included in the registration fee. For those who prefer a slower start-up pace, a continental breakfast buffet will be offered in separate quarters.

Monday's program will also include a morning general session, morning and afternoon concurrent sessions, and a box luncheon. During the box luncheon participants can join in regional SCUP group discussions to find out what is happening in SCUP and to meet their colleagues.

The concurrent sessions will offer a wide variety of papers, panels, and software demonstrations from which attendees may select. Among the panels are code and data element standardization, implementing assessment, basics of institutional research, state higher education financing, and effective use of disparate on-line system databases.

Software presentations include Pagemaker, CASPAR, EXCEL, PFS software, SREB Data Services, and applications of bar code technology, among others.

In addition, some 30 papers are scheduled for presentation on Monday and Tuesday.

The Special Event at this conference is a private banquet on Monday evening at the National Cowboy Hall of Fame. The Hall represents seventeen western states and preserves accurately and authentically the rich heritage of the American West. Don't miss it!

Special Interest Groups will meet Tuesday morning during a continental breakfast. SAIR and MIDAIR will also hold business meetings that morning. These activities will be followed by more concurrent sessions and the conference will officially close with the Awards Luncheon that afternoon.

This year's conference is packed with workshops, presentations, breakfast round tables, and demonstrations that support the overall theme of the conference. Take advantage of this opportunity not only to participate but also to meet your colleagues. Seasoned members are encouraged to initiate contact with newcomers to assure that they feel the warmth and friendliness that has characterized our conferences.

Recreational activities throughout the conference will include a Putting Contest on Sunday, a morning jog on Monday, and a Tennis tournament on Monday as well.

Other activities and meetings throughout this conference will include additional software demonstrations, a Consultants' Corner session, a SUG meeting on Saturday afternoon (1:30-5 pm), and a MIDAIR (BIG 8) post-conference.

Another feature of the 1991 SAIR/MIDAIR/SCUP Conference is the conference facilities. The Airport Hilton Inn West offers many nice features. It has 508 guest rooms, suites and townhouses, four swimming pools (1 indoor), a wading pool, a sauna, a whirlpool, a paddle tennis court, two lighted tennis courts, a putting green, an outdoor jogging track/fitness trail, a volleyball court, a gift and sundry shop, a barber shop, 20,000 square feet of convention area and meeting rooms, four clubs, two coffee shops, and superb dining in the true Hilton tradition. Single room rates are $50/nignt; doubles are $55/night within the per diem rates of the various states participating. Additionally, the facility is conveniently located close to the Oklahoma City airport and within walking distance of many great restaurants.

Discount fares are being offered by Delta. For details from Delta: 800/221-1212, ask for Special Meeting Network, Reference E35093.

The Program Planning Committee, being sensitive to budget cutbacks and travel restrictions that are plaguing many of our institutions, has set the conference registration fee at $80, the same rate as the 1990 conference. This fee includes SAIR membership dues, the Newcomer's reception, two continental breakfasts, a box lunch, and the Awards Luncheon. The Monday night banquet at the National Cowboy Hall of Fame will cost $30 per person and will include tours of the Hall, a delicious, all-you-can-eat barbecue dinner, and Country Western entertainment in the form of music and dancing. Our group will have sole use of the facility on Monday evening. Buses will transport members of the group as needed.

Features of the National Cowboy Hall of Fame include tours of: 1) the Western Performers Hall of

(continued on page 3)
(Conference, continued)

Fame (which honors John Wayne, Walter Brennan, Slim Pickens, the entire Gunsmoke cast and other personalities who made significant contributions to the western film); 2) the Historic Western Art Exhibit (American West art of C.M. Russell and Frederic Remington; Taos artists Ufer, Sharp, Berninghaus, Blumenschein and Couse; and world renowned sculptures); and 3) the Contemporary Galleries (two galleries which showcase exhibits from the Hall's nationally-known contemporary western art collections.)

We encourage you to consider participating in the activities that we are confident will provide an excellent conference. See you in Oklahoma City!

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SOME MUSINGS FROM TBCU

by Charlie Brown

As to the "why" behind the reappearance of 'Ole Charlie Brown's by-line in this issue of the SAIR Newsletter, take you choice of the following two explanations as they are equally true: 1) As advertised on many a comey campus chest, "I'm Black By Popular Demand"; and 2) By Default.

The second thing I should write about is that the unhurried Emeritus perspective of NCAIR, SAIR, and AIR Conferences/Forums is really so satisfying that I can barely wait to luxuriate in the experience again at Oklahoma City, Myrtle Beach, and Atlanta. I understand that the Emeritus body count at San Francisco reached five, so I'm not going to say much more on this subject before some smart-a**e thinks of forming an Emeritus SIG and dampens the fun of Conference/Forum going.

Relative to the TBCU:SIG meeting in San Francisco, 26 persons were present to approve broadening the range of institutions that will now be included on the Recruitment Tape. Twenty-six may sound like a pretty good attendance for a 5:00 PM SIG meeting but, when note is taken of the total number of TBCUers attending the Forum, the number of persons attending the SIG meeting was less than a break-even 50 percent. To get our raw and percentage numbers back up there where they belong, I propose that TBCU -- commencing in Atlanta -- schedule at least two meetings. The first would be of a luncheon/quasi-business meeting variety, while the second would be a completion or finalizing of business matters and professional meeting. I for one, would like to see this idea on the agenda for further discussion and refinement in Oklahoma City.

Of course there has always been the up-to-neck involvement of TBCUers in the affairs of AIR/SAIR like Allen, Hardy, Hollins, Johnson, Pratt, Rogers, Skubal and Zerom, so I was more than heartened to see the addition of names like Boatwright, Galimore, Hudgins, etc. to the San Francisco program listings and to counsel with those like Allgood and Gloster, who at long last are seriously thinking of putting together their first AIR/SAIR presentation.

The analogy may not be completely apt, but we can all remember reading that at Gettysburg a man named Everett spoke for hours without let-up, only to be eclipsed by a hastily scrawled, tow-minute, or less, speech and commemorative remarks by Lincoln. My point in prefacing my next musing with the foregoing is that despite the millions of sage and noble words spoken at San Francisco, I personally was more taken by the simple eloquence and the seeming sincerity of what struck me as a kind of off-the-cuff extemporaneous remarks made by Ellen Chaffe at the Awards Luncheon.

So touched was I by Ellen's remarks that I wrote her within days of the conclusion of AIR-San Francisco to comment that her desire to further democratize AIR comes in the wake of a series of AIR presidents, beginning with Laura Saunders, who was the first in my reckoning to seriously take the issues of civil and minority rights beyond tokenism, and to set it down as an administrative policy plank. What I neglected to say to Ellen then in a more private way, -- that I make public amends for now -- is to watch out for the allegedly well-intentioned, who would not maliciously do so, but who would, nonetheless, impose an inordinate number of unnatural "glass ceilings" on your administration. Industry, intelligence, ambition, and the like, know no gender, race, ethnicity, or creed, so unless it is the "glass ceiling" at work, why is it then that a JEAN ENDO or CAROL HOLLINS, or tainted-whites like LINDA PRATT or ARENDA ROGERS (the taint being employed by a TBCU) can never really aspire to the presidency of AIR? (My apologies to minorities/women mentioned and unmentioned, the above names are merely illustrative of the many who are thwarted by the "glass ceiling").

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(Founder's Message, continued)

or to volunteer to serve on a committee. Let your interests be known to one of the members of the Board of Directors, and we will help you find a meaningful way to become active in SAIR. As a first step, plan to attend the annual conference in Oklahoma City. Hope to see you there!

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REMEMBER to SUG Members:

by Timothy R. Sanford

Remember that SUG will meet starting at 1:30 on Saturday, October 5th through Sunday noon because of the SAIR meeting change in dates. Agenda items should be sent to Tim Sanford. <USFORDOUNC.BITNET>
The establishment of such a network capability will allow you (1) to ask questions and get quickly answers about assessment from colleagues over the electronic BITNET network; and (2) to search the evolving "data base" electronically for topics of interest which have been archived. For example, one potentially useful feature might be the development of a professional resource file of those willing to share expertise and experiences. Another possibility which the ASSESS list presents is the sharing of papers on assessment as well as instruments developed by other institutions. For example, in July an abstract of a paper written by Dr. John Huffo at VPI was distributed through the ASSESS list on the status of assessment at NASULGC Institutions. Subscribers had the option of retrieving the full paper which was archived by ASSESS.

The ASSESS discussion group is currently in an unmoderated format and will remain so based on feedback from subscribers attending the AAHE Assessment Forum in May and in light of feedback from responses to a survey conducted in April.

Recent topics have included student portfolio assessment, confidentiality of assessment data, discussion of national and state policies on assessment, assessment and new student orientation, and assessment at research universities.

How do I join? If you are unfamiliar with your institution's mainframe computer or how to send mail, consult your computer center. Otherwise, you may join the discussion group by sending electronic mail to:

LISTSERV@UKCC.UKY.EDU

with this one-line message:

SUBSCRIBE ASSESS Your Name and Institution here

You will receive notification from the listserv that you have subscribed to the list. If not, please let us know. If you are unfamiliar with how to subscribe in this way, you may simply send mail to us at vaairp1@ukcc.uky.edu

If you want to talk to a human about the list, please feel free to call Roseann Hogan at the University of Kentucky. For technical questions about adding your name to the subscription list, etc., please call Thomas Kunselman. Both can be reached at 606-257-1633. FAX number is 606-257-1333.
Southwest SCUP - 1992

by Lee M. Ellwood

The Southwest SCUP 1992 conference will be held on February 20-22 in San Antonio TX. The University of Texas at San Antonio will host the conference and its President, Samuel A. Kirkpatrick, will present the keynote address. Mr. Bill Muse, Vice President, Finance and Operations at the Univ. of Texas Health Science Center will coordinate the conference program, while Dr. Linda Whitson, Vice President, Administration and Planning at UT/SA will manage local arrangements.

SACCR CONFERENCE HELD AT STONE MOUNTAIN

by Edith Carter

The 20th anniversary conference of the Southeastern Association for Community College Research (SACCR) was held at Stone Mountain, Atlanta, Georgia, August 5-7. Each year the conference is held at a site where members can combine a professional experience along with a family vacation. The theme for this year’s conference was "Mainstreaming Institutional Research and Planning.

The three day conference featured workshops, panels and individual presentations. Dorcas Adams, Brian Daly, John Quinley and Linda Cauley presented workshops on organizing the Institutional Research Office, PC Software, Effective Presentations, and Effectiveness with Limited Resources.

Dr. David Carter, Associate Executive Director for the Southern Association for Colleges and Schools presented the keynote address. He cited examples of what committees look for on accreditation visits and noted changes which will occur in 1992.

Special events of the conference included a reception and a 20th Anniversary Luncheon, complete with birthday cake, catered by Atlanta Technical Institute. Dr. Mantha Mahallis, the only SACCR member to become President of the Association for Institutional Research presented the luncheon address on the changing role of Institutional Research. Another special feature of this year’s conference was an evening bus trip from Stone Mountain to Atlanta’s Underground. Dr. Samuel Jimmerson, Vice President at Atlanta Technical Institute arranged the special events for the conference.

Each year the Association selects an outstanding paper to be presented at the annual meeting of the American Educational Research Association. This year’s Outstanding Paper Award was given to James Howell, Director, Institutional Research, Palm Beach Community College for his paper on "Evaluating Courses Offered in Abbreviated Time Periods." Howell will present his research at AERA in San Francisco.

The following members were elected to serve the Association as officers for 1991-92: President, Foster Fowler, Director of Institutional Research, Horry-Georgetown Technical College; President-Elect and Program Chairman, Ron Shearon, Professor and Associate Head, Department of Adult and Community College Research and Assessment at Dabney Lancaster Community College; and Dorcas Adams, Director of Research and Analysis at Midlands Technical College was re-elected Treasurer.

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SAIR PROFESSIONAL DEVELOPMENT COMMITTEE

On Sunday, October 6th, the SAIR Professional Development Committee will meet before the 6 p.m. opening session. Check at the registration desk for details.

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1990 SAIR/SCUP CONFERENCE EVALUATION

The 1990 SAIR/SCUP Conference on "Information for Educational Improvement" was rated highly by the 108 respondents to the evaluation survey.

The ratings were on five dimensions: content, format, relevance, local arrangements, and opportunities to network. All five dimensions received ratings of 90% or higher favorable responses (the top two of five categories ranging from excellent to poor).

More than 50 percent of respondents indicated their preference for small group sessions with opportunities for face-to-face discussion. The evaluation was based both on specific questions and on comments and focus group interviews.

Among presentation types, the Consultant's Corner held the highest ratings and Software Demonstrations, especially format, the lowest. Relevance was generally judged to be high, but presentation was ranked lower in some cases.

Pam Sturm led the 1990 Conference Evaluation Committee, assisted by Bill Berg and Wayland Winstead, who conducted the focus groups and compiled results from those sessions.
SAIR MEMBERSHIP APPLICATION

Please use or pass this form on to an interested colleague. The completed form and check should be mailed to:
Bill Fendley / SAIR, Institutional Planning and Studies,
University of Virginia, Box 9014, CHARLOTTESVILLE VA 22906-9014

SAIR MEMBERSHIP APPLICATION/OCTOBER 1991 TO OCTOBER 1992

Name ___________________________ City ___________________________
Inst.____________________________ State ___ Zip _____________
Dept.____________________________ Telephone ______________________
Position _________________________ email __________________________
DR./MR./MRS./MS. (circle one) FAX ____________________________

Be sure to specify a membership type:
MEMBERSHIP TYPE (check one): [ ] REGULAR ($20.00)
[ ] GRADUATE STUDENT* ($10.00) [ ] EMERITUS** ($0)

* To be eligible for graduate student membership, a person must be actively pursuing a graduate degree and must not be employed full-time.

** To be eligible for emeritus membership, a person must be retired and must have been an active member of SAIR for a minimum of five years immediately preceding retirement.

REMINDER: Those who pay registration to the SAIR conference in Oklahoma City are members of SAIR for 1991-92.

SOUTHERN AIR - NEWSLETTER
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