

Southern AIR

Spring 1999

Volume 21, Issue 2

SAIR 1999 IN CHATTANOOGA

The Tennessee Association for Institutional Research and the 400,000 citizens of Chattanooga invite you to visit our city for the Silver Anniversary SAIR Conference in October. Lots of natural beauty, preserved history, great food, super entertainment, and Tennessee hospitality await members who come to America's Scenic City at the southern terminus of the Appalachian Mountains.

Over the past three decades Chattanooga has experienced a dramatic transformation, symbolized by its new nickname, "The Environmental City." The beautiful mountains and lakes that surround the city are now clearly visible. Free electric shuttle busses, manufactured in Chattanooga, move tourists and locals throughout a revitalized downtown business area. Chattanooga is a fun town with a wide variety of things to see and do. Museums, shopping, nightlife, and a variety of first-class restaurants abound throughout the downtown area.

Chattanooga is easy to get to and from with over 20 daily non-stop flights to and from Atlanta, Charlotte, Cincinnati, Chicago, and Memphis arriving and departing from our new passenger terminal just fifteen minutes from downtown. The Choo Choo provides a free airport shuttle for its guests who attend the conference. We are within a day's drive for most everyone in the SAIR region. Approximate driving distances from selected cities are as follows: Washington, D.C. and Dallas-Ft. Worth- 600 miles, Orlando- 550 miles, New Orleans - 500 miles, Charlotte, Louisville, and Memphis - 300 miles, and Atlanta - 100 miles. The conference hotel for the Silver Anniversary Conference is the Holiday Inn - Chattanooga Choo Choo, a restored Victorian era railroad station where you can eat 'dinner in the diner' and even sleep in a real Pullman car (not at the spacious and beautifully landscaped, sions. The Choo Choo is within easy house Row, an upscale outlet mall locations. The Choo Choo is within easy house Row, an upscale outlet mall locations.

On Monday night we will ride the Tennessee Aquarium for the Silver will have the Aquarium, the world's for the evening. Cash bars will be set while viewing the many exhibits from Delta' to the 'Rivers of the World'. The for souvenir shopping. A Tennessee pit city's many excellent barbecue caterers. shuttle members back to the hotel.

and music will provide an opportunity for SAIR members to kick up their heels without leaving the hotel. For the more adventurous members who may wish to venture away from the hotel for late night entertainment, directions will be provided.

For those who come early or stay late, there's lots of adventure for the whole family. Chattanooga has spectacular autumn foliage, and should be near peak colors during the conference. The southern Appalachian region offers more varieties of hardwood species than any other part of North America. Numerous craft fairs and fall festivals are held throughout the region on October weekends. Several decisive Civil War battles were fought in Chattanooga and nearby North Georgia. Chickamauga battlefield, just eight miles from downtown, is America's oldest national military park. Lookout Mountain, which looms above the city's skyline, was the scene of 'The Battle Above the Clouds.' The mountain is also the home of Rock City (see seven states!), Ruby Falls, Covenant College, numerous hiking trails and, for those who crave adventure, a facility for hang gliding. Extreme sports enthusiasts may also wish to make a short side trip to the Ocoee River, site of the 1996 Olympic whitewater events. Whatever your pleasure, from ghost tours to tow trucks, Chattanooga has it! We look forward to your arrival in October.



conference rate however!). The property is and is well suited for strolls between ses-walking distance of Chattanooga's Ware-cated in lavishly restored warehouse build-

the free Electric Shuttle from the hotel to Anniversary Special Event. SAIR members largest freshwater facility, all to ourselves up for members to refresh and socialize the 'Mountain Cove' to the 'Mississippi newly renovated gift shop will also be open barbecue feast will be served by one of the Busses will run every fifteen minutes to Upon our return to the hotel a dance floor

and music will provide an opportunity for SAIR members to kick up their heels without leaving the hotel. For the more adventurous members who may wish to venture away from the hotel for late night entertainment, directions will be provided.

SAIR

The Southern Association for Institutional Research

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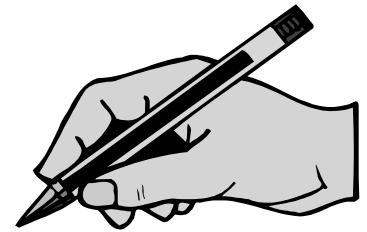
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Please submit materials for the
next issue of *Southern AIR* by the
first of September 1999.

President's Message . . . From Glenn James

This year marks the twenty-fifth anniversary of the Southern Association for Institutional Research. As part of the recognition of our association anniversary, SAIR has produced a commemorative pin, which has been distributed to all SAIR members. The remaining pins will be available to new members while the supply lasts.



A strong contingent of SAIR members wore their SAIR pins at the AIR Forum in Seattle at the end of May, helping to announce the SAIR anniversary year and providing some promotion of the 1999 SAIR conference as well. Thank you to all of you who wore your SAIR pins at the Forum! (And a special thank you to Larry Jones for his re-creation/demonstration of a nearby building implosion at the SAIR Special Interest Group meeting at the Forum. Larry proved that he is always ready for any contingency!)

I invite you to wear your pin at state institutional research association meetings this year, and of course at the 1999 SAIR conference in Chattanooga, Tennessee, in October.

As depicted in the 1999 SAIR conference theme, "A Quarter of a Century and Still on Track," SAIR and its members have many accomplishments from the first 25 years of the association. We have much to celebrate and much to anticipate, as our SAIR family prepares for a bright and continuously evolving future.



It is an exciting time— and a challenging time— to be an institutional researcher! As we consider the lessons learned during the first 25 years of SAIR and look ahead into the coming new millennium, the 1999 SAIR conference in Chattanooga will be a terrific opportunity to share and to learn about how we can capitalize on our successes and move forward

into the future.

So, plan now to be in Chattanooga in October, and join in wearing your SAIR pin at IR meetings between now and then— and especially in Chattanooga. Please invite colleagues who have not attended a SAIR conference to come to Chattanooga and join in the professional development opportunities— and the celebration!

More news about the anniversary and the conference will be coming to you in the next several months, but meanwhile, please consider the pin to be a special reminder of what promises to be a very special year for SAIR!

Best wishes for a great Summer!

COMING IN JUNE: SREB 1998/1999 HIGHER ED *FACT BOOK*

The South, once called "the nation's No. 1 economic problem" by President Franklin Roosevelt, today is the "locomotive powering the American economy." This claim first was made not by Southerners but by the widely respected British magazine, *The Economist*.

How did this happen within the span of 60 years? Advancing education, particularly that of the region's colleges and universities, clearly played a central role.

Pursuing advances in education is the cornerstone of the Southern Regional Education Board. The SREB helps its member states chart their progress and stay on course for lasting, long-term improvements. The *SREB Fact Book on Higher Education* has been an important source of comparative information for policy-makers, educators and journalists for more than 40 years.

Using the latest information from the SREB's extensive databases, the *Fact Book* contains detailed national and state data on demographics, economics, elementary and secondary school enrollments, high school graduates, government revenues and expenditures, college enrollments, student characteristics, degrees granted, tuition and fees, financial aid to students, characteristics and salaries of faculty and administrators, and college and university revenues and expenditures.

Since the publication of the last *Fact Book*, Delaware has become a member of the Southern Regional Education Board, and we are pleased to add Delaware data to this edition. In nearly every case, historical trends have been recalculated to include Delaware in regional statistics. As a result, averages and totals for the SREB states in this *Fact Book* are different from those published in previous editions.

Published along with the new edition of the *Fact Book* are 16 state-specific reports highlighting the trends in each of the member states. These reports are useful for slide-shows and, along with the *Fact Book*, are a source of quick dramatic comparisons. All the databases for the *Fact Book* and copies of the state highlights will be on the SREB web site (www.sreb.org) in mid-June.

Copies may be obtained from Publications@SREB.org or from SREB Publications at 404-875-9211 (voice) or 404-872-1477 (fax).

– contributed by Joe Marks

UPCOMING EVENTS

**July 14-18 – AIR Information Technology
Institute, Indianapolis**

July 24-28 – SCUP, Atlanta

**July 31-August 4 – AIR Applied Statistics
Institute, Santa Barbara, CA**

**August 11-15, 1999 – AIR Foundations
Institute, Washington, D.C.**

October 16-19, 1999 – SAIR, Chattanooga

1999 SAIR CONFERENCE PLANNING COMMITTEES AND CHAIRPERSONS

Program Chair:

Gerry Dizinno
St. Mary's University

25th Anniversary:

Larry Jones
University of Georgia

Equipment/Software Demos:

Nora Ernst, Bonnie Riggs
Chattanooga State
Technical Community
College

Evaluation & Facilitators:

Tom Martin
Collin County
Community College
District

Information/Help Desk:

Kelly Parker
University of Tennessee
at Chattanooga

Local Arrangements:

Dick Gruetzemacher
University of Tennessee
at Chattanooga

Newcomers:

Marcia Harrington
Virginia Tech

Panels:

Jim Eck
Samford University

Papers:

Sam Lowther
Auburn University

Registration:

Hannelore Delbridge
University of Alabama

Roundtables:

Hansel Burley
Texas Tech

Speakers:

Debbie Dailey
Georgetown University
Karen Gentemann
George Mason University

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**1999 SAIR CONFERENCE
PLANNING COMMITTEES
AND CHAIRPERSONS
(continued from page 3)**

Special Interest Groups:

Marcia Conston
Benedict College

Special Projects:

Deb Barshafsky
Medical College of GA

Sponsors/Exhibits:

Joseph Hoey
Georgia Tech

Workshops:

JoAnne Lowe
University of Georgia

Website:

Mike Gilbert
University of Tennessee
at Knoxville

VOTE!



Watch your mail for the ballot to elect SAIR officers for the coming year. Be sure to return it promptly to John Kalb, chair of the Nominating Committee. Your vote counts!

**K E E P
C O M P A N Y
W I T H
T H O S E
W H O
M A K E Y O U
B E T T E R**

– English saying

**TRENDS AND FORECASTS AT A GLANCE
FROM THE SREB FACT BOOK**

Region is growing and more diverse: Growth in the SREB region will continue to outpace the national growth rate well into the next century. About 1 million more people each year will live in SREB states. Today there are more than twice as many children under age 18 as people age 65 and older. By 2025 the numbers will be nearly equal. Then, those 65 and older will represent 20 percent of the population, compared with 13 percent today. This increase of 12.3 million senior citizens accounts for 44 percent of the nation's increase in that age group. At the same time, there will be more than 101,000 additional high school graduates each year between now and 2008. The population also will become more ethnically diverse. By 2025, 21 percent of the population will be black and 15 percent Hispanic.

Southern economy set the pace: Between 1988 and 1998 more than 9.4 million new jobs - more than half of the new jobs nationwide - were created in the SREB region. In the late 1950s, only three SREB states had an average per-capita income equal to at least 90 percent of the U.S. average. Today half of the SREB states can make that claim.

More in college, more graduates: The percentage of college graduates in the region's population today is higher than the percentage of high school graduates in the region's population in 1940. Even with this dramatic improvement, the region's educational attainment remains below the national average. Progress continues, and between 1986 and 1996 the SREB region accounted for 55 percent of the nation's total increase in college enrollment - an impressive statistic for a region with about one-third of the nation's colleges and one-third of its total college enrollment.

Almost half of the SREB region's enrollment growth from 1986 to 1996 was in two-year colleges, which now enroll about 38 percent of all college students and 44 percent of undergraduate students. Undergraduate students make up 87 percent of the college students in the SREB region, and most undergraduates (86 percent) attend public colleges and universities. Women make up about 57 percent of undergraduate students, 64 percent of graduate students and about 40 percent of students in professional programs. Women represent almost 70 percent of the region's growth in enrollment. The number of black students has increased more than twice as fast as total enrollment - resulting in almost 252,900 additional African-American students in college. Black students now account for more than 16 percent of all college students in the SREB region.

Degree production in the SREB region is up at every level, from associate's degrees to doctorates and professional degrees. The regional increases outpaced the national rates of increase in every category. The importance of degrees will increase as job openings requiring at least a bachelor's degree grow faster than any other type of jobs and, somewhat paradoxically, the job market for college graduates becomes increasingly competitive.

Financial strain for colleges remains despite improvements: From 1994 to 1999, growth in state tax funds for higher education rebounded from the low growth over the previous five-year period. However, the per-student increase amounts to about \$70 over the last 10 years when consideration is given to inflation, enrollment growth and funding increases from state appropriations and from tuition and fees.

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TBCU NEWS

The 25th Anniversary celebration of TBCU was a tremendous success. "Thank you" is extended to each of the individuals sharing in the celebration of the special interest group and its tribute to Dr. Charles I. "Godfather" Brown. It was indeed a moving experience with each of us witnessing a great moment in AIR history – the speechlessness of Charlie!

The celebration was held in the Grand Crescent Room at the Westin Hotel. Program chairperson Samuel Baldwin opened with an overview and purpose of the gathering. Tributes were given by AIR President Dr. William R. Fendley, AIR Vice President Dr. Marsha V. Krotseng, AIR Executive Director Dr. Terrence Russell, VP-Elect Dr. Michael Middaugh and SAIR President Dr. Glenn James. Dr. Donald Reichard, Dr. Gerald McLaughlin, and Dr. John A "Tony" Williams provided Charlie anecdotes. All of the tributes were moving and spoke to the "vintageness" of our beloved Charlie. Attendees received commemorative booklets with photographs and written tributes to Charlie as well as a book on the history of the SIG written by Charlie. A videotaped presentation of scenes of TBCU members from AIR and SAIR conferences was made.

The crowning moment was the presentation of the newly designed Dr. Charles I. "Godfather" Brown Service Award to Charlie. The plaque spoke to the prowess of Charlie on the tennis court with an image of a tennis player serving the ball and a service emblem affixed. Kudos to Samuel Baldwin, Mimi McDaniel and Terry Russell for all of their efforts to insure a successful event.

Charlie was also recently recognized with a "roast" by the Wizard Tennis Association, which he founded. In addition, the C.I. Brown Educational Scholarship has been endowed at Fayetteville State.

In Alabama, Mimi McDaniel, Brenda Bryant and Monica Presswood Smith (Alabama State University) were recently elected to the executive committee for the Alabama Association for Institutional Research. Mimi was inducted into Pi Alpha Alpha national honor society for public administrators and Pi Sigma Alpha national honor society for political science at Auburn University Montgomery and was elected vice president for Pi Alpha Alpha. Myrtes Green (Stillman College) was appointed Dean of Education and Director of Planning.

Congratulations to Dr. Baba Adam on his move to Santa Rosa Junior College, where he is Dean/Director of IR. His new demographics are: 1501 Mendocino Avenue, Santa Rosa Junior College, Santa Rosa CA, 95401; e-mail aba_adam@garfield.santarosa.edu; voice 707/522.2733.

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SREB TRENDS AND FORECASTS

(continued from page 4)

Colleges' spending patterns have shifted significantly. Colleges spend proportionately less on instruction, academic and administrative support, and building operations and maintenance. They spend more on research and, especially, on scholarships and fellowships for students. Faculty salaries in public four-year colleges and universities in the SREB region in the last five years have increased twice as fast as the national average when adjusted for inflation. But over the period of growth from the late 1980s to the late 1990s, funding for higher education did not keep pace with other items in state and local government budgets.

Students carry a greater financial burden: As governments' appropriations for public colleges and universities slowed, tuition and fees became a source of increased revenues - jumping from 15 percent to 20 percent of the average public four-year college's budget. The average annual cost of attending a private university is now about \$23,500. It now costs about \$7,800 per year to attend a public four-year university and about \$4,300 per year to attend a public two-year college. For families with the lowest annual incomes, the rising cost of attending college has a dramatic effect, and the effect is considerable for middle-income families. When the annual cost of attending public universities is adjusted for inflation, students today pay 53 percent more than students paid 20 years ago - \$2,700 more per year in 1998 currency.

- contributed by Joe Marks



**As of
the end of May,
SAIR has
402 members –
an all-time high!**

COMINGS AND GOINGS

Dr. John Milam has moved from George Mason University, where he held various IR positions, to the University of Virginia, where he will be a Research Associate Professor affiliated with the Center for the Study of Higher Education. While he is moving out of the day-to-day work of IR, his research and teaching will continue to focus on web database applications in higher education. Dr. Milam will continue to help maintain the websites for SAIR, AIR, and Internet Resources for Institutional Research; he also hopes to be more involved in web-enabled IR and policy analysis at the national level.

Gerry McLaughlin has retired from his position as Director of Institutional Research and Planning Analysis at Virginia Tech. He began his new position as Director of Institutional Planning and Research at DePaul University on April 1.

There is sad news of the death of one of our colleagues, **Chuck Elton** of the University of Kentucky. Chuck was an inspiration to all of us, and no finer gentleman ever gave of himself the way Chuck did to develop the scholarship of our profession. We are fortunate as an organization to have had the opportunity to recognize him at last year's AIR Forum. He will live on in many ways. Our sympathy goes out to his family and friends.

TBCU (continued from p. 5)

Congratulations also to Mrs. Jane Mosely, Morehouse School of Medicine, who recently received her Masters of Public Health degree from the institution.

– contributed by Myrtes Green

SAIR FINANCIAL STATEMENT 1st Quarter of 1999

NOMINATIONS SOUGHT FOR SAIR SERVICE AWARDS

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

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 for 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 1998 to October 1999*

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

**Hannelore Delbridge
SAIR
University of Alabama
Box 870166
312 East Annex
Tuscaloosa, AL
35487-0166**

Membership Types:

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.

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

Southern AIR

**Southern Association for Institutional Research
c/o Mary Beth Adams
Institutional Studies and Services
University of Alabama at Birmingham
420 Administration Building
701 20th Street South
Birmingham, AL 35294-0104
Address Correction Requested**