I R- RELEVANCE?

Are you too busy doing your job to step back and see if you're doing it the best way—or even if some things should be done at all? Are your efforts affecting the people and processes that could best benefit from them? Are you IR-relevant or just irrelevant? That's the basis for this year’s SAIR Annual Conference theme, “IR-Relevance: Positioning Institutional Research for Maximum Impact.”

SAIR ’01 will be held October 13-16, 2001, at the Edgewater Beach Resort in Panama City, Florida, a location I’m sure will impress you with both its quality and affordability. Our program will center on how to adapt to an ever more rapidly changing environment, evaluating and adopting the methods and technologies that will allow us to “be all we can be.” Additionally, we will be instituting a special program focus on assessment, a topic near and dear to all our hearts.

I encourage you to make plans to attend SAIR ’01 and to submit a program proposal when you receive the call in the near future. One special note on proposals: Because of the late timing of AIR’s Annual Forum this year, deadline for SAIR submissions will fall prior to the Forum, so don't let the due date sneak up on you. If you have any questions or would like to volunteer your services for this year’s conference, please don't hesitate to contact me at lowthgs@auburn.edu or at 334-844-4765. So dust off that airbrushed t-shirt and plan to join us for a round of Goofy Golf in PC.

-- Sam Lowther, Program Chair
PRESIDENT’S MESSAGE

from Harriott Calhoun

SAIR 2000 in beautiful Myrtle Beach has come and gone, and it was terrific!! The theme for the conference, The Challenges of Change: IR Beyond Y2K, set the stage for an exciting professional development opportunity for institutional researchers and planners from across the southern region. The conference offered pre-conference workshops, general session speakers, panel discussions, individual presentations on practical concerns, and a fun-filled special event.

We were able to have such a wonderful conference because so many people made significant contributions of time and expertise in planning the conference and “making it happen.” Eighty people served on the Planning Committee and over 200 participated in the program.

To all of you who served on committees, presented, facilitated, attended or just sent good thoughts, I extend my sincere thanks for your support of the SAIR 2000 conference. I’ve always known that institutional researchers are a special breed, but after serving as program chair for SAIR 2000, I have even more appreciation and respect for each of you. No matter what I asked of you, you responded with competency and good spirit. Thanks you for your commitment and service to SAIR!

In December, approximately 20 of us gathered on Saturday evening of the Annual Meeting of the Southern Association of Colleges and Schools (SACS) in Atlanta, Georgia. While Gerry Dizinno was SAIR President, he established SAIR as an affiliated organization with SACS, which enabled us to have a scheduled meeting during the SACS conference. The main topic of discussion was the glaring absence of reference to institutional research in the draft requirements that were being presented at the conference by the Accreditation Review Project Committee. Members of the SAIR Board, representing different institutional types, spoke to our concerns at the open-hearing sessions during which delegates were given the opportunity to make comments. The Board also agreed to submit written comments on behalf of the association.

SAIR members, please encourage others from your respective institutions to send written comments to SACS in support of including in the “Comprehensive Standards” specific mention of (1) the role of the institutional research function in support of planning and evaluation, (2) the necessity of providing adequate resources for institutional research, and (3) the importance of assigning responsibility and accountability for the planning and assessment processes that demonstrate institutional effectiveness. Please send your comments to the following address.

The Accreditation Review Project
Commission on Colleges
Southern Association of Colleges and Schools
1866 Southern Lane
Decatur, GA 30033-4097

Finally, let me remind you that the 2001 conference will be held October 13-16, Edgewater Beach Resort, Panama City Beach. Vice-President/Program Chair Sam Lowther, the Program Committee and other members of the Board met at the Edgewater Beach Resort, January 20 – 21, to begin preparation for SAIR 2001. We have an outstanding facility and a great location, so I hope that you have already thought of ways that you can contribute to the program and are ready to respond when you receive the Call for Participation.

With best wishes to each of you for the year 2001,

Harriott
MINUTES OF THE 2000 SAIR BUSINESS MEETING
Myrtle Beach, South Carolina – October 23, 2000

The meeting was called to order at 3:20 p.m. President Gerry Dizinno welcomed attendees and noted the separation of the Business meeting and the Awards Breakfast this year. He thanked outgoing members of the Board and reviewed Board activities including the strategic planning directives delineated at the June meeting in Atlanta. These initiatives (Conference planning, fiscal planning and the Committee on Bylaws and Board Responsibilities) will focus the Board’s activities and make it more proactive.

Business meeting minutes from the 1999 SAIR Conference in Chattanooga were approved with Jim Purcell (Georgia College and State University) moving and Mimi McDaniel Johnson (Alabama State University) seconding approval.

Vice President/President Elect Harriott Calhoun thanked the local arrangements committee and all planning committees. She and Member-at-Large Teresa Hall met with Michael Middaugh, AIR President, to discuss the possibility of collaboration between AIR and SAIR for the purpose of providing professional development opportunities. A one-day mini-institute on a selected theme appears to be a likely possibility within the next year.

Treasurer Rene Toups reported that as of noon on October 23, 2000, 322 regular members had registered for the Conference as well as 11 students, 14 vendors and 6 travel grant recipients for a total of 353 registered. 216 institutions were represented. It was also reported that total assets as of 6/30/00 were $68,018.07. Total assets as of 9/30/00 were $80,320.37.

Past President Glenn James reported that newly elected board members are:

- VP/President-Elect         Sam Lowther        Auburn University
- Secretary                        Christine Mee    Coastal Carolina University
- Member-at-Large              Jim Purcell        Georgia College & State University
- Member-at-Large              Cornelia Wills    Middle Tennessee State University

Newly elected Nominating Committee members include:

- Donald Cunningham  University of Tennessee
- Julie Fulgham                   Mississippi State University
- Debbie Head                            Kennesaw State University
- MaryAnn Ruddock                University of Texas at Austin
- Mimi McDaniel Johnson  Alabama State University

The 2001 Conference will be held at Edgewater Beach Resort in Panama City, FL, October 13-16 with Vice President/President Elect Sam Lowther as program chairperson and John Kalb (Florida State University) as local arrangements chairperson.

President Gerry Dizinno reported for Member-at-Large Marcia Harrington that travel grants would be announced at the awards breakfast. Debbie Dailey (Georgetown University) was acknowledged for stepping in to assist with the newcomers.

Member-at-Large Joseph Hoey acknowledged Mary Beth Adams (University of Alabama at Birmingham), the SAIR newsletter editor, and solicited input/contributions to the newsletter — particularly reviews of articles, books, etc. on higher education and institutional research. He also announced the formation of a group to review the website and make suggestions on what it should look like and what it should do. The membership was asked to submit suggestions.

Member-at-Large Sam Lowther encouraged paper submissions for best paper consideration. The following awards would be announced during the Awards Breakfast: Unsung Hero, Distinguished Member and the James Montgomery Service Award.

Member-at-Large Teresa Hall announced that there were eleven pre-conference workshops held with 265 registrants. She delineated the charge of the Committee on Bylaws and Board Responsibilities and solicited suggestions.

Larry Jones acknowledged the Institute of Higher Education’s (IHE) relationship with SAIR and announced that IHE will pursue one of the post-master’s certificate programs.

The meeting adjourned at 4:11 p.m. with Rene Toups (University of New Orleans) moving and David Fleming (Clemson University) seconding.

Myrtes Dunn Green
Secretary

MYRTLE BEACH SCRAPBOOK
Check out great photos from the SAIR conference in Myrtle Beach on the web at http://www.secc.kctcs.net/sair/welcome.html

Many thanks to Darlene Wilson, who’s Director of Institutional Planning & Research at Southeast Community College in Cumberland, KY, for these photos. Thanks also to Southeast for providing the web space to host them!
The Association for Institutional Research
41st Annual Forum
Long Beach, CA
June 3-6, 2001
WWW.AIRWEB.ORG

"As institutional researchers, we are on an odyssey of learning and discovery. We only partly capture the past in frozen snapshots that describe our institutions, and we dream of what the future will be in terms of enrollments, retention, diversity, distance learning, and who knows what else? So as we think about the first Forum of the 21st Century, my hope is that we capture the excitement that the next 100 years will bring, not only to our profession, but also to all the students we teach who inherit spaceship earth! 2001: The Odyssey Begins"

John Porter, Forum Chair
BEST PAPER AND OTHER AWARDS FROM MYRTLE BEACH

The research paper, "Learning Communities at Georgia Tech: Challenges and Implications from Developmental and Policy Perspectives," by Dr. Denise C. Gardner, Senior Research Analyst, and Dr. J. Joseph Hoey, Director of Assessment at Georgia Institute of Technology, was selected as the SAIR 2000 Best Paper. Fourteen papers were submitted for review. Judges for the competition were Eleanor Nault, Clemson University; Donald Boeckman, Southeastern Louisiana University; Beatrice Joseph, Georgia Military College; Analinda Moreno, Texas A&M University; and Andrew Luna, University of West Georgia.

Denise and Joseph receive travel support from SAIR to attend the 2001 AIR Forum and an invitation from AIR to present their winning paper in Long Beach.

Veteran institutional researcher and assessment expert Dr. James O. Nichols was named the recipient of the James Montgomery Outstanding Service Award. Jim, longtime director of University Planning and Institutional Research at the University of Mississippi, is a respected authority on assessment, accreditation, and institutional effectiveness. A former president of SAIR, he has contributed much to the practice of institutional research and to SAIR.

The following document awards were announced in Myrtle Beach:
- Best Fact Book
  - 1st Place, Middle Tennessee State University
  - 2nd Place, Georgia Institute of Technology
- Best Planning Document
  - 1st Place, North Lake College
  - 2nd Place, Houston Community College System
- Best Mini Publication
  - 1st Place, Southeastern Louisiana University
  - 2nd Place, University of South Carolina, Columbia

Interest is growing in electronic factbooks. At Myrtle Beach SAIR received 28 entries for Best E-Factbook, with awards going to:
- 1st Place, Western Carolina University
- 2nd Place, Georgia Institute of Technology
- 3rd Place, University of Florida

Travel Grant recipients were Deborah Burks (South Georgia Technical Institute), Jane Hulon (Copiah Lincoln Community College), Elaine Nugent (State University of West Georgia), Camille Peres (University of Houston-Clear Lake), Tammie Richey (Jefferson State Community College), and Cornelia Wills (Middle Tennessee State University).

TBCU MUSINGS

The new millennium has brought with it new challenges for TBCU as well as for the entire IR profession. Our sojourn to the Queen City of Cincinnati “where pigs fly” was an appropriate setting for the 26th annual TBCU meeting. Amidst a plethora of new faces, we were pleased that the Godfather, Charlie Brown, was once again with us guiding us into the 21st century of business.

Kudos to our new president, Marcia Conston, and many thanks to Myrtes Dunn Green and Sam Baldwin for their recent stewardship. We are also deeply indebted to Cathy Tanner for her ongoing role as our secretary-treasurer who manages to keep us informed and in fine financial shape.

This summer (August 6th) marked the 80th birthday of our most distinguished member, Dr. Charles I. Brown. Charlie was pleased and surprised to receive birthday greetings from dozens of well-wishers including the AIR and SAIR executive board members as well as AIR colleagues from across the country. A special treat for him was a visit to Raleigh from Myrtes Dunn Green, Tony Williams, Dorothy Cheagle, Chuck Beattie, and Don Reichard. Recently, however, Charlie’s health has been failing and he has informed AIR, SAIR, NCAIR, and TBCU that he no longer plans to attend the annual forums and conventions. On a happier note, the Godfather informed us in September that the AIR Board of Directors voted to designate an annual NCES-NSF dissertation fellowship in his honor. It will be known as the Charles I. Brown Fellowship Award. Again, congratulations to Charlie for continuing to make his mark in IR. We extend best wishes to him in his "second retirement."

Submitted by John A. “Tony” Williams

"Even if you’re on the right track, you’ll get run over if you just sit there."

-- Will Rogers
INTELLECTUAL CAPITAL: WHAT SHOULD WE KNOW

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

"Intellectual property," including trademarks, logos, patents, copyrights, is the most tangible form of Hutcheson's intellectual capital and the most likely to be recognized and protected by the higher education community. While most institutions have patent, copyright and "commercial" use policies and fees worked out with faculty and vendors, they may not be as beneficial to the institution and the faculty member as they could be. In the example of the publication of faculty scholarly material, for instance, why should all of the intellectual property of the institution be given free to the publishers when it would be possible for the institution to publish that material on the web (or even printed on demand) for outsiders wishing access to it? The best example rests in the current controversy over who holds the commercial "rights" to web based course material developed by faculty for institution and individual use. With some careful thought and consideration given to the idea of institutional intellectual capital and the faculty member's investment of intellectual assets, it should be possible to find an equitable way to handle the issue of online courses which will benefit both the faculty member and the institution.

While most institutions lay little or no claim to what a faculty member creates, produces, publishes or uses in his or her classroom, and many faculty would claim that the institutional overhead captured from contracts and grants is reimbursement enough for the institution's "contribution" to faculty productivity, that may not be the most equitable or effective way to develop individual and intellectual capital. The story is told at the University of Iowa about E. F. Lindquist, the developer of the Iowa Tests of Educational Development (ITED) and Basic Skills (TTSB) and a founder of the American College Testing Program (ACT), that since he couldn't determine how much of his creative entrepreneurial thought was produced on "his" time and how much on "University" time, he thought that the University was entitled to

(continued on page 7)
NOMINATING COMMITTEE SOLICITS NAMES

The SAIR Nominating Committee (Gerry Dizinno, Chair, Donald Cunningham, Julie Fulgham, Deborah Head, Mimi McDaniel Johnson, and Maryann Ruddock) invite, encourage and remind SAIR members to submit nominations for SAIR officers for terms that will begin after the 2001 conference and for members for the 2001-2002 Nominating Committee.

Nominees must be current members of SAIR (for current membership status, check the SAIR membership directory at the SAIR web site (www.sair.org). The Committee welcomes nominations of any individuals you think will bring important skills and experiences to these important positions. You do not need to secure the permission of any nominees; the Nominating Committee will contact prospective candidates regarding their willingness to be on the ballot.

Officers to be elected this year are:

**Vice President / President-Elect:**
Serves during the first year of a three-year term as Vice President and SAIR Conference Program Chair for the 2002 conference, the second year as President, and the third year as Past President and member of the SAIR Board.

**Treasurer:**
Serves a two-year term and is responsible for all of the financial aspects of the organization.

**Members-At-Large (two):**
Each serves for a two-year term and each is assigned Board responsibilities by the President.

**Nominating Committee (five):**
Five people are elected to one-year terms. The Past-President serves as the chair of the Nominating committee which will prepare a slate of candidates for the election of 2002.

Your nominations are very important in ensuring that we have a slate of qualified candidates for the positions described above. If you are interested in serving in one of these positions, you are welcome to submit your name for consideration by the Nominating Committee.

The deadline for 2001 SAIR Nominations is March 15, 2001.

For questions, contact Gerry (see below). Send your nominations to the Nominating Committee at the same addresses.

Gerry Dizinno  
Planning and Institutional Research  
St. Mary’s University  
One Camino Santa Maria  
San Antonio, TX 78228  
Phone: (210) 436-3601 Fax: (210) 431-4245  
E-mail: gdizinno@alvin.stmarytx.edu

of institutional intellectual capital with a careful eye to protecting and developing both the individual’s and the institution’s contribution and benefit.

Hutcheson suggests four steps to maximizing intellectual capital which focus on (1) identifying (conducting an inventory and audit of the institution’s intellectual capital for the purpose of knowing what you know), (2) sharing (organizing the exchange of individual and institutional knowledge critical to the institution’s mission), (3) creating (building an environment conducive to the development of new ideas, processes, procedures, products), and (4) acquiring (gathering the best ideas, people, material and resources from outside the organization) as a strategy to build and develop intellectual capital. Should any organization be in a better position to maximize intellectual capital than a college or university? Hutcheson quotes the following proverb to make his point. “He who knows not and knows not that he knows not is a fool-shun him. He who knows not, and knows he knows not is a student-teach him. He who knows and knows not he knows, lacks confidence-awaken him. He who knows and knows he knows is a teacher-follow him.” It seems it is time for faculty and institutions to collectively and collaboratively implement policies and procedures for the creation and development of their collective intellectual capital before all the rights to intellectual resources, assets and property are squandered or lost: At the very least, it is time for the educational community to figure out what it must know so that this or any loss of intellectual capital does not happen.

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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 in SAIRendipity 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 (www.sair.org).
SAIR MEMBERSHIP APPLICATION, October 2000 to October 2001

Name: _________________________________________________________
Position: _______________________________________________________
Institution: ______________________________________________________
Department Name: _____________________________________________
Address: _______________________________________________________
City:____________________________________________________________
State: _______________________________  Zip Code: ________________
Telephone: __________________________  Fax: _____________________
Internet/E-mail Address:________________________________________

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