Based upon evaluation results, the 31st SAIR Conference at the Bayview Resort and Spa of the Grand Casino in Biloxi, Mississippi, October 16-19, 2004 was successful. A record number of 439 SAIR folk registered with 419 attendees from 251 institutions, 19 companies, and 26 states including the District of Columbia. Additionally, the 20 pre-conference workshops had 401 registered while the Special Event (featuring a one-hour sunset cruise followed by a dinner dance) was “sold out” with 225 attendees. There were also 12 vendors represented while our six designated activities had a total of 12 sponsors.

Local Arrangements were co-chaired in an incredible way by Joe Cliburn of the Mississippi Gulf Coast Community College (MGCCC) and Julie Fulgham of Mississippi State University. MGCCC, with Joe’s leadership, provided outstanding facilities for our technology-based workshops at the Jefferson Davis Campus. The Mississippi Association for Institutional Research (MAIR), with Julie as President, hosted several prominent activities and provided much support in the successful planning and implementation of the conference.

In recognition of SAIR’s 30th birthday, the SAIR Board (with additional revenues and a grant) and the 2004 Conference Planning Committees were able to provide the following positive additions to this year’s conference:

- “Skills-building Workshop for New Institutional Researchers” in two parts taught by Karen Bauer and Larry Jones of the University of Georgia. An award by AIR of a $2000 Building Institutional Research Capacity (BIRC) Grant allowed SAIR to provide this workshop and give each of the 36 participants a $50 stipend for attending.
- Awarding of 10 travel grants (an increase from six travel grants in the past), each with a $395 value.
- Reception hosted in Past President Jim Purcell’s suite for newcomers and early arrivals on Saturday evening before going to dinner as a group.
- Silver key chain engraved with the conference logo for each of the attendees as a souvenir.
- Musical performances at the opening general session and the poolside reception by “CenterStage” – talented students from Itawamba Community College in Fulton, Mississippi.

As SAIR continues to evaluate and plan activities for the future, please place on your calendar next year’s conference in Charleston, South Carolina, October 22-25, 2005. SAIR 2005 promises to be another opportunity for exceptional professional growth, networking with colleagues, fun and cultural enrichment. Planning is already underway for a terrific conference in Charleston with Jim Eck of Rollins College as SAIR 2005 Conference Program Chair, Chris Mee of Coastal Carolina University and Lisa Pace and Pam King of The Citadel as Co-chairs of Local Arrangements. They would welcome any offer of assistance from you since SAIR is an all volunteer organization.

Finally, the SAIR Board has signed contracts for SAIR 2006 in Crystal City, Virginia (across the Potomac River from our Nation’s Capitol) as well as SAIR 2007 in Little Rock, Arkansas. From my perspective, SAIR has a great future while we know it has a great past. Please do notify me or any member of the Board with ideas you may have to make SAIR an even better professional organization for the membership. Thank you for the esteemed opportunity to serve SAIR.
SAIR’s Best Paper Award for 2004 Goes To Gary Pike of Mississippi State University

The winner of the SAIR Best Paper is Gary Pike of Mississippi State University for his paper “The Dependability of NSSE Scalelets for College and Department-Level Assessment.”

The Best Paper Committee consisted of Sandi Bramblett (Chair), Georgia Institute of Technology; Pat Abell, Guilford Technical Community College; and Ronnie Chrestman of Clemson University with assistance from Denise Gardner, Georgia Institute of Technology.

You’re Simply the Best!

Charlie Brown Tennis Award: Lesa Jeansonne from Louisiana State University and Adam Shick from Wake Forest

Best Factbook: Georgia Institute of Technology

Best Mini Factbook: George Mason University

Best Electronic Factbook: (3-way tie) Middle Tennessee State University, Texas State Technical College Harlingen, and Mississippi State University

Best Planning Document: Alabama A & M University

Best Website: Texas State Technical College Harlingen

The Awards Committee consisted of Marcus S. Babaoye (Chair), Worcester State College and Teresa Hall, University of Alabama at Birmingham.

Announcing the 2004 SAIR Travel Grant Award Winners

Kris Mascetti, Auburn University Montgomery; Kim Dam, The George Washington University; Emily Brinkley, Agnes Scott College; Melissa Mainiero, Louisiana State University in Shreveport; Gerald Mitchell, Mississippi State University; Patricia Abell, Guilford Technical Community College; Eric Johnson, Winthrop University; Erin Bentrim-Tapi, Spartanburg Methodist College; Stephanie Thompson, University of Memphis; Brenda Smith, Norfolk State University

The Travel Grant Committee consisted of Chris Mee (Chair), Coastal Carolina University and Teresa Hall, University of Alabama at Birmingham.
Dear Colleagues,

The South Carolina Association for Institutional Research (SCAIR) and the SAIR board look forward to welcoming you to SAIR 2005. The historic Francis Marion Hotel provides the perfect backdrop for a most successful and memorable conference in Charleston, South Carolina. Please reserve October 22-25, 2005 to participate in “Engaging Challenges as the Paradigms Shift, SAIR 2005.”

Chris Mee of Coastal Carolina University, along with Lisa Pace and Pam King of The Citadel, are serving as co-chairs of local arrangements for our conference. The conference promises to provide a variety of professional development opportunities while ensuring a “roaring” good time. Plans for the 2005 conference include:

- Half-day workshops on technologies, tools and techniques related to our work
- Relevant concurrent sessions from members such as you
- Thought-provoking keynote speakers including Dr. Craig Swenson, Provost and Senior Vice President for Academic Affairs at the University of Phoenix
- Fun-filled opening reception with hints of nostalgia
- Roundtable luncheon for discussion of pertinent topics
- A ‘Celebrate Charleston’ special event
- Traditional newcomers reception, continental breakfast, and awards breakfast

Please place October 22-25, 2005 on your calendar and plan to answer the “Call for Participation” in Spring 2005. Finally, remember that travel grants for the conference will be available as well. See you in Charleston.

Sincerely,

Jim Eck
2005 SAIR Conference Chair
Excerpted from nomination

Dr. William R. Fendley, Jr. has clearly and unequivocally proven himself as a leader in institutional research in the nation, the South and in several states, notably Virginia and Alabama. He has displayed the same characteristics previous SAIR Distinguished Member recipients established and set as the leadership standards for and among institutional researchers everywhere. This nomination for the SAIR Distinguished Membership Award is in recognition of Dr. Fendley’s 26 years of exceptional service and contributions to the Southern Association for Institutional Research and its members as well as for his career-long contributions to institutional researchers everywhere through his service to the Association for Institutional Research and other institutional research groups.

Dr. Fendley’s contributions to institutional research at the state level were shaped in no small part under the watchful eye of James Montgomery with the Virginia Association of Management Analysis and Planning (VAMAP) and as a frequent participant and contributor to other institutional research organizations including the North and South Carolina Associations for Institutional Research (NCAIR and SCAIR) and the New England Association for Institutional Research (NEAIR). As notable as Dr. Fendley’s contributions have been at the state level and in the South, his leadership at the national level, primarily through his leadership contributions to the Association for Institutional Research (AIR), is likewise exemplary and distinguished.
## SAIR Financial Statement
### 4th Quarter of 2004 (as of Dec. 1, 2004)

**Assets as of September 30, 2004**

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
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<tbody>
<tr>
<td>Bank balance</td>
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<tr>
<td>Investment</td>
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<td><strong>Total</strong></td>
<td><strong>$134,404.25</strong></td>
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**Income during the quarter:**

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>New and Renewed Memberships</td>
<td>$200.00</td>
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<tr>
<td>CMG Contribution</td>
<td>$205.00</td>
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<td>2004 Conference</td>
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<tr>
<td>Checking Interest</td>
<td>$12.44</td>
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<tr>
<td>Investment Interest</td>
<td>$87.24</td>
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<td><strong>Total Income</strong></td>
<td><strong>$45,340.04</strong></td>
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</table>

**Expenditures during the quarter:**

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<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2004 Conference</td>
<td>$68,187.78</td>
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<tr>
<td>Postage</td>
<td>$23.50</td>
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<td><strong>Total Expenditures</strong></td>
<td><strong>$68,211.28</strong></td>
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**Total net income during period**

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<th>Amount</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>-$22,871.24</strong></td>
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</tbody>
</table>

**Assets as of December 1, 2004**

<table>
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<tr>
<th></th>
<th>Amount</th>
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<tr>
<td>Bank balance</td>
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<td>Investment</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$111,533.01</strong></td>
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</table>

Michelle Hall
SAIR Treasurer
December 6, 2004
**Assessment Clear and Simple** Author Shares Insights Into Her Book….

By Barbara E. Walvoord, Notre Dame

**Book:** Assessment Clear and Simple: A Practical Guide for Institutions, Departments, and General Education

**My position:** Fellow of Institute for Educational Initiatives and Concurrent Professor of English at the University of Notre Dame. Formerly Coordinator of Notre Dame’s self-study for regional accreditation and Director of the Kaneb Center for Teaching and Learning.

I wrote Assessment Clear and Simple after consulting on assessment with more than a hundred colleges and universities, serving on an accreditation review team, and coordinating an accreditation self-study at my own university. I realized that people needed a short, simple, practical guide. The book aims to help faculty, assessment committees, department chairs, and institutional administrators conduct assessment of student learning in a way that is useful for the institution, feasible within their available resources, and effective for external audiences such as accreditors, boards, and legislatures.

The book is 79 pages long, plus appendices that are full of practical examples of assessment plans, forms, and instruments. Four chapters address various audiences. The first chapter is for everyone to read—a basic introduction to assessment. The second is for institution-wide planners such as deans, provosts, or assessment directors and committees. The third is specifically for department chairs, and the fourth is for General-Education faculty, directors, and committees.

The book begins with the premise that every institution has a great deal of assessment going on, much of it linked to grades. Grades are assessment-focused on individual performances, with an audience of students themselves and potential employers or graduate schools. Faculty use these assessments for improving their own courses, but the assessment is usually limited to the individual classroom. The book suggests some simple ways in which the information about student learning generated by the grading system can be useful for departments and general-education programs as they try to determine how well the program or institution as a whole is reaching its student-learning goals. In addition to such classroom-based assessment, the book offers advice on instruments such as student or alumni questionnaires, retention or job placement statistics, and the like.

Following this guide, planners and administrators should be able to fashion a feasible, useful assessment program. I have not heard negative feedback from the book, but its shortness is both a strength and a limitation. Readers may want to use this book as the basic guide, but also consult Catherine Palomba and Trudy Banta’s Assessing Student Competence in Accredited Disciplines (Jossey-Bass, 2001), a 350-page manual of advice, or Banta, Lund, Black, and Oblander’s Assessment in Practice (Jossey-Bass, 1996), which contains 82 case studies.

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**2005 Calendar of Events**

**February 8, 2005,** IPEDS workshop on Peer and COOL at Southern ACRAO conference in Myrtle Beach, SC. Please contact Barbara Lauren for more information laurenb@aacrao.org.

**February 23 - 27, 2005,** the Texas Association for Institutional Research, (TAIR) will hold their annual conference, “Research is Fundamental, Universal and Necessary,” at the Wyndham Hotel in Arlington, Texas. Please visit the conference web site for more information http://www.texas-air.org/Tair/Conference/Tair2005/tair_2005.htm or contact Christopher Benton, Ph.D. (Telephone: (281) 756-3663, Fax: (281) 756-3869) or e-mail: CBenton@alvincollege.edu.

**March 9 - 11, 2005,** the North Carolina Association for Institutional Research, (NCAIR) will hold their annual conference at the Sheraton Charlotte Airport Hotel in Charlotte, NC. More details about the conference are included in the most recent newsletter http://www.ncair.net/newsletters/.

**April 7 - 8, 2005,** the Alabama Association for Institutional Research, (ALAIR) will hold their annual conference in Fairhope, Alabama. Contact Cara Mia Pugh, (334) 844-4765 or pughcam@auburn.edu for information. More details available soon on their web site http://alair.org/.

**May 29 - June 1, 2005,** The Association for Institutional Research (AIR), 45th Annual Forum, at the San Diego Marriott Hotel, San Diego, CA.

**Excerpted from AIR calendar on website**
Let’s just cruise awhile....

A SAIR Celebration!

Dancing by dance professionals

One word: WOW!

Dancing by IR professionals

A tranquil Biloxi day

A rocking Biloxi evening

Photos courtesy of Heidi Jordan (SAIR Photographer), Coastal Carolina University
More photos available at http://www.wfu.edu/ir/sair/
SAIR MEMBERSHIP APPLICATION, October 2004 to October 2005

Name: _________________________________________________________
Position: _______________________________________________________
Institution: _____________________________________________________
Department Name: _____________________________________________
Address: _________________________________________________________
City: _____________________________________________________________
State: _______________________ Zip Code: ______________
Telephone: __________________________ Fax: _____________________
Internet/E-mail Address:________________________________________
Office website: _________________________________________________

Membership Type:
Regular ($25) _____ Student ($10) ____ Emeritus (free) ____

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.

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

Michelle Hall
SAIR Treasurer
Southeastern Louisiana University
SLU 11851
Hammond, LA 70402

Happy Holidays!

If you are interested in submitting any materials for Southern AIR, please send to Darla Keel (darkeel@memphis.edu)