

Southern AIR

Spring 2000

Volume 22, Issue 2

SAIR Annual Conference

The Challenges of Change: IR Beyond Y2K
Ocean Dunes/Sand Dunes Resort and Conference Center
Myrtle Beach, South Carolina
October 21-24, 2000

The theme for the conference, ***The Challenges of Change: IR Beyond Y2K***, sets the stage for an exciting professional development opportunity for institutional researchers and planners as we prepare for the twenty-first century. The program will offer pre-conference workshops; plenary sessions; paper, panel, roundtable and demonstration sessions; and ample time for interaction with colleagues. The opening plenary-session speaker is Dr. John Pelizza, a nationally known authority on wellness, change process, stress management, productivity, team building, and personal growth. His great strength is his ability to entertain a group and deliver the important concepts at the same time. The Monday plenary-session speaker is Dr. Trudy Bers, Senior Director of Research, Curriculum and Planning at Oakton Community College, who is an Association for Institutional Research (AIR) past-president. Trudy is an experienced researcher, published author, and excellent speaker who is always informative and thought provoking.

Wow! Myrtle Beach!!

The Myrtle Beach area of South Carolina is a year-round vacationers' paradise along the sun-kissed shores of the spectacular Atlantic coastline. But the wide, sandy beaches and salty sea breezes are just the beginning. The area is home to an array of attractions for every age and every taste, including championship golf courses, live-entertainment theaters, thrilling amusement parks, superb shopping, delectable cuisine, and historical sights. As befitting a resort location, dress for the SAIR 2000 Conference will be casual.



Ocean Dunes/Sand Dunes

Resort and Conference Center

201 75th Avenue North, Myrtle Beach, SC 29572

This beach resort is oceanfront with 700 feet of sandy beach, full service health club, indoor and outdoor pools, gift shop, convenience store, bicycle rentals, complimentary tennis privileges at a nearby private club, and play privileges at nearly 100 premier area golf courses. The conference room rates are fantastic for such a wonderful facility. Make reservations by calling 1-800-599-9872, extension 25. Be sure to say that you are attending **SAIR** to receive the following rates (plus 9.5% tax):

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SAIR

**The Southern
Association for
Institutional Research**
<http://www.sair.org>

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Gerry Dizinno
St. Mary's University

**Vice President/
President Elect**

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Jefferson State Community College

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Tennessee Technological University

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Please submit materials for the
next issue of *Southern AIR* by the
end of August 2000.

President's Message . . .

From Gerry Dizinno



Greetings fellow SAIR members! It was wonderful to see many of you in Cincinnati for the AIR conference. We had a great turnout at the SAIR SIG meeting, early in the day though it was. I hope the coffee and tea helped keep you alert if the extremely cold room air didn't!

SAIR members were active throughout the AIR meeting serving on various committees and presenting and facilitating papers. I didn't count (maybe I should) the total numbers, but I'd bet that we were the most active of the regional organizations in AIR activities. We should have pictures posted to the SAIR website very soon, and I'll let you all know when they're up via SAIRMAIL.

Since last year at SAIR I was a little preoccupied with the day-to-day arrangements, I wasn't able to attend any presentations. I'm happy to say that I was able, however, to attend John Milam's SAIR Best Paper presentation at AIR. It was an excellent paper on the costing of on-line courses, and it provided me with some information to take back to my own campus. Bravo, John!

On June 23 I've arranged for a Strategic Planning session for the SAIR Board and other invited guests. In addition to the Board members, former presidents Bill Findley, Karen Gentemann, Gerry McLaughlin, and Tim Sanford will participate, along with former Board Treasurer Hanne Delbridge. We will be discussing issues that the Board feels have long-term implications for SAIR. It's my guess that many of the things we discuss will have implications for the next few years, so Harriott Calhoun, as president next year, will be instrumental in getting them off to a good start. I'll let you know of the outcomes of the session in brief form via SAIRMAIL, but will give fuller details at the SAIR meeting in Myrtle Beach.

Speaking of Myrtle Beach, I hope that you have sent in your proposals for papers, software demos, panels, or roundtables by now. We hope to have, as usual, a full and excellent agenda for that meeting. And, of course, there will be ample time for socializing and networking.

So, from the great city of San Antonio, have a good summer, get ready for IPEDS, and take a well-deserved vacation--if you can!

Cheers,
Gerry

Mistakes are the
portals of discovery.

— James Joyce

SAIR 2000 AT MYRTLE BEACH

continued from page 1

Oceanview Room	\$ 70.00
Oceanfront Room:	\$ 78.00
Oceanfront Efficiency :	\$ 84.00
Tower I One-Bedroom Exec. Suite:	\$ 90.00

For best availability, make your **reservations by August 22, 2000**. Conference rates apply through September 6 on a room-available basis.

One of the keys to any meeting destination is accessibility, and all roads lead to Myrtle Beach. U.S. Highways 17 and 501, and S.C. 9, provide direct access to the Myrtle Beach resort area from Interstate Highways 95 and 20. US Airways has been designated as the official carrier for the conference, offering a 5% discount off the lowest published US Airways fare. An additional 5% is available with 60 day advance reservations/ticketing. To obtain the discount, you or your professional travel consultant may call US Airways' Group and Meeting Reservation Office *toll free* at (877) 874-7687 and refer to Gold File Number 61631584 (SAIR). Other airlines serving Myrtle Beach International Airport are Atlantic Southeast, Continental Connector, COMAIR, Midway Connection, TWA, Air Tran, Spirit, and Vanguard.

A complimentary round-trip airport shuttle may be scheduled when you make your hotel reservation, or you may call at a later date to the toll free hotel number and give them the time of your flight. There is also a courtesy phone for the shuttle in the baggage claim area of the airport. National automobile rental agencies are available at the airport terminal, and an on-site U-Save Auto Rental is available at the resort.

Monday Evening Special Event

The conference banquet on Monday evening will be a seated dinner at the hotel with a beach party theme. There will be buffet service and seating at round tables with beach ball striped cloths. The meal includes: four salads (garden salad, coleslaw, meatless pasta salad, and fruit salad), choice of two entrees (stuffed flounder or baked chicken), green beans, wild rice, dessert, and tea or coffee. Networking is one of the main reasons that people give for attending conferences, and SAIR is known for its friendly atmosphere, so you will want to take advantage of this opportunity to eat, meet, and have fun. For only \$30, with no hassle about transportation, separate checks, or tipping, you will have an excellent dinner, entertainment, dancing, and ample room for socializing with your SAIR colleagues. See you there!!

Facilitators

You can make an important contribution to the success of the conference by volunteering to serve as a facilitator for a concurrent session. The primary responsibilities are convening the session, introducing the presenter(s), and ending the session on time. Send your name and contact information to Carol Chenault at (256) 306-2747 (e-mail cdc@calhoun.cc.al.us).

More Information

If you have any questions about the conference, please contact Harriott Calhoun, SAIR 2000 Program Chair at hcalhoun@jscs.cc.al.us or (205) 856-7903.

The conference web site is

<http://www.coastal.edu/services/effect/SAIR>

CALL FOR NOMINATIONS

The SAIR Nominating Committee invites you to submit nominations for SAIR officers and Nominating Committee members. The election will be later this Summer, with terms of service to begin after the 2000 conference in October. Nomination materials were mailed to SAIR members in late June, to assist you in submitting nominations for the following positions: Vice President/President-Elect, Secretary, Member-At-Large (2 positions), and Nominating Committee Member (5 positions).

The term of office is three years for the Vice-President President-Elect; for the Secretary and the Members-at-Large the term is two years. Nominating Committee Members serve for one year. For information about position responsibilities, refer to the Association Bylaws in the *SAIR Essentials* section of the SAIR web site at <http://www.sair.org>.

Nominees must be SAIR members. Current membership status can be checked in the membership directory at <http://www.sair.org>.

If you have any questions or comments about the nomination process, please contact Nominating Committee Chairperson Glenn James or committee members Bill Berg (Furman University), Brenda Bryant (Alabama State University), Valerie Conley (Virginia Tech), Joyce Nottingham (Morehouse College), or Mike O'Rear (University of Alabama).

Your nominations are an important part of the selection of SAIR officers and Nominating Committee members. Please submit your nominations by July 14 to Glenn James, Tennessee Technological University, Box 516, Cookeville, TN 38505.

F O R E !

No visit to Myrtle Beach is complete without a visit to one of the 110 golf courses. All levels of players are welcome to network with their fellow SAIR hackers on Saturday and Sunday. If you would like to join in the fun, please contact Dave Fleming at sched@clemsun.edu or by phone at 864-656-4416.



COMINGS AND GOINGS

Kim Thoma has been named Assistant to the Vice Chancellor for Information Technology and Outreach at the University of Alabama System.

Rene Toups, University of New Orleans, will be Assistant to the Vice Chancellor for Financial Services for HR/Payroll People-Soft Implementation beginning July 1. Rene's e-mail address will remain the same; his new telephone number is (504) 280-1071.

Karen Freemon has changed jobs at the University of Alabama in Huntsville, and is now the Database Applications Analyst in the Office of Information Services.

Tom Jones is retiring from Scanning Products July 1. We all will miss Tom's friendly face in the vendor's area of the SAIR conferences.

Please don't forget to submit any member news of note to Mary Beth or Jane!

BAYLOR UNIVERSITY WINS SAS AWARD

In April, SAS® Institute announced Baylor University as the winner of the 2000 Enterprise Computing Award for Academic Applications. Baylor was recognized for its use of data warehousing and data mining for both administrative and educational purposes. Dr. Jim Goodnight, SAS' president and CEO, presented the award to Baylor University representatives during the 25th annual SAS Users Group International (SUGI) conference.

Baylor is using SAS software to build a university-wide data warehouse that will provide accurate and accessible information for administrative purposes. Baylor's Graduate School is implementing the system first due to its pressing need for comparable data. "We have almost a hundred separate graduate degrees and programs, each with distinct missions and unique data," said Larry Lyon, dean of Baylor's Graduate School. "The Graduate School must integrate these programs to ensure that the overall mission of the university is served. Without comparable, reliable, accessible data, that job cannot be done."

Additionally, Baylor and SAS have together developed a Data Mining and Knowledge Management Center where students and faculty use SAS data-mining products to discover and determine relationships and correlations within data. Exposure to innovative technical solutions for relevant business questions will make graduates more marketable. "The rapid growth and importance of data mining and data warehousing requires that all business students understand the fundamental technologies associated with this area of knowledge management," said Reagan Ramsower, associate dean for technology at the Hankamer School of Business. Ramsower also noted that the faculty at Baylor will be engaged in several research projects to extend the applications of SAS technologies in various areas.

If you are interested in learning more about Baylor's use of SAS for data warehousing, contact Dr. Tom Bohannon, Assistant Vice President, at (254) 710-2061 or tom_bohannon@baylor.edu.

CALENDAR OF EVENTS



August 6-9, 2000, Southeastern Association for Community College Research (SACCR) Annual Conference.

"Institutional Research in the Next Millennium: New Latitudes, New Attitudes" at the Whispering Woods Conference Center, Olive Branch, MS. Contact: Jill Triplett (404) 297-9522 X-2504, or via E-Mail: triplettj@admin2.dekalb.tec.ga.us

August 10-11, 2000, Tennessee Association for institutional Research (TENNAIR) Annual Conference.

"Challenges for Institutional Researchers in the 21st Century" at the Renaissance Nashville Hotel, Nashville, TN. Contact Don Scroggins, Phone: (865) 974-4373; Fax: (865) 974-1428; E-Mail: dscroggs@utk.edu

November 12-14, 2000, The Virginia Association for Management Analysis and Planning (VAMAP) Annual Conference.

Contact: Gilda Woods, Phone: (540)365-4201, Fax: (540) 365-4269, or via E-Mail: gwoods@ferrum.edu

June 3-6, 2001, The Association for Institutional Research (AIR), 41st Annual Forum, Long Beach Convention Center, Long Beach, CA.

Contact the AIR Executive Office, 114 Stone Building, Florida State University, Tallahassee, FL 32306-4462; Phone: (850) 644-4470; Fax: (850) 644-8824; or E-Mail: air@mailier.fsu.edu

SAIRendipity: "a gift of valuable ideas not sought for"

Volume 2 Issue 3, June 2000

INSTITUTIONAL RESEARCH PREPARATION

Larry G. Jones, Institute of Higher Education, The University of Georgia

While this discussion of the what and how of preparing professional institutional researchers might have been titled "preparation IR," the focus here is more on how to prevent the consequences of inadequate professional IR training than on prescribing a treatment (an ointment) for the ailment. The recently announced call for proposals for prototype programs leading to a post Master's degree certificate in institutional research (funded by NCEES and administered by AIR) has brought the continuing discussion of educating and training professional institutional researchers to the surface again.

The discussion of the education and training of professional institutional researchers always begins, appropriately, with the recognition that one of the strengths of institutional research practice is the fact that it has been developed by professionals with a wide variety of academic backgrounds, each of which has brought different methodologies, experiences, and insights to the field. No single discipline, field of study, or degree has emerged as the best, preferred, or primary preparation for doing institutional research. That said, the discussion quickly turns to "what" every institutional researcher needs to know and "how" best to teach and train the IR practitioner to do the work required. Historically, the "how" of preparing most institutional researchers has been accomplished through in-service education (including on-the-job training) provided by one or more of the associations for institutional research (or other professional associations) and/or through pre-service training in higher education or various fields of study. The "what" has generally focused on the knowledge and skills required to meet the pressing institutional needs or the current higher education issues facing institutional researchers.

Pat Terenzini's "On the Nature of Institutional Research and the Knowledge and Skills It Requires" remains the seminal conceptual work on what institutional research practitioners need to know, and it clearly has implications for their preparation. He identifies three mutually dependent and supportive forms of organizational intelligence: Technical/Analytical Intelligence, Issues Intelligence, and Contextual Intelligence, generally acquired through a combination of pre-service, in-service, and on-the-job training (Terenzini). The specific knowledge, skills, and tools inherent in each of the three tiers of organizational intelligence would seem to vary in sophistication and complexity in ways similar to Bloom's taxonomy of educational objectives (Bloom): that is to say, some require higher cognitive awareness and judgment than others.

Another perspective that relates to the preparation of institutional researchers can be found in recent research based on employers' expectations for future employees reported in "Knowledge and Skills Needed to Succeed in the 21st Century Workplace," an article in the June 2000 *NCHEMS News*.

The NCHEMS research identified four sets of required knowledge, skills, and attitudes that form a taxonomy easily generalized to the preparation of institutional researchers. At the first level, Attitudes and Personal Characteristics, the most basic of skills are identified (reading, adaptability, common sense, reliability, honesty, integrity, a good work ethic, etc.) but yet skills that were found missing even among college graduates. The second level of required skills, Essential Skills, "necessary for entry level employment," includes simple word processing computer skills, interpersonal and team skills, and reading, writing, speaking and computational skills. A third level of workplace skills, Integrative-Applied Skills, "essential skills' applied in more complex situations," requires the application of technology, critical thinking, customer relations, information use and presentation skills, problem recognition and resolution, and reasoning. Premium Skills, the fourth level, are considered "not mandatory but important additions to 'essential' and 'integrative-applied' skills" and include the ability to understand contextual issues, resource management, ethics, negotiation skills, management and supervision, systems thinking, and dealing with diverse and complex organizations and cultures (NCHEMS).

In the workplace world of institutional research it seems clear that mastery of the first two levels, Attitudes and Personal Characteristics Skills and Essential Skills, is simply understood. It is the skills in the third (Integrative-Applied Skills) and fourth (Premium Skills) levels that should be of the most concern in providing for the education and training of professional institutional researchers.

SAIRendipity: INSTITUTIONAL RESEARCH PREPARATION

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While the focus of the NCHEMS study was on pre-service training, the findings are equally relevant for developing in-service education and training programs. Of particular interest for SAIR, AIR, and affiliated IR groups is the development of professional development opportunities which speak to the knowledge, skills, and attitudes of the Applied (third) and Premium Skill (fourth) levels required for institutional researchers. Although they aren't usually aimed at skill development in the first two NCHEMS levels, most professional development opportunities offered by SAIR are aimed at the first level of Integrative-Applied Skills (and the lower ends of Bloom's taxonomy), albeit not necessarily inappropriately. Clearly there is a need to help the "newcomer" and the "first timer" deal with IR problems and tasks, but it should be equally clear from Terenzini, Bloom, and the NCHEMS research that attention needs to be given to the higher level skills required for the development of the professional, the profession and the effective practice of institutional research.

SAIR needs to turn its attention to identifying and providing for the knowledge and skills needed to succeed at all levels of the 21st century institutional research workplace. Can we succeed as professionals and as a profession if we don't?

Bloom, B. (1984). *Taxonomy of Educational Objectives*. New York: Longmans, Green.

Terenzini, P.T. (1993). "On the Nature of Institutional Research and the Knowledge and Skills It Requires." *Research in Higher Education*, 34: 1-10, No.1.

"Knowledge and Skills Needed to Succeed in the 21st Century Workplace." *NCHEMS News*, Vol. 16 - June 2000. (For a copy, see: www.nchems.org/News-Jun20,2000/news-jun.htm).

SAIRendipity is an op-ed oriented electronic and print publication intended to present ideas and stimulate discussion, debate and action about and on current issues facing higher education and institutional researchers. The ideas and opinions expressed are those of the author and do not represent an official position, philosophy or policy of SAIR or the SAIR Board. *SAIRendipity* is sent as e-mail to the *SAIRMAIL* list, published as a feature of *SOUTHERN AIR*, and is available on the SAIR web site <<http://www.sair.org>>. A discussion list for each issue will also be available at the SAIR web site for all who wish to comment on the *SAIRendipity* topics.

SAIRendipity Larry G. Jones, Editor sair@arches.uga.edu

SAIR FINANCIAL STATEMENT, First Quarter of 2000

Prepared by Rene Toups, SAIR Treasurer

Total assets as of December 31, 1999:*	\$69,413.57
*Distribution among accounts:	
Bank balance	\$37,238.30
Investment balance	30,831.88
Committee on Missions and Goals (CMG)	1,343.39
Income during the quarter:	
Income from Membership/Registration/Workshops/ Special Event and Exhibit/Sponsorship Fees	1,785.00
Interest	398.03
Total income	\$2,183.03
Expenditures during the quarter:	
Printing/Postage/Supplies	188.80
1999 Conference	2,096.61
2000 Conference - Planning	1,493.27
IHE - Indirect Costs	30.85
Total expenditures	3,809.53
Total Net Income during period	(\$1,626.50)
Total assets as of March 31, 2000**	\$67,787.07
**Distribution among accounts:	
Bank balance	\$35,248.97
Investment balance	31,182.15
CMG account	1,355.95

NOMINATIONS SOUGHT FOR SAIR SERVICE AWARDS

SAIR has established three awards to recognize the contributions of members to the Southern Association or to the field of institutional research. SAIR members are invited to nominate deserving colleagues for one of the following awards and recognitions.

The James R. Montgomery Outstanding Service Award

This award is given to an individual who has made a significant contribution to SAIR over an extended period of time. Nominees must have been a SAIR member for over five years and cannot be a member of, or a candidate for, the Board of Directors during the year nominated. In addition, two of the following criteria must be met:

- 1) has been a member of the Board of Directors or a chair of either a conference or a presidentially appointed committee;
- 2) has been an officer of, or a recognized leader in the establishment of, a state or special interest group which has been associated with SAIR;
- 3) has made a professional contribution to SAIR by being actively involved in a combination of the following:
 - a) has presented contributed papers at a SAIR conference;
 - b) has organized, offered or acted as a primary participant in workshops at the SAIR annual conference or at workshops sponsored by an affiliated SAIR organization or group;
 - c) has contributed in some other specific significant way that has advanced the professionalism of SAIR.

SAIR Special Recognition Unsung Hero/Heroine Award

This award recognizes the ongoing contributions of a member to SAIR and to the field of institutional research and planning in the broadest sense. This award honors individuals whose effort and initiative might not otherwise receive public recognition. The types of effort to be considered include management assignments, innovative projects or ideas, development of new initiatives, or other ongoing service to SAIR, *other than as an elected officer*. [For purposes of this award, "officer" is defined as President, Secretary or Treasurer.]

All members of SAIR are eligible to receive the award with the following exceptions:

- 1) A person who has previously won the award.
- 2) Officers of SAIR shall not be eligible until five years have passed since completion of their most recent term of office.

Distinguished Membership Award

Distinguished Membership may be awarded to members or former members who have made distinguished contributions to institutional research. This award is a meaningful recognition of significant effort in the field of institutional research. Distinguished Membership status is retained for the lifetime of the individual. (Persons retiring from active service in institutional research may be recognized through the award of emeritus membership rather than with the Distinguished Membership Award.)

A member or former member nominated for Distinguished Membership should meet the following qualifications:

- 1) Has been an active and contributing member of SAIR.
- 2) Has contributed substantially to the field of institutional research over an extended period of time, either in the practice of institutional research or in a supporting role (e.g. faculty, college president).
- 3) Has influenced higher education policies and practice through work or research.

To nominate someone for one of the above award, prepare a letter of nomination addressing the qualifications specified above, provide appropriate documentation, and transmit to:

**Mr. Sam Lowther
Executive Director
Office of Planning and Analysis
203 Samford Hall
Auburn University, AL 36849-5111**

Call (334) 844-4765 or e-mail lowthgs@auburn.edu with any questions related to these awards. Nominations may be made at any time throughout the year, but should be received by August 15 in order to be considered for the current year.

SAIR MEMBERSHIP APPLICATION, *October 1999 to October 2000*

Name: _____

Position: _____

Institution: _____

Department Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Internet/E-mail Address: _____

Membership Type:

Regular (\$20) _____ 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:

**Rene Toups
SAIR
University of New Orleans
IR – AD 2007
New Orleans, LA
70148**

Membership Types:

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

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

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

Southern AIR

**Southern Association for Institutional Research
c/o Mary Beth Adams
Institutional Studies and Services
University of Alabama at Birmingham
420 Administration Building
1530 Third Avenue South
Birmingham, AL 35294-0104
Address Correction Requested**