

Southern AIR

Summer 2001

Volume 23, Issue 3



IR-Relevance:

Positioning Institutional Research for Maximum Impact
Edgewater Beach Resort
October 13-16, 2001

SAIR NEWCOMERS

Submitted by Cornelia Wills

A number of colleagues who are new to the institutional research profession or have not previously attended a SAIR conference will join us at the Edgewater Beach Resort in Panama City Beach, Florida in October. We have some exciting activities planned for our newcomers, including a dinner excursion, workshop and reception.

On Saturday, October 13, join other early birds and newcomers for dinner at the Palapa Beach Club located at the Edgewater Beach Resort. This will be a wonderful chance to meet newcomer colleagues as well as some SAIR folks who are not so new.

An IR Basics Workshop, designed for those new to institutional research, will be held on Sunday, October 15, from 1:00-4:00. This information-packed workshop will present a brief look at IR's traditional role and then expand upon its current roles in serving the complex and varied decision-making needs of today's higher education community. Topics to be discussed by the presenters are History and Development of IR, Budget and Finance, Planning and Institutional Research, Enrollment Projections, and Outcomes Assessment.

Newcomers' activities will culminate with a reception from 5:00-5:45 on Sunday. Even you old-timers don't want to miss this one! In addition to the fun and entertainment, there will be a chance to meet SAIR Board Members, Dinosaurs (Past Presidents), and other special interest group representatives.

Please go out of your way to make our SAIR 2001 newcomers feel welcome. Help SAIR hold on to its reputation as the friendly confer-

ELECTION RESULTS

Submitted by Gerry Dizinno

Results are in for the SAIR 2001 elections. Of 517 ballots sent out with valid addresses, 238 were returned, which is a 46% return rate.

Joseph Hoey of Georgia Tech, was elected to serve as VP/Program Chair and 2002 President-elect. Ross Griffith, Wake Forest University, was chosen SAIR Treasurer for 2001-2003. Selected as Members-At-Large were Jim Eck of Samford University and Julie Fulgham of Mississippi State University.

SAIR's new Nominating Committee will consist of Don Boeckman of Southeastern Louisiana University; Kay Coleman of the University of South Carolina; Ron Hagerman of Brenau University in Georgia; Mitzy Johnson of Northeast Mississippi Junior College; and Cathy Tanner of Bishop State Community College in Alabama.

Thanks go to the 2001 Nominating Committee and to nominees for all positions for agreeing to run for office. Our hope is that all of the membership will continue involvement in the nominations and elections processes in the future.

SEE YOU IN PC!

Inside . . .

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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 the
end of December 2001.

PRESIDENT'S MESSAGE

for Harriott Calhoun

Hello, SAIR members. The SAIR 2001 conference is fast approaching. Included in this issue of *Southern AIR* is the conference "pull out" that contains the conference schedule, hotel information, and travel arrangements. Program Chair Sam Lowther and his committees have put together a wonderful program for us, and I hope that you are already making your travel plans. Registration information is available at www.ir.fsu.edu/sair. SAIR 2001 will be a rich professional development experience and lots of fun, so don't miss it!

While we're thinking about conferences, I am pleased to tell you that the 2002 SAIR conference will be October 12-15, 2002, at the Sheraton Baton Rouge Convention Center Hotel, Baton Rouge, Louisiana. The hotel, with deluxe guest rooms and excellent meeting space, is adjacent to the Mississippi River and within walking distance of downtown Baton Rouge attractions. We have a guaranteed 2002 room rate of \$95.00, single or double, which is excellent for this class of hotel. Bernie Braun (Louisiana State University) is chair of the Local Arrangements Committee. Bernie and his committee will be telling us more in Panama City about what they have planned for us.

Congratulations to those newly elected as officers, board members, and nominating committee members, and thanks to all who agreed to be on the ballot. We are fortunate to have so many capable and committed members who are willing to step forward in service to the association. Please join me in extending your support to 2002 Program Chair/President-Elect Joseph Hoey (Georgia Tech); Treasurer Ross Griffith (Wake Forest University); Members-At-Large Jim Eck (Samford University) and Julie Fulgham (Mississippi State University); and Nominating Committee Members Don Boeckman (Southeastern Louisiana University), Kay Coleman (University of South Carolina, Columbia), Ron Hagerman (Brenau University), Mitzy Johnson (Northeast Mississippi Community College) and Cathy Tanner (Bishop State Community College).

In my last message to you, I announced the appointment of a Financial Task Force consisting of SAIR Treasurer Hannelore Delbridge as Chair, with Bob Kuhn (Louisiana State University), Debbie Dailey (Georgetown University), Tim Sanford (University of North Carolina at Chapel Hill), Bill Fendley (University of Alabama), and Immediate Past-Treasurer Rene Toups (University of New Orleans). On the recommendation of the Task Force, the SAIR Board has approved a SAIR conference registration and refund policy that is in effect with the 2001 conference registration. While the policy is basically the same as recent practice,

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IR-Relevance:
Positioning Institutional Research for Maximum Impact
Edgewater Beach Resort
October 13-16, 2001

As the hot summer days wend their way toward fall, college campuses around the south start to stir with anticipation of what the fall always brings. No, not college football, the SAIR Annual Conference. You're invited to put aside your campus duties for one weekend and join us at the Edgewater Beach Resort in Panama City Beach, FL. It's a location filled with enough activities and amenities to satisfy just about anyone. The resort sits along the famous "sugar white" beaches of the Florida panhandle and, of course, offers beach-related activities, along with a new health club, spa, tennis courts, par-three golf course, and a championship golf course. The conference center is new, with all meeting facilities located in one place. Beyond the resort, Panama City Beach is known, among other things, for food and fun. Great seafood, active night life, and Goofy Golf are only a few of the things you can expect to find. Most importantly, many of your fellow members are busy readying a broad range of professional and social activities that promises both to entertain and enlighten you. SAIR has the reputation, we think, for holding the premier regional IR conference, and we don't intend to let you down. Our theme, **IR-Relevance: Positioning Institutional Research for Maximum Impact**, underscores the fact that we're operating in a changing environment and have to run just to stay in place. SAIR's Annual Conference is one of the best ways to keep yourself professionally agile. We're also including a special focus on Assessment, in response to members' desires to enhance their knowledge and skills in this increasingly important aspect of our professional duties.

Activities start on Saturday, October 13, with Pre-Conference Workshops. Many of the topics you've rated highly in the past are back, as well as a selection of new ones. These are excellent opportunities to gain concentrated exposure to a subject in a short time, from some of the leading experts, at a cost that's only a fraction of what you might pay elsewhere. Enrollment is limited, so register early. (*Note that workshop registration can only be made along with registration for the conference.*) All of the early birds are invited to join us for dinner at the Palapa Beach Club restaurant, alongside the lagoon pool deck, and to watch the sunset.

Sunday continues the slate of workshops, along with meetings of several affiliated and special interest groups. Things begin in earnest with that evening's Opening Address, presented by Joseph M. Stevenson, vice president for academic affairs at Jackson State University. Dr. Stevenson is a leading authority in the application of knowledge management techniques in higher education, and has recently been featured in *Knowledge Management* magazine. You'll certainly want to hear what he has to offer. Following is the traditional opening reception, with food and drink and the chance to renew old acquaintances and make new ones.

Monday starts with continental breakfast and special interest groups, before we all congregate for the General Session, featuring James T. Rogers, executive director of the Commission on Colleges of the Southern Association of Colleges and Schools. Dr. Rogers is sure to highlight the proposed changes in the SACS *Criteria*, and the discussion should be involving. The day continues with a full slate of papers, panels, presentations, demonstrations, and roundtables, breaking only for a buffet luncheon and the annual SAIR Business Meeting. We top off Monday with this year's SAIR Special Event: **SAIRVIVOR**. Put on your castaway clothes and join us around the lagoon pool for music, dancing, food, and games.

Don't leave just yet. Tuesday's annual Awards Breakfast allows us to recognize those people who have done much for SAIR in general and in putting on SAIR '01 in particular. And there's still more to come. Concurrent sessions continue throughout the morning until things draw to a close at 1:00 pm. Stay on, if you like, though. The conference room rates will be honored for three more days, so you might want to make a week of it.

As you can see, we'll be offering something for everyone, and absolutely no chance to catch your breath. Take a look through the following details and send in your registration right away. More information can be obtained throughout the conference web site or by contacting me at lowthgs@auburn.edu or 334-844-4765. I'll look forward to seeing you in "PC" in October.

Sam Lowther
SAIR '01 Program Chair

ACCOMMODATIONS

Edgewater Beach Resort
11212 Front Beach Road
Panama City Beach, FL 32407

The Edgewater Beach Resort is a condominium-style resort. As a result, there is only a small contingent of single rooms available. The layout of double rooms makes it advantageous to share accommodations. Each bedroom has one or two beds and a private bath, along with full kitchen and sitting room with sleeper sofa, thus approximating a typical hotel suite. Conference attendees are strongly encouraged to share rooms, resulting in significant cost savings. If you need help in locating a compatible roommate, visit the conference web site at www.ir.fsu.edu/sair, to use the **Roommate Referral Service**. Reservations can be made toll-free by calling the resort at **1-800-874-8686** or online, www.edgewaterbeachresort.com. You must specify that you're with the **SAIR Conference** to receive the conference room rate. Rates for each room type are shown below and are subject to state and local taxes, which currently are 11.1%. Your reservation must be made by **September 12** in order to be guaranteed the conference rates, but you are encouraged to reserve your room as soon as possible, to ensure availability. The conference rate will be honored for three days prior to the conference and three days afterward.

- 1-Bedroom (Towers, oceanfront) \$114
- 1-Bedroom deluxe (Towers, oceanfront) \$124
- 2-Bedroom (Towers, oceanfront) \$163
- 2-Bedroom deluxe (Towers, oceanfront) \$172
- 1-Bedroom (Leeward/Windward, oceanfront) \$119
- 2-Bedroom (Leeward/Windward, oceanfront) \$153
- 1-Bedroom (Golf Villas) \$109
- 2-Bedroom (Golf Villas) \$113

TRAVEL

Driving: Panama City Beach is in convenient driving distance for a large proportion of the SAIR region. Most typically, drivers will approach PC on US 231 or US 98, make their way to Back Beach Road and take exit "C" onto Beckrich Road. Alternatively, you may use Front Beach Road. By either route, the Edgewater Beach Resort check-in office is on the southwest corner at the intersection of Beckrich Road and Front Beach Road. Extraordinarily detailed driving instructions, with landmarks, are available at the conference website.

Flying: Delta Airlines is the Official Airline for SAIR '01, offering a 5%-10% discount on published fares. (Note that this discount is in addition to many other applicable discounts, such as advance purchase, so it may pay to phone rather than make your reservations online.) To make reservations and obtain the discount, contact Delta at **1-800-241-6760** (8am-11pm ET) and refer to **Delta File Number 179265A**. Scheduled airlines serving Panama City-Bay County Airport include ASA (Delta), Northwest AirlinK and US Airways Express.

Transportation from airport: The Edgewater Beach Resort offers an airport shuttle service for \$10 plus tax one-way. Reservations must be made 24 hours in advance by calling **850-235-4044**, extension 305. National automobile rental agencies (Alamo, Avis, Budget, Hertz, National) are located at the airport. Taxi and limousine services are also available. For details, visit the conference website.

Golf Scramble: For those attendees whose interests are other than the beach, there will be a Golf Scramble on Sunday afternoon. If you're interested in participating, contact Dave Fleming at sched@clemsun.edu.

Dress: Hey, it's the beach. Actually, you're likely to see every type of outfit at the Conference, from shorts to suits. The best guidance is to wear what makes you comfortable. Average October temperatures range from 56-80 deg. F, with an average of 69, but meeting rooms may tend toward the cooler side.

CONFERENCE SCHEDULE*Saturday, October 13*

- 7:30am - 5:00pm Registration (Conf. Ctr. lobby)
- 8:30am - 11:30am Workshops
- 8:30am - noon SAIR Board Meeting
- 1:00pm - 5:00pm Workshops
- 1:00pm - 5:00pm Southern University Group (SUG)
- 6:00pm Early arrivals meet for dinner (Palapa Beach Club)

Sunday, October 14

- 7:30am - 5:00pm Registration (Conf. Ctr. lobby)
- 8:00am - noon Workshops
- 8:30am - noon SUG
- 1:00pm - 4:00pm Workshops
- 3:00pm - 4:00pm Affiliated & Special Interest Groups
- 4:00pm - 4:45pm Presenters & Facilitators Meeting
- 5:00pm - 5:45pm Newcomers Reception
- 6:00pm - 7:30pm Conference Opening Session
- 7:30pm - 9:00pm Opening Reception

Monday, October 15

- 7:30am - 5:00pm Registration (Conf. Ctr. lobby)
- 7:30am - 8:30am Continental Breakfast
- 7:30am - 8:15am Dinosaurs' (Past Presidents) Breakfast
- 7:30am - 8:15am Affiliated & Special Interest Groups
- 8:30am - 9:30am Conference General Session
- 9:45am - 11:45am Concurrent Sessions
- Noon - 1:00pm Buffet Luncheon
- 1:15pm - 3:15pm Concurrent Sessions
- 3:15pm - 4:15pm SAIR Annual Business Meeting
- 4:30pm - 5:30pm Round Tables
- 7:00pm - 10:00pm Special Event (SAIRVIVOR)

Tuesday, October 16

- 7:30am - 9:00am Awards Breakfast
- 9:15am - 12:45pm Concurrent Sessions
- 2:00pm - 5:00pm SAIR Board Meeting

PRE-CONFERENCE WORKSHOPS

WK1: Excel Spreadsheet-Based Enrollment and Revenue Model

Saturday, October 13 - 8:30am - 11:30am
David B. Fleming, Clemson University

Prerequisite Skills/Knowledge: None.

A major research institution has developed an enrollment and revenue model to provide the administration with anticipated enrollments and revenues from the predicted tuition and fees. In this workshop, the presenter will describe the development of the models and will use a realistic situation and set of data to highlight the issues and concepts involved in predicting enrollments and revenues. The presenter will define all data elements used in the model and extensively review the data analysis to show the participants how to update the model for their institutions. By the end of the presentation, each participant will have working knowledge of the model, including how to update the base information and how the model can be used. Each participant will receive a copy of the model, workbook and SAS programs to build the input files.

WK2: Beginning SPSS 10.0 for the Institutional Researcher

Saturday, October 13 - 8:30am - 11:30am
Michael Crow, Savannah State University; Ana-linda Moreno, Texas A&M University; Paul Illich, McLennan Community College

Prerequisite Skills/Knowledge: An understanding of and ability to navigate in Windows 95 or 98, along with basic word processing and spreadsheet computer skills, is important. An understanding of basic descriptive statistics terminology, including measures of central tendency and variation, will be valuable. However, direct experience with SPSS and/or analytical/inferential statistics is NOT necessary.

This 3-hour session will highlight the capabilities of the industry-standard statistical research tool, SPSS 10, and will focus on practical tactics and procedures for utilizing typical institutional data with SPSS, labeling variables and values, modifying and selecting data for computations, managing window sessions, and calculating basic descriptive statistics, including frequency distributions with bar charts or histograms and summary statistics (mean, mode, variation and standard deviation). Participants will also become familiar with the invaluable "OLAP cube" and with preparing and printing basic reports with data and images to communicate findings from typical institutional research projects.

WK3: Traditional Research Design and Institutional Research

Saturday, October 13 - 1:00pm - 4:00pm
Sarah D. Carrigan, University of North Carolina - Greensboro

Prerequisite Skills/Knowledge: None.

The primary goal of this workshop is to provide a basic overview of traditional research design from which group discussion can be launched. Discussion points will include producing policy relevant studies for planning and decision-making and transforming data collection activities into decision-oriented research projects. Specific objectives include enabling participants to translate data into information, to transform reporting into research, and to prepare methodologically sound, practically useful research reports for their institutions. The intended audience includes institutional researchers, particularly those new to the field, who are seeking effective ways to ensure that their work makes an impact on planning and policy decisions.

WK4: SPSS Tables

Saturday, October 13 - 1:00pm - 4:00pm
Paul Illich, McLennan Community College; Ana-linda Moreno, Texas A&M University; Michael Crow, Savannah State University

*Prerequisite Skills/Knowledge: An understanding of and ability to navigate in Windows 95 or 98, along with basic word processing and spreadsheet computer skills, is important. An understanding of descriptive statistics will be valuable. Experience with institutional research reports will also be beneficial. Some direct experience with SPSS will be valuable. (Participation in **WK2: Beginning SPSS 10.0 for the Institutional Researcher**, will provide participants with sufficient background for this session.)*

This 3-hour session will focus on the practical applications of SPSS Tables. The session will provide a step-by-step discussion of how SPSS Tables can be used to automate the production of comprehensive reports, such as grade distribution reports that contain nested levels (e.g., division, department, instructor). The session will emphasize the advantages of publishing reports directly from SPSS' output files. Participants will learn how to 1) structure SPSS data files to fit the requirements of SPSS Tables, 2) use SPSS Tables to create both simple and complex tables that contain multiple levels or layers, 3) customize table formats, and 4) print tables or export tables directly to the Internet. Participants will learn how to create tables directly through SPSS syntax commands and through the SPSS Windows environment. The workshop will also include a discussion of how to interpret data produced through SPSS Tables.

PRE-CONFERENCE WORKSHOPS (Continued)

WK5: Assessment Know-How: A Quick Start to Designing, Conducting, Reporting, and Evaluating Outcomes Assessment

Saturday, October 13 - 1:00pm - 4:00pm

Randy Swing, Brevard College; Libby V. Morris, University of Georgia

Prerequisite Skills/Knowledge: None. Intended audience includes institutional researchers and assessment officers at the beginning to intermediate levels of assessment knowledge. This workshop provides a systematic overview of the key decisions and choices undergirding assessment of institutional effectiveness. Designed as a beginning/ intermediate-level primer, the presenters will draw from core concepts developed over the past three decades by Astin, Banta, Ewell, Suskie, Upcraft, and other luminaries in the field to create a broad overview of higher education assessment. Topics include: problem/focus identification, assessment strategies, instrument/data selection and collection, analytical methods, reporting formats, and evaluation of the assessment process. Participants will receive a set of resource materials (typologies, matrices, bullet lists, etc.) and an extensive collection of assessment instruments.

WK6: Conducting Faculty Salary Studies

Sunday, October 14 - 8:30am - 4:00pm (**Full day workshop; \$50 registration fee.**)

Richard Howard, Montana State University; Gerald McLaughlin, DePaul University

Prerequisite Skills/Knowledge: None. Intended audience is individuals with experience in institutional research and who may be responsible for conducting a faculty salary study. Attracting and retaining good faculty are critical in maintaining institutional quality and strength. Institutional researchers can contribute to the management of the faculty by providing information on the fairness and competitiveness of faculty salaries at their institutions. While average faculty salaries are monitored on every campus, often the institutional research office is asked to examine in more detail faculty salaries. In general, the purpose of these studies is to examine the institution's salary structure and identify potential problems. In this workshop, we will focus on the data and analyses issues that must be addressed when conducting institutional faculty salary studies. Specifically, we present ways of addressing questions about equity, competitiveness, compression, and comparability by discussing the issue conceptually and providing examples of analyses.

WK7: Keeping The Assessment Momentum

Sunday, October 14 - 8:30am - 11:30am

Eleanor Nault, Clemson University; J. Joseph Hoey, Georgia Tech

Prerequisite Skills/Knowledge: None. Why is the practice of assessment inconsistently applied across institutions? After a one and one-half decades of assessment, why do we still experience high levels of faculty resistance to program assessment? The workshop participants will identify barriers to organization trust upon which assessment relies. This practical approach, grounded in a four-factor conceptualization of trust in assessment, explores motives, questions, methods, and data issues of trust. Participants will investigate characteristics of low-trust and high-trust environments, prepare an inventory and trust-rating scale for assessment instruments, and be challenged to identify strategies to overcome identified barriers and enhance trust in using assessment methods.

WK8: IPEDS Workshop

Sunday, October 14 - 8:30am - 11:30am

Susan Broyles, National Center for Education Statistics; Janis Lowther, Alabama Commission on Higher Education; Gail Fishman, Association for Institutional Research

Prerequisite Skills/Knowledge: None. The Association for Institutional Research and the National Center for Education Statistics join SAIR to offer an IPEDS demonstration workshop covering the Winter Data Collection, including the new Faculty/Staff matrix as well as the two surveys. This half-day workshop provides vital information about the upcoming IPEDS reporting period. Those who administer or use IPEDS data will benefit from this workshop.

WK9: IR Basics (For those new to institutional research.)

Sunday, October 14 - 1:00pm - 4:00pm

Randy Swing, Brevard College; Bob Kuhn, Louisiana State University; Lorne Kuffel, College of William and Mary; Theresa Smith, University of Oklahoma

Prerequisite Skills/Knowledge: None. This information-packed workshop presents a brief look at IR's traditional role and then expands upon its current roles in serving the complex and varied decision making needs of today's higher education community. Presenters will discuss some of the key IR functions, including planning, budget and finance, enrollment projections, and assessment and institutional effectiveness.

PROGRAM TOPICS

Conducting an Economic Impact Study

Donald Boeckman, *Southeastern Louisiana University*; Doug Butler, Jim Purcell, *Georgia College and State University*

Institutional Research: An Antidote to Accreditation Anxiety--A Presentation Under Construction

William R. Fendley, *University of Alabama*; Larry G. Jones, *University of Georgia*; Trudy H. Bers, *Oakton Community College*; Mary M. Sapp, *University of Miami*

Meeting the SACS Criteria: A Few Recommendations

Jim Eck, *Samford University*; Myrtes Green, *Stillman College*; Gerry Dizinno, *St. Mary's University*; J. Joseph Hoey, *Georgia Tech*

Wear Your Hard Hat: Data Warehouse Under Construction!

Debbie Dailey, *Georgetown University*; Dan Thomas, Andrew LaManque, *University of Maryland*; Mary Beth Adams, *University of Alabama at Birmingham*

A Matter of Degree: Financial Aid and Baccalaureate Degree Attainment in Florida

David L. Wright, Sarah C. Latham, Tara G. Goodman, Juan C. Copa, *FL Postsec. Ed. Planning Comm.*

A New Organization to Meet the Expanding Role of Institutional Research

Julia Pet-Armacost, Sabrina Andrews, Robert L. Armacost, *University of Central Florida*

A Prescription for a Proscription-less Self Study

Larry G. Jones, *University of Georgia*

Academic Disidentification in Associate Degree-granting Institutions: Identifying Affected Students and Developing Solutions

B. Edward Hale, Kuan R. Yang, *Georgia Perimeter College*

An Examination of College Performance as Predicted by the ACT Test and High School GPA

Russ Deaton, Gregory J. Schutz, *TN Higher Education Commission*

An Interactive Fact Book: A Practical Application for Opening Up Data to Decision-Makers

Cindy Dutschke, Dennis Ignatenko, *Texas A&M University*

An Introduction to Information Criteria for Model Selection

Michael Gilbert, *University of Tennessee*

Assessing Health Science Education Programs

Sam Spangler, *College of Health Sciences*

Assessment of Computing Skills Gains During the First Three Semesters of College

Bobby Sharp, Kathy Truett, Heather Langdon, *Appalachian State University*; Randy Swing, *Brevard College*

Beyond the Mandate: Moving Assessment From Accountability to Improvement

Kathryn Doherty, *Marymount University*

Building a University-wide System for Evaluation of Instruction: One Institution's Approach

Roy D. Ikenberry, *Belmont University*; Bill Gray, *Survey Products, Inc.*

College Students: They Are A'Changing

Cindy Hewitt-Gervais, Cindy Ewald, Kathryn Lyden, *Florida Gulf Coast University*

Combining Quantitative Data with a Qualitative Study to Achieve a More "Complete Picture"

Cindy Rowe, Teresa Isbell, *North Lake College*

Communicating Faculty Work Outside the Academy

S. Wickes Wescott, III, *Clemson University*

Considerations for Developing Online Course Evaluations

Sue D. Achtemeier, Libby V. Morris, *University of Georgia*; Catherine L. Finnegan, *Board of Regents - Univ. System of Georgia*

Defining and Measuring Technology Competencies: A Model

Jean Silagyi-Rebovich, *Winthrop University*

Defining Qualitative Measures of Faculty Activity: Extending the Research on Productivity

Michael F. Middaugh, *University of Delaware*

Designing and Using IR Web Sites: A Focus Group Analysis

Libby V. Morris, Larry G. Jones, *University of Georgia*

Developing a Regression Model to Determine Departmental Budget Allocations

Andrew L. Luna, *State University of West Georgia*

Developing an Interactive Factbook

Analinda Moreno, *Texas A&M University*

Differential Impact of Raising the Bar for Collegiate Admissions

Todd Johnson, Glennelle Halpin, Gerald Halpin, *Auburn University*

Educational Objectives and Retention at a Two-Year College

Meeta B. Goel, Thomas K. Martin, *Collin County Community College*

PROGRAM TOPICS (Continued)

Implementing a Recursive Retention Assessment System for Engineering Programs

Jon Charles Acker, William Hughes, William R. Fendley, *University of Alabama*

Improving Student Retention Rates: An Ongoing Cross Functional Process

Jim Eck, *Samford University*

Institutional Effectiveness: Ensuring a SACS Com-mendation

Rose Austin, *Kingwood College*

Institutional Research Office: Tracks of Operation

Emad Wajeesh, *University of New Orleans*

Is IPEDS Data IR-Relevant for All?

Patricia DeWitt, *Shorter College*

Is Remedial Education a Wise Investment for At-Risk Students?

Gregory J. Schutz, Russ Deaton, Brian E. Noland, *TN Higher Education Commission*

Making the Most of the Digital Divide

Edith H. Carter, *Radford University*

Measuring Instructional Effectiveness Through Student Perceptions

Cindy Hewitt-Gervais, Sam Miranda, Lenore Benefield, *Florida Gulf Coast University*

Methodology for Developing an Academic Data Warehouse

Jeremy McMillen, David Wierschem, Randy McBroom, *Texas A&M - Commerce*

Migration to the Workforce: An Analysis of the Earnings Potential of Recent College Graduates

Gregory J. Schutz, Brian E. Noland, Penny R. Smith, *TN Higher Educ. Commission*; Houston D. Davis, *Austin Peay State University*

National Survey of Student Engagement

Jim Purcell, Andy Clark, *Georgia College and State University*

Performance Funding In South Carolina: Funding by the Numbers

C. Michael Smith, *SC Commission on Higher Ed.*; Lovely Ulmer-Sottong, *University of So. Carolina-Aiken*

Records Management for Institutional Research

Timothy R. Sanford, *UNC-Chapel Hill*

Retention Analysis on the Cheap

Jocelyn Clark, Jim Cooper, *Southern Poly-technic State University*

Success Profiles for African Americans in Public Higher Education: The Georgia Case (1985-2001)

Michael Crow, *Savannah State University*

Surveying the Climate in Paradise

Cindy Hewitt-Gervais, Sam Miranda, Lenore Benefield, *Florida Gulf Coast University*

Thirty Years in Institutional Research

Fletcher F. Carter, *Radford University*

Transfer Students or Reverse Transfer Students: What is the Significance for Two and Four-Year Institutions?

Priscilla Holland, *University of North Alabama*; Glenda Colagross, *Northwest Shoals Comm. Coll.*

Using Assessment for Campus Accountability

Lovely Ulmer-Sottong, *University of So. Carolina-Aiken*

Using Language Effectively in Institutional Research

Frank Hurley, *University of South Alabama*

Using S.O.S. to Cleanse Your Data

Jana Marak, *Baylor University*

Warehouse or Where House? Two Perspectives on Ex-panding Access to Institutional Data

Joachim Knop, *George Washington University*; Thomas K. Martin, *Collin County Community College*

Will They Ever Graduate? Transcript Analysis of Long-Term Students

Carla Reichard, *Oklahoma State University*

Yes, We Have a Data Warehouse: Top Ten Things We Learned

Sue Herring, *Baylor University*

Survey-Guided Development: A Process for Improving Effectiveness and Efficiency in Colleges and Univer-sities

Willie J. Jackson, *Tuskegee University*

An FTE of One: Creating a Practical Data Warehouse Solution

Loretta Ferguson Cochran, William D. Berg, *Furman University*

Automate With Limited Resources: A Software Pack-age for Interactive Web Development

Tong-si Zhang, Michael Kann, *University of Houston-Victoria*

Resource Planning Application

Kaye C. Lawson, Alan M. Godfrey, *Clemson University*

Simplifying Procedures in Institutional Research: The Employee Freeze System

Jessica L. S. Pierce, *Clemson University*

SPSS SmartViewer Edward J. Torpy, *SPSS, Inc.*

CALENDAR OF EVENTS

December 7, 2001 - ALAIR will hold a hands-on IPEDS training workshop at Snead State Community College in Boaz, Alabama. Please contact Kelly D'Eath at (256) 840-4165 or (256) 593-5120 ext. 265 or e-mail kdeath@snead.cc.al.us for more information.

February 20 - 22, 2002, The Texas Association for Institutional Research will hold their annual meeting, "*Surfing the Rising Tide of Information*," in Corpus Christi, Texas. Contact Dr. Michael J. Green, (281) 260-3521/Fax: (281) 260-3513 or mike.green@nhmccd.edu for more information.

April 11 - 12, 2002, The Alabama Association for Institutional Research (ALAIR) will hold their annual meeting at Samford University, Birmingham, Alabama. Please contact Jim Eck, Vice President and Program Chair, (205) 870-2484/Fax: (205) 870-2971 or jceck@samford.edu for more information.

June 2 - 5, 2002, The Association for Institutional Research (AIR), 42nd Annual Forum, Sheraton Centre, Toronto, Ontario, Canada. Contact the AIR Executive Office, 114 Stone Building, Florida State University, Tallahassee, FL 32306-4462; Phone: (850) 644-4470; Fax: (850) 644-8824; or air@mailier.fsu.edu

May 19 - 21, 2003, The Association for Institutional Research (AIR), 43rd Annual Forum, Tampa, Florida.

May 30 - June 2, 2004, The Association for Institutional Research (AIR), 44th Annual Forum, Boston, Massachusetts.

May 29 - June 2, 2005, The Association for Institutional Research (AIR), 45th Annual Forum, San Diego, CA.



Don't tell me how hard you work. Tell me how much you get done.

– James Ling

The uncreative mind can spot wrong answers, but it takes a very creative mind to spot wrong questions.

– Antony Jay

PRESIDENT'S MESSAGE

(Continued from page 2)

having the policy formally approved and printed on the registration form helps to ensure that registrants are forewarned and treated consistently with regards to registration and refunds.

I'm looking forward to seeing you at SAIR 2001 in Panama City. If you arrive on Saturday, please join other early birds for dinner on the terrace at the Palapa Beach Club (Edgewater Beach Resort) at 6:00 p.m. You will have a beautiful view of the water and the sunset and the opportunity to greet long-term friends and meet SAIR newcomers.

See you in PC,

Harriott

SAIR MEMBERSHIP APPLICATION, *October 2000 to October 2001*

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:

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

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
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**

Southern AIR