President’s Message By Roy “Ike” Ikenberry, Belo Monte University

First, I extend a hardy, Happy New Year to everyone out there in SAIRland! A New Year is upon us presenting a good time to look forward to the coming events in our work and in our lives. Before we go forward into time, I would like to take this opportunity to review the most recent gathering of our group in New Orleans, Louisiana last September, the 37th annual SAIR Conference, “Paying it Forward and Networking for the Future”. The event was well attended (398 paid attendees) in spite of reduced travel budgets, and I was especially happy with the large number of newcomers attending.

The SAIR Board was able to review the overall conference evaluation summary immediately after the event. The consensus of the respondents was very positive with 85% being “Very Satisfied” with their overall experience. This high satisfaction level is due in large part to the many, many members of SAIR who contributed so much time and effort over a six to eight month period leading up to the event itself then worked tirelessly for four action-packed days and nights during our conference. The SAIR Board helped make this one of the most enjoyable activities I have participated in during my 45 years in higher education. The eight Board members were fantastic in the way they approached their highly varied tasks. President Bernie Braun was “always there” when I needed him to help me sort out the details, often calling or emailing me with an answer before I could frame the question. Past President Michelle Hall was a great sounding board with wise suggestions that kept me focused. Ruth Salter, our Treasurer, did a magnificent job handling all the registrations for the event. Kathleen Morley topped off two years as our Secretary. She produced all of our Southern Air emagazines over the past two years as well as keeping accurate minutes of our Board meetings. In addition, she volunteered to work up the luncheon roundtables session during the conference. Kathleen has been a stalwart member of our association and we all owe her a big “Thank You” for her service.

Bethany Bodo worked tirelessly and aggressively to fill every available booth in the exhibit hall with exhibitors and sponsors. Speaking of our exhibitors and sponsors, we should acknowledge them for their interest in providing us with cutting edge technology and for their contributions that helped defray some of the costs of the conference. Cara Mia Braswell knocked herself out recruiting presenters for 22 pre-conference workshops. She also did an excellent job of getting attendees to and from the hotel to Delgado Community College for computer-aided workshops. Nerissa Rivera did a great job with the fact book awards competition and solicited nominations for awards that were presented: the Larry G. Jones Graduate Student Award to Chary-Sy Copeland, the Distinguished Member Award to Mary Sapp, the James Montgomery Outstanding Service Award to Sandi Bramblett, and the Unsung Hero Award to Edwin Litolf. Dana Dalton outdid herself again handling travel grants with 10 being awarded as well as one Bill Findley Newcomer Grant. Dana hosted a Newcomers Reception that was well attended in spite of the fact that Newlins has many other events acting as a tempting lure.

Once again, Edwin Litolf performed his magic as web master for the conference. Edwin assisted Bernie at the Dallas conference and was ahead of the game when it came time to put everything in order for New Orleans. He really was an “Unsung Hero” in his almost effortless ability to set up the technology that led from proposal submission to proposal review and ultimately slotting the program. Speaking of proposal submission, several SAIR members served as track chairs and spent time and energy during the summer shaping their committees and reviewing proposals. These SAIR colleagues were: Robert Armacost, Ed Rugg, Darline Morris, Patty Mulkeen, Michael Crow, and Mary Harrington. A special thanks to all the committee members of the six tracks for their expert review of proposals that yielded over 100 concurrent sessions in the program. Jana Marak did a masterful job with the evaluations of all our activities. Sandi Bramblett gathered facilitators for all the concurrent sessions and had camera in hand for all the activities, and Cornelia Wills arranged the Special Interest Groups. Donna Cumbie deserves a big thank you for all the behind the scenes work she did to assist Ruth Salter with off and on-site registration. Allen Gale and the local arrangements committee did an outstanding job of making everything right along with several members of LAIR who contributed time and effort to the success of the conference. It is not possible to express how deeply and
President’s Message (continued from page 1)

sincerely I appreciate every one that assisted in making the conference the huge success that it was; THANK YOU. And thank you dearest Kathy for your support and love during the long and eventful planning stages; you continue to be my pillar of strength and object of my affection!

Our conference was not all work and no play. We did in fact, have a lot of fun during the entire time we were in New Orleans. The reception for President Bernie Braun on Saturday evening with over 150 folks enjoying fellowship and the chance to make new friends kicked off the conference. On Sunday evening, the Newcomers Reception started with enthusiasm as newcomers had the chance to meet the old-timers (at my age, I can get away with this description) and ended with the timely entry of the Kin Folks Brass Band which entertained and energized everyone. With Dana in the lead, the second line parade snaked its way through the exhibit hall and into the ballroom. After several minutes of entertainment, the band ended their performance with “When the Saints Go Marching In” and it was time for the keynote address. George Kuh delivered a thorough and thought-provoking address entitled: “NILOA: Tracking the Status of Outcomes Assessment in the US”. Following the keynote, the Xavier University of Louisiana Jazz Ensemble entertained us as we were treated to a virtual plethora of great food and drink during the opening reception. Then, on Monday night, we had our special event at the Mid-City Lanes for Rock-N-Bowl. A night of bowling, dancing, and eating had been planned for the group but it quickly became a bowling and eating competition with everyone winning the eating part and one lucky person, Jeremy winning the bowling competition with a score of 175.

When the Awards Breakfast was over on Tuesday morning, I became the President of SAIR. I am grateful to everyone who placed their faith and trust in me to lead our great association through this next year. When Sandi Bramblett called me in the summer of 2009 to congratulate me on being elected to this honorable post, I was dumbfounded. How on earth could a 69 year old person, soon to be retired, be elected to lead such a dynamic group of higher education professionals? Well, now I know how: 1.) to be supported by a fantastic Board of Directors; 2.) to have the backing of the entire association; and 3.) to know that anyone and everyone you ask for assistance will do so willingly and cheerfully. I appeal now to those of you with fewer years notched on your cane to step up when Past President Bernie puts out the call for nominations. You can do the job, regardless of the position, and come away fulfilled and happy in the knowledge that you served a great organization. And keep that in mind when I call you next year to step up!!!!

Vice President and Program Chair Denise Gardner is already working hard on the basics for a super conference in Atlanta this coming October. Her Local Arrangements Chair is Sandi Bramblett, and I am sure that Sandi and the members of GAIRPAQ are preparing a great conference experience for all of us. I have it on good faith that Denise and Sandi want to top the 37th conference and I urge them to try!

Please feel free to contact me at 615-460-5405 or roy.ikenberry@belmont.edu if you have questions or suggestions as to how we can improve our organization.

Sincerely,
Roy “Ike” Ikenberry
SAIR President

SAIR’s BEST PAPER AWARD…..

Each year after the SAIR annual conference, presentation papers are collected and evaluated to select the winner of the Best Paper Award. The winner of this award receives a place in the program at the upcoming AIR Forum and $500.00 reimbursement toward travel-related expenses. This year the Best Paper Award Committee, chaired by Donald Cunningham and assisted by Teresa Hall, Larry Mayes, and Brian Scruggs, selected Dr. David Allen of Fayetteville State University for his paper, “Academic Confidence and the Impact of a Learning Community on Persistence: Implications for Institutional Research.” Dr. Allen will be presenting this paper at the upcoming AIR Forum on May 21–25 in Toronto, Ontario. Congratulations David. Thanks to the committee members for their service.
Calling all southerners and their guests to the Peach State! Come sample our Georgian hospitality as we treat you to a conference filled with networking, learning, and friendship. ‘Hot-lanta’ promises great places to visit and tour, any type of wonderful food you could dream of, the best Aquarium in the world, great museums and culture, the Atlanta Braves; and of course, hanging out with your SAIR colleagues.

Our theme is “The IR app: Analytics Connecting Information to Decisions”. We’ll be looking to all of you to share, in particular, your tips, techniques and knowledge about how technology helps us do our jobs. So, start planning your programs and workshops – the call for proposals will go out in April.

The Hyatt Regency is located downtown and is in the final stages of a beautiful renovation. For those of you who attended AIR in Atlanta, we are in the same area; and once again, Sandi Bramblett is our local arrangements chair. We’re planning a great Monday night event as well. The conference website will be up in early March, so please watch for it.

I invite you all to join us in October in Atlanta!
Denise Gardner
SAIR Vice President and 2011 Program Chair
Exhibitor Opportunities for SAIR 2011

SAIR invites exhibitors with products and/or services pertaining to the higher education community to become involved in our annual conference. If anyone knows of an exhibitor that might be interested in participating in the 2011 SAIR conference in Atlanta, please pass along the following information. Exhibitor benefits include: Fully dedicated exhibit area and times, various sponsorship levels to meet their company’s needs, and brand awareness opportunities to showcase their products.

Summary of Sponsorship Level Benefits

**BENEFIT GOLD - COST $2,500**

Advertisement in Conference Program - Full Page * Complimentary Conference Registration (3) * Sponsorship of Events * Verbal Recognition at Event - Opening Session * Acknowledgement in Program as GOLD Sponsor * Hyperlink on Conference Webpage Identifying Gold Sponsor * Email Addresses of Attendees * Presentation During Conference * Roundtable During Monday Lunch

**BENEFIT SILVER - COST $1,500**

Advertisement in Conference Program - Half Page * Complimentary Conference Registrations (2) * Sponsorship of Events * Verbal Recognition at Event - Roundtable Lunch * Acknowledgement in Program as SILVER Sponsor * Hyperlink on Conference Webpage Identifying Silver Sponsor * Email Addresses of Attendees * Presentation During Conference

**BENEFIT BRONZE - COST $1,000**

Advertisement in Conference Program - Quarter Page * Complimentary Conference Registrations (1) * Sponsorship of Events * Verbal Recognition at Event - Awards Breakfast * Acknowledgement in Program as BRONZE Sponsor * Hyperlink on Conference Webpage Identifying Bronze Sponsor * Email Addresses of Attendees

For additional information exhibitors can contact SAIR Board member Nerissa Rivera by email at nerissa.rivera@duke.edu or by phone at 919-684-6910.
Over the 2009-2010 year, your SAIR Board met four times to conduct business. These meetings included October 20, 2009 in Dallas Texas; January 31, 2010 in New Orleans, Louisiana; May 30, 2010 in Chicago, Illinois; September 19, 2010 in New Orleans.

While many of our discussions revolved around planning the annual conference, there were also other activities that took place involving the Board and SAIR committees:

Under the direction of Vice-President Ikenberry, we explored purchasing liability insurance for our organization. I’m happy to announce that we have entered a three year agreement with Travelers to provide such insurance beginning with the Atlanta conference.

The SAIR Audit Committee comprised of members Mary Sapp, Glenn James, and Ross Griffith reviewed the financial records of the Association for 2009 and found that the records fairly represent the activity of the Association during the year and the financial position at the end of the year.

Past-President Michelle Hall has undertaken the task of converting historical SAIR documents from paper to electronic storage. This is no small feat considering she received approximately 20 boxes from Larry Jones!

We put out a request for proposal for the position of SAIR Webmaster. After reviewing the proposals submitted to the Board, we reached an agreement with Southeastern Louisiana University to provide this service to the Association for the next three years.

We discussed the role of social networking sites in promotion of SAIR. In 2010, for the first time, Facebook provided another source to promote and discuss issues relating to the annual conference.

In addition to the above activities, one of the main benefits of serving on the SAIR Board is being able to work with an incredible group of individuals. I would like to personally thank the SAIR Board of Directors who worked tirelessly to make SAIR a better organization. Those who will be continuing their service during 2010-2011 include current President Ike Ikenberry, Treasurer Ruth Salter, and Members-at-Large Nerissa Rivera and Cara Mia Braswell. Four members concluded their time on the SAIR Board at the New Orleans conference. I could never thank them enough for their service to SAIR and the assistance that they provided to me during our time together on the Board: Bethany Bodo, Member-at-Large; Dana Dalton, Member-at-Large, Kathleen Morley, Secretary; and Michelle Hall, Immediate Past President. Your efforts were truly amazing!

Many of us on the Board (especially Program Chair Ikenberry) were concerned about attendance at the 2010 conference in New Orleans due to budget situations on our campuses. However, it is very apparent how important professional development and our organization are to all of you. We had a very impressive 398 in attendance. Ike and his committee, including my New Orleans local arrangements colleagues, put on a spectacular conference. I was particularly proud of the program and the opportunities to network and “Laissez les Bon Temps Rouler” in the Big Easy. I’m confident that everyone in attendance could say that they learned a lot and had a great time.

Finally, thanks to you, the members of SAIR for providing me with an opportunity to lead you as President. Being Program Chair for the 2009 conference in Dallas was an incredible challenge, but also a very rewarding experience. On top of that, serving as President in 2010 as the conference returned to my home state for the first time in eight years was also an amazing journey. I look forward to wrapping up my term on the Board by Chairing the Nominating Committee and hope that many of you will consider running for SAIR office or nominate a deserving colleague. I promise the rewards from serving with these wonderful people far outweigh the time and effort required of you.

Have a great 2011!
Don’t Be Left Out –
Half of SAIR Members Attend Workshops!
At SAIR 2010, 200 attendees (approximately half of SAIR’S total membership) took advantage of either pre-conference workshops or the IPEDS post-conference workshop. However, many of these members registered for more than one workshop (from 2 to 5) resulting in 265 pre-conference or post-conference registrations. Could it be that you may be missing out on one of the strongest benefits of attending SAIR - registering for affordable workshops taught by IR professionals? Evaluations of last year’s workshops were excellent! So stay alert to catch this year’s offerings.

The theme of SAIR 2011 encompasses rapidly changing technology tools and requirements in Institutional Research, Assessment and Planning. There couldn’t be a better time to address the need to acquire and update skills which seem to change from year to year.

In the next few weeks you will be receiving a notice of the SAIR conference Facebook page opening up again. This year you will be able to make comments and send messages. I’d really like to know the skills you need or skills you have developed. You can respond to me on Facebook or email: braswcm@auburn.edu.

There are a few instructors I am already looking for:
- Text mining for survey responses – software applications along with making sense of results
- Using software to approach topics specific to IR, such as applications developed to use for reports required every year
- IPEDS Student Financial aid – procedures developed to pull the data and questions surrounding what data are needed
- Statistical Software Output – making sense of your research study results for laymen

See all of you in Atlanta!

2009-2010 Member-at-Large Report, Nerissa Rivera
Annual Fact Book and Electronic Document Competition

As always we had lots of institutions eager to show off visually and technically exciting ways to highlight data. There were quite a few who stood out and we would like to extend congratulations to all the winners. Thanks to everyone who submitted their documents in the competition.

Best Fact Book – 1st Place: Jacksonville State University
Best Fact Book – 2nd Place: Middle Tennessee State University
Best Fact Book – 2nd Place: University of Georgia
Best Electronic Fact Book – 1st Place: Embry-Riddle Aeronautical University
Best Electronic Fact Book – 2nd Place: Georgia Institute of Technology
Best Electronic Fact Book – 3rd Place: Florida State University
Best Mini Fact Book – 1st Place: Texas Tech University
Best Mini Fact Book – 2nd Place: Georgia Institute of Technology
Best Mini Fact Book – 3rd Place: University of West Florida
Best IR Web Site – 1st Place: University of South Carolina
Best IR Web Site – 2nd Place: Jacksonville State University
Best IR Web Site – 3rd Place: Georgia Institute of Technology

A big round of thanks also goes out to all those who helped judge these documents before and at the conference: Jon Acker of University of Alabama at Tuscaloosa, Nancy James of Clemson University, Emily Saleh of Louisiana State University, and Jana Marak of Baylor University.
2010 Travel Grant Awards

SAIR was able to further support the membership by awarding ten Travel Grants and the Bill Fendley Travel Grant for the 2010 Annual Conference. Well over twenty persons applied for the grants. Several newcomers were awarded grants who expressed much interest in becoming very involved with SAIR. The Travel Grants are a great resource and all members are encouraged to apply. Again, thanks to Kathleen Morley for her continued assistance.

Newcomers’ Reception in the Big Easy

If you missed it, you missed a fabulous treat. New Orleans is a great city with spectacular energy and history. After an enthusiastic meet and greet icebreaker, the Newcomers and seasoned SAIR members were treated to an authentic Second Line march into the Opening Session provided by the incredible Kinfolk Brass Band. The reception provides a fun introduction to our great organization and is a perfect way to begin life-long professional and personal relationships. SAIR members are always encouraged to come and welcome the newcomers.

Kathleen Morley, Secretary, 2009-2010

It has been my pleasure to serve on the SAIR Board as secretary during this past year. Highlights of the year include:

· Attending the 2010 conference planning meeting and winter board meeting in January in New Orleans, Louisiana.
· Attending the spring SAIR board meeting at the AIR Forum in Chicago in May.
· Attending the pre-conference board meeting and post-conference board meeting in September in New Orleans, Louisiana.
· Composing minutes of all aforementioned meetings and disseminating those minutes to the Board for review.
· Recording minutes at the 2010 Annual Business Meeting and Awards Breakfast during the conference.
· Assisting Dana Dalton, member-at-large, in the selection of SAIR Travel Grants recipients for the 2010 conference.
· Producing the “Southern AIR” newsletter three times a year.
· Serving as liaison for the state affiliate groups.
SAIR would like to send a special “THANK YOU” to all of our sponsors for their generous support of the 2010 SAIR Conference in New Orleans.

**GOLD SPONSORS**

- SAS
- SCANTRON
- Strategic Planning Online

**SILVER SPONSORS**

- Academic Analytics
- Dataliant
- Idata
- Epsilen Environment
- Information Builders
- Nuventive

- Smarter Services
- National Student Clearninghouse
- Taskstream
- Tk20
- WEAVE online
- Xitracs
A note about our membership: The state distribution of the SAIR membership is in the chart below. Currently, we have 475 members. The top membership state is Texas, followed by Alabama, Georgia and Louisiana. SAIR membership is from 25 states. The majority of the out-of-region members are sponsors or presenters.
Here’s the scoop from SAIR regional affiliates……

Alabama
The 25th Annual ALAIR conference will be held April 4th-5th, 2011 at Troy University. Complete information coming soon to our website: http://www.alair.org/

Maryland
MdAIR has two save the dates for its events. All are welcome to attend. Registration for these events will be open approximately one month prior to the conference on the MdAIR website (www.mdair.org).
MdAIR Spring Institute
April 29, 2011
Harford Community College, Bel Air, Maryland

MdAIR 25th Annual Conference
October 14, 2011
Hood College, Frederick Maryland

North Carolina
The NCAIR Annual Conference will be held April 4-6, 2011 at the Broyhill Inn and Conference Center in Boone, NC. For more information, and for contact information for the Broyhill Inn for accommodations see:
The online registration form is here: https://secure.airweb3.org/ncair/
We hope to see you there!
Heather Langdon, NCAIR President
Carol Carrere, NCAIR Conference Chair and President-Elect

Tennessee
The TENNAIR conference is scheduled for August 11-12 in Nashville TN. Our program chair is Ted Washington (ted.washington@nscc.edu).

Virginia
There are two upcoming events for the Virginia Association of Management Analysis and Planning (VAMAP). The annual Spring Drive-in will be held in Charlottesville in early April of 2011. In the fall VAMAP will hold its annual Fall Conference. Plans are in the works to offer “Hot Topic” conference calls to help members stay up-to-date with key issues, reporting requirements, technologies, etc. Keep up to date with VAMAP’s activities at https://www.vamap.org/.
### SAIR Financial Statement

**Calendar Year 2010**

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**Income during the year:**

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**Expenditures during the year:**

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**Total net income during period**

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**Assets as of December 31, 2010**

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<td>Investment balance</td>
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<td>$5,028.57</td>
<td>$5,349.38</td>
<td>$68,204.71</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$88,766.59</td>
<td>$5,028.57</td>
<td>$5,349.38</td>
<td>$99,140.54</td>
<td></td>
</tr>
</tbody>
</table>

Ruth Salter, SAIR Treasurer

**Notes:**

1. The SAIR account line includes both checking account funds and undesignated investment account funds. CMG (Committee on Mission and Goals) and PDCF (Professional Development Contingency Fund) includes funds designated for a specific purpose and deposited in an investment account. CMG funds donated this year ($155) were placed in SAIR checking as this account is earning more interest at this time than the investment account.

2. All values herein are based on bank statements. The opening balance for 2010 does not match the closing balance for 2009 due to funds that were originally counted towards 2009 but did not appear on bank statements in 2010.
When I served as President of SAIR in 2005, the past-presidents of SAIR recommended to the SAIR Board that an award be named in Larry Jones’ honor. The Board unanimously approved on May 29, 2005 the “Larry G. Jones Travel Grant” to be awarded in the amount of $500 to a graduate student presenting a paper at the annual SAIR conference. Since that time, several graduate students have received the award and have contributed most professionally to our conferences.

Professor Larry G. Jones retired from the Institute of Higher Education of the University of Georgia as Senior Public Service Associate on April 1, 2005. He then “retired” from SAIR as the “Staff Liaison” from the Institute to SAIR. Larry had faithfully rendered thousands of volunteer hours in that position since 1992. His multiple duties included editing and producing SAIRMAIL; compiling and mailing ballots for elections as well as SAIR newsletters; maintaining a data base of members and past members; and archiving SAIR’s rich history on the SAIR Website.

Larry had attended 31 of 32 SAIR conferences as of 2005. He is a SAIR past-president and former program chair and a recipient of both of the prestigious Distinguished Member and James Montgomery Outstanding Service awards. Additionally, his contributions to our profession by giving in excess of one hundred paper and panel presentations to not just SAIR and AIR but also to multiple state organizations are unparalleled. Finally, Larry mentored a number of graduate students in the field of institutional research at the University of Georgia.

I learned very recently that Larry who is not in good health had actually contributed financially to his own award. The SAIR past-presidents have pledged for this year to contribute a total amount that should approximate the necessary $500 travel grant paid to the award winner for 2011. We encourage other SAIR members to do so now and in the future. Initially, the intent of the Larry G. Jones Travel Grant was to be self-sustaining financially and we would certainly appreciate any and all contributions.

Your contribution can be sent to SAIR Treasurer, Ruth Salter, Assistant Vice President for Institutional Research and Effectiveness, Albany State University, 504 College Drive, Albany, GA 31705. My check is in the mail........Thanks so much.

Ross Griffith
SAIR Past-President