

Southern AIR

Fall 2003 newsletter

Volume 25, Issue 3

President's Message

By Joseph Hoey, Georgia Institute of Technology

2003 Conference in San Antonio

The arrival of fall means that once again, SAIR is in the air. This year, our footsteps will lead to San Antonio, where our program chair, Dr. Jim Purcell, has worked to develop a timely SAIR conference theme and focus: "Remembering the Mission: Planning and Research for Mission Imperatives." If you have not already made reservations for the conference dates of October 11-14 – it is not too late! While the Gunter is full, our overflow hotel, the Holiday Inn, is across the street and has rooms available at the conference rate. Registrations are still being welcomed. Over 92 proposals were submitted, and the conference offers a rich array of learning and networking opportunities. We hope to see you there!

2004 Conference in Biloxi

Next year, we will be in Biloxi, Mississippi, at the fabulous Bayview Resort located on the Gulf of Mexico. This 14 story, 584 room luxury hotel features 178 luxury suites, a full service health spa, and a 45,000 square foot elevated pool and recreation plaza. It is adjacent to a 55,000 square foot convention and meeting center. With a six-story parking garage, parking will not be a problem. Joe Cliburn from Mississippi Gulf Coast Community College and Julie Fulgham of Mississippi State University are undertaking the local arrangements leadership. The resort offers high-end comfort at very affordable prices (Single \$115, Double \$115, Triple \$125, Quad \$135), and the location puts us within reach of Gulf Shores beaches, bay attractions, and historic sites. You won't want to miss it!

Developments

This has been a very serious time of retrenchment for most of us. While contraction and expansion is a cyclical phenomenon in higher education, I don't ever recall hearing about so many colleagues having to provide their own paper clips before. Our SAIR mission continues to center on providing high-quality professional development experiences for our members at the most reasonable prices possible. The willingness of our members to participate in that process and share their expertise has been the key to SAIR's growth over the years, so let's continue the trend!

The advent of the SACS *Principles of Accreditation* and the shifting of professional accreditation association criteria towards assessment of student learning outcomes have begun to have a number of effects; we are now engaging in forming creative solutions in response. The SACS shift towards less prescriptive and

(Continued on page 2)

San Antonio Bound?

Get all the SAIR '03 Conference scoop at
<http://info.gcsu.edu/intranet/ippa/sair>

Visit SAIR on the
web at <http://sair.org>

SAIR

The Southern Association for
Institutional Research

http://www.sair.org

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Please submit materials for the next
issue of Southern AIR by November
15, 2003.

(Continued from page 1)

more institution-specific standards of what constitutes an "adequate" response to the *Principles of Accreditation* has put the onus of ascertaining a set of workable internal standards as relates to the *Principles* squarely on the postsecondary institutions within our region. Institutional effectiveness remains front and center in the new standards, and the role of IR, Assessment, and Planning professionals has therefore to grow to be enablers of the creation of workable internal standards for our institutions, and to help define what Institutional Effectiveness means in each of our situations. Our leadership responsibility in this respect has expanded significantly. How should we respond? One way in which we as practitioners can facilitate this is by intelligent usage of information technology:

- to provide accurate and timely analysis of institutional data,
- to manage feedback processes and assessment reporting,
- to share information on best practices,
- to enhance organizational communication, and
- to demonstrate that our institutions are effectively accomplishing their diverse missions.

At the end of the day, I see these developments as pushing our institutional role towards more centrality and certainly more responsibility than ever before. It is up to us to transform raw (or tabular!) institutional data into organizational intelligence, and to facilitate communication of that knowledge base. I hope that we practitioners continue to be able to come together as a profession to continually share and expand our knowledge base, and I look forward to working with you to ensure that SAIR is a key forum for our forward progress.

Sincerely,

Joseph Hoey
2002-03 SAIR President



In Memoriam: Dr. Ron Hagerman

Ron was born in Chicago Heights, Illinois, November 11, 1938, and spent his formative years in that city with his parents, sister, and grandparents. Ron was a graduate of Bloom Township High School, and attended Valparaiso University and Bloom Township Community College. He received a B.S. in Economics from Southern Illinois University, a M.S. degree in Higher Education from the University of Illinois, and an Ed.D. in Higher Education from the University of Colorado. A product himself of the community college system, he had a special place in his heart for the education of all, but especially of the adult learner.

Through the years Ron filled a number of positions from clerk in the United States Army Reserve to work as a computer programmer,

(Continued on page 4)

Four good reasons to attend the 2003 SAIR Conference

Excerpted and edited from an email by Jim Purcell, Georgia College & State University, Program Chair

1. **TIME:** October 11-14, 2003
A good time to get away from it all.
2. **PLACE:** San Antonio, TX
A good place to visit anytime.
3. **PROGRAM:** Program tracks are as follows: accreditation, assessment, community college, institutional research, technology, and various panels. Something for everyone!
4. **PEOPLE:** 200-300 of your good friends with whom you can share ideas, problems, solutions and professional concerns (and have a great time to boot!)



Newbie? IR Basics Workshop and Newcomer's Reception Are For You!

Provided by Lorne Kuffel, College of William and Mary, and Chris Mee, Coastal Carolina University

New to IR? On Sunday, October 12, from 1:00 to 4:30 p.m., SAIR will host *IR Basics: For Those New to Institutional Research*. Some of the topics are as follows: introduction to the workshop and SAIR; introduction and history of Institutional Research; Institutional Research functions; assessment; and institutional budgeting and finance.

New to SAIR? There is also the Newcomer's Reception that you don't want to miss! In addition to another opportunity to meet the SAIR Board of Directors, Dinosaurs, SIG's, and other newcomers, 'special entertainment' will be provided by Clemson University that you are sure to enjoy! The reception will be from 5:00 to 5:45 p.m. Don't miss it!!!

Two Special Events to Make Your Conference Extra Special

Play a round of tennis, eat a delicious dinner, listen to some music, and take a cruise...does SAIR spoil you or what?

Sunday, October 12, 1:00 to 3:00

SAIR Tennis Tournament - Mixed Doubles at Trinity University
Contact Tom Martin, Tournament Director, for details and to sign up: Tmartin@ccc.edu. Bring three tennis balls.



Monday, October 13, 7:00 to 10:00 \$38.00

Dinner with Mariachi Music, followed by a Riverwalk Cruise



ACCKK! What to pack?!!

Dress is business casual or whatever makes you feel comfortable.

Temperatures in San Antonio this time of year is between 58 to 91 degrees Fahrenheit.

Random Fact:

Did you know that San Antonio is the 9th largest city in the US?

(Continued from page 2)

systems analyst, community college instructor, director of management information, and director of institutional research, planning, and resource development. Ron contributed to many professional and civic organizations. He had been a member of Kiwanis International, Phi Delta Kappa, and Kappa Delta Pi. He was also active in the Southern Association for Institutional Research, a past president of the Rocky Mountain Association for Institutional Research, a past president of the Georgia Association for Institutional Research, Planning, Assessment, and Quality, and past president of the Idaho State University Federal Credit Union.

Ron retired in December 2002 from Brenau University, where he served eight years with distinction as Director of Institutional Research and Planning. All will miss Ron's wry sense of humor, his love of learning, and seasoned outlook on the field. His colleagues in GAIRPAQ especially regret his loss and admire the collegiality he brought to that organization.

SAIR Financial Statement 2nd Quarter of 2003

Provided by Ross A. Griffith, SAIR Treasurer

Assets as of March 31, 2003



Bank balance		\$40,514.91
Investment balance		\$34,433.37
SAIR	\$32,938.95	
CMG	\$1,494.42	
Total		\$74,948.28

Income during the quarter:

New and renewed memberships	\$2,445.00
Checking interest	\$13.69
Investment interest	\$82.97
Total Income	\$2,541.66



Expenditures during the quarter:

Corporate filing fee	\$61.25
Best Paper Award - AIR	\$500.00
2003 Conference expenses - optional event	\$340.00
Tax return and Financial Review	\$900.00
Internet provider	\$200.00
Total Expenditures	\$2,001.25

Total net income during period

\$540.41

Assets as of June 30, 2003



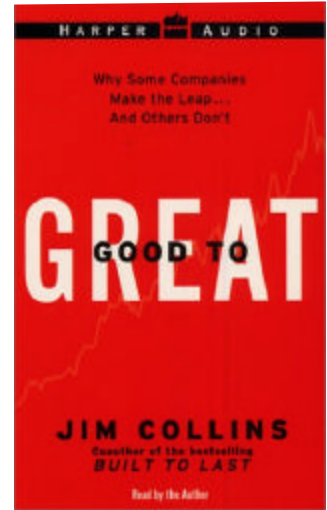
Bank balance		\$40,972.35
Investment balance		\$34,516.34
SAIR	\$33,018.32	
CMG	\$1,498.02	
Total	\$34,516.34	\$75,488.69

Book Review

By: Ruth Salter, Valdosta State University

Book: *Good to Great* by Jim Collins

As IR assessment and planning practitioners, we are frequently called upon to play a significant role in change management and institutional effectiveness at our institutions. The literature on actively moving organizations towards higher performance is well established, but is further enriched by a recent addition: *Good to Great* by Jim Collins. This best-seller represents the culmination of five years of extensive research by a team of 21 researchers. The goal of the team was to identify common themes among organizations that progressed from good to a sustained great over a period of fifteen years. The team applied stringent benchmarks for success to identify twenty-eight outstanding companies from a variety of industries. The leadership principles discussed are simple but profound. Effective strategies include a leadership style that will surprise many readers, identification of one's primary focus, entering a culture of discipline at all levels, using technology to accelerate success, and using a build-up and break-through approach to progress. The book is an interesting read and discusses novel concepts of leadership and practice. The "Good to Great" concepts are readily applicable to higher education and are also being used as a guide to inform excellence in one of our local school districts. The book is published by HarperCollins publishers, New York and retails for \$27.50 although it is available in hard cover from Amazon.com for \$16.50 plus shipping. Enjoy!



New SAIR Officers Elected

By: Sam Lowther, Auburn University

A total of 269 SAIR members cast their ballots in the recent election. Some close races resulted from the excellent slate of nominees who agreed to offer themselves for consideration. The results were as follows:

Vice President/President-Elect

Ross Griffith, Wake Forest University

Treasurer

Michelle Hall, Southeastern Louisiana University

Members-at-Large

Denise Gardner, Georgia Institute of Technology

Lorne Kuffel, College of William and Mary

Nominating Committee

Sarah Carrigan, University of North Carolina-Greensboro

Roy "Ike" Ikenberry, Belmont University

Andrew Luna, State University of West Georgia

Debra Stuart, Oklahoma State Regents for Higher Education

Catherine Watt, Clemson University



The 2002-03 SAIR Nominating Committee would like to congratulate our newly elected officers, and offer our thanks to everyone who nominated prospective candidates, everyone who agreed to run and everyone who voted.

Regional Scoop

Catching Up With SAI R Friends

Alabama

Provided by Cathy Tanner

The new officers of the Alabama Association for Institutional Research have made tentative plans for an IPEDS workshop featuring the new changes for the Peer Analysis/Data Analysis System (DAS) in December 2003 and the 2004 ALAIR Annual Conference that will be held at the University of Alabama-Birmingham in April 2004.

2003-2004 ALAIR Officers are as follows: President - Dan Tennimon (Troy State University Montgomery); Vice President - Kris Mascetti (Auburn University Montgomery); Secretary - Cathy Tanner (Bishop State Community College); Treasurer - William Hughes (University of Alabama); Immediate Past President - William Fendley (The University of Alabama); Members-at-Large: Sarah Latham (Samford University); Janis Lowther (Alabama Commission on Higher Education); Bai Kang (Troy State University Dothan) and Nominating Committee Members: Patricia Pratt (University of West Alabama) and Matthew Campbell (University of Alabama Huntsville).

The ALAIR Website is www.alair.org

Maryland

Provided by Denise Nadasen

The MdAIR Fall Conference is October 24 at the UMBC Technology Center in Catonsville, Maryland. The theme this year is "Making a Difference." The keynote speaker will be G. Jeremiah Ryan from Raritan Valley Community College in New Jersey.

For information on attending and membership benefits, please visit the website: www.mdair.org

North Carolina

Provided by Carol Gosselin

NCAIR Program Chair Ann-Marie Bellamy is working with SCAIR on a joint conference to be held in 2004. The location and dates have not been finalized yet.

NCAIR held a very successful drive-in conference on Friday, July 25, 2003, at the beautiful new Doris Duke Center at Duke Gardens on the campus of Duke University in Durham, NC. Larry Jones presented a workshop on Effective Institutional Research Practice.

For more information about NCAIR, visit our newly re-designed website at www.ncair.net

2003 Calendar of Events At a Glance

October 11-14, 2003

Southern Association for Institutional Research Conference, San Antonio, Texas
<http://sair.org>

October 11, 2003

Oklahoma Association for Institutional Research (OKAIRP) Fall Conference
<http://www.okairp.org>

October 24, 2003

Maryland Association for Institutional Research (MdAIR) Fall Conference
<http://www.mdair.org>

November 9 - 11, 2003

Virginia Assessment Group (VAG) Fall Conference
<http://www.vaassessgrp.org>

February 25 -27, 2004

Texas Association for Institutional Research (TAIR) Conference
<http://www.Texas-air.org>

May 30 - June 2, 2004

2004 Annual AIR Forum, Boston, Massachusetts
<http://airweb.org>

Oklahoma

Provided by Jody Worley

More than 40 individuals attended the Oklahoma Association for Institutional Research and Planning. (OKAIRP) conference that was held at Oral Roberts University on March 28, 2003. Keynoting the conference was Dr. Bob Smallwood, Associate Vice-President of Academic Affairs at Southwest Texas State university. Dr. Smallwood presented results from his work with the National Survey of Student Engagement (NSSE). There were 2 pre-conference workshops, and 6 concurrent presentations featuring a variety of topics from assessment, enrollment management, and student development.

The Fall 2003 conference is scheduled for October 11, and will be hosted by Rose State College in Oklahoma City. The keynote speaker for the fall 2003 conference is Susan Hatfield, Assessment Coordinator at Winona State University, Winona, MN. The OKAIRP board is hoping to have a strong conference agenda with a variety of concurrent sessions for participants to attend. Additional information about OKAIRP events and activities are posted at www.okairp.org.

Tennessee

The Tennessee Association for Institutional Research (TENNAIR) held their annual conference in Brentwood, Tennessee this past August and it was a great success. The theme was "The Challenge of Change" and there were 65 conference attendants.

The website is located at <http://oir.memphis.edu/tennairmain>

Texas

Provided by Marilyn Greer

TAIR is gearing up for our 26th conference with the theme, "The Times They Are A-Changin'," to be held on February 25—27, 2004. The conference will be at the Hilton in Bryan, Texas, home of Texas A&M University (44,000 + headcount). In order to assist our members in meeting their travel budgets while still attending the conference, TAIR is discounting the registration fee 20%, to \$80.00. The Hilton is also offering the hotel at state rate, or \$80, without a restriction on the number of occupants per room. We are also offering travel scholarships, similar to SAIR that provide up to \$250 per scholarship to pay for hotel, registration, and related travel expenses. We are putting together a memorable program. Keep posted for updates. Ya' ll come on down to Texas!

While the SAIR conference topics will be terrific and not to be missed, the SAIR Local Arrangements Committee, headed by past president Gerry Dizinno (St. Mary's University), has also arranged for two very excellent and reasonably priced tours while you are visiting sunny San Antonio. Check out the Mission Tour (a half-day tour) and the Hill Country Tour (a full-day tour) on the SAIR website. Send in your registration early! They fill up fast!

TAIR is happy to celebrate the success of our July Professional Development Workshop held at Rice University and hosted by the IR Director, Leona Urbish. Donald Crump, Associate Executive Director from SACS, as well as the IR directors from the two Texas pilot institutions, Cindy Dutschke, Texas A&M University, and Mary Frances Gibbons, Richland College, provided us with a tremendous program that detailed the new SACS criteria. The attendance of 117 was one of the highest attended TAIR professional development conferences ever!

SAIR MEMBERSHIP APPLICATION, *October 2003 to October 2004*

Name: _____

Position: _____

Institution: _____

Department Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Internet/E-mail Address: _____

Office Website: _____

Membership Type: Regular (\$25) _____ Student (\$10) _____ Emeritus (free) _____

Please use this form or pass it on to an interested colleague. The completed form and check should be mailed to:

**Ross A. Griffith
SAIR
Wake Forest University
P. O. Box 7373, Reynolda Station
Winston-Salem, NC 27109**

Membership Types:

Student Membership: For those who are actively pursuing a graduate degree and are not employed full-time.

Regular Membership: For those professionals working in institutional research or a related field.

Emeritus Membership: For those who have retired and have been an active member of SAIR for at least five years immediately preceding retirement.



**Southern Association for Institutional Research
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Institutional Research and Assessment
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Address Correction Requested**