



Southern AIR



Winter 2005 News

Volume 27, Issue 1



President's Message By Ross Griffith

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

*The Southern Association for
Institutional Research*

<http://www.sair.org>

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Vice President

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Rollins College

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Cathy Tanner
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SAIR/IHE Liaison

Larry Jones
University of Georgia

Editor, Southern AIR
Darla Keel, University of Memphis

Please submit materials for the next issue of Southern AIR by April 1, 2005.

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-Tapio, 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.

Want to Charleston?

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

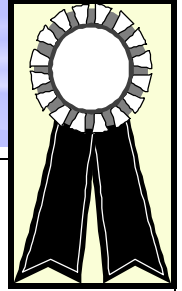
- Traditional newcomers reception, continental breakfast, and awards breakfast

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

Gerry A. Dizinno of the University of Texas at San Antonio
(and formerly of St. Mary's University) presented with
James R. Montgomery Outstanding Service Award

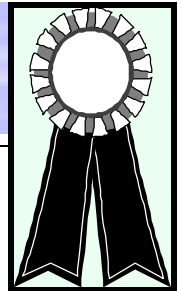


Excerpted from nomination

Gerry has been a member of SAIR since he was recruited to be the Local Arrangements Chair for the 1994 SAIR Conference in San Antonio, a responsibility that he fulfilled with distinction. He was so engaged with SAIR as a result of that experience that he has been an active member from that time on.

Gerry served on the SAIR Board for five years. He was Member-at-Large (1996-98), Vice President/Program Chair (1998-99), President (1999-2000) and Past-President (2000-2001). Members have long remembered Gerry's enthusiasm and effectiveness as Newcomers Chair during his tenure as Member-at-Large on the Board of Directors. He was the host for the Newcomers' Reception and served as the organizer and lead presenter for the Newcomers' Workshop. Of particular note during his presidency was the Strategic Planning Retreat during which board members and invited past-presidents of SAIR developed strategies for conference planning, board responsibilities and leadership issues, and financial planning for the association. Due to his efforts, SAIR was recognized as an affiliated group with SACS/COC and began holding meetings at the SACS Annual Conference. Most recently, Gerry served the association for a second time as Local Arrangements Chair when our conference was held again in San Antonio in 2003.

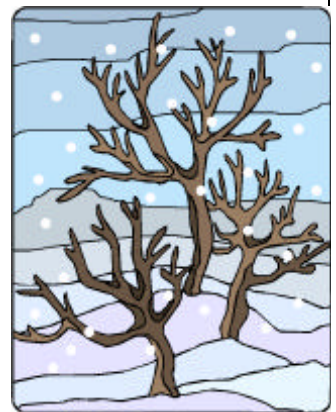
SAIR's Distinguished Service Award Goes to Bill Fendley of
the University of Alabama



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 Board



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Rollins College
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Mississippi State University
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Michelle Hall
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University
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Past President



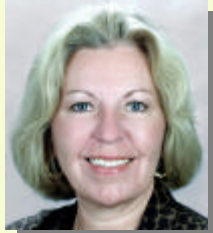
Sandi Bramblett
Georgia Institute of
Technology
Member-at-Large



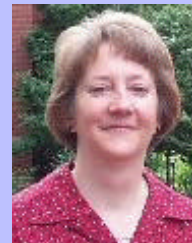
Nominating Committee



Jon Acker
University of
Alabama



Sharron Ronco
Florida Atlantic
University



Denise Gardner
Georgia Institute of
Technology
Member-at-Large



Mitzi Johnson
Northeast Mis-
sissippi Commu-
nity College



Cornelia Wills
Middle Tennes-
see State Univer-
sity



Lorne Kuffel
The College of Wil-
liam and Mary
Member-at-Large



Cara Mia Pugh
Auburn University



Cathy Tanner
Bishop State Com-
munity College
Member-at-Large

SAIR Financial Statement 4th Quarter of 2004 (as of Dec. 1, 2004)

Assets as of September 30, 2004

| | | |
|--------------------|------|-------------|
| Bank balance | | \$90,900.53 |
| Investment balance | | \$43,503.72 |
| | SAIR | \$41,542.54 |
| | CMG | \$1,961.18 |

| | |
|--------------|---------------------|
| Total | \$134,404.25 |
|--------------|---------------------|

Income during the quarter:

| | |
|-----------------------------|-------------|
| New and Renewed Memberships | \$200.00 |
| CMG Contribution | \$205.00 |
| 2004 Conference | \$44,835.36 |
| Checking Interest | \$12.44 |
| Investment Interest | \$87.24 |

| | |
|---------------------|--------------------|
| Total Income | \$45,340.04 |
|---------------------|--------------------|

Expenditures during the quarter:

| | |
|-----------------|-------------|
| 2004 Conference | \$68,187.78 |
| Postage | \$23.50 |

| | |
|---------------------------|--------------------|
| Total Expenditures | \$68,211.28 |
|---------------------------|--------------------|

| | |
|---------------------------------------|---------------------|
| Total net income during period | -\$22,871.24 |
|---------------------------------------|---------------------|

Assets as of December 1, 2004

| | | |
|--------------------|------|-------------|
| Bank balance | | \$65,762.05 |
| Investment balance | | \$45,770.96 |
| | SAIR | \$43,600.64 |
| | CMG | \$2,170.31 |

| | |
|--------------|---------------------|
| Total | \$111,533.01 |
|--------------|---------------------|

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.

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

Welcome 2004 SAIR conference newcomers!

Provided by Michelle Hall, Treasurer

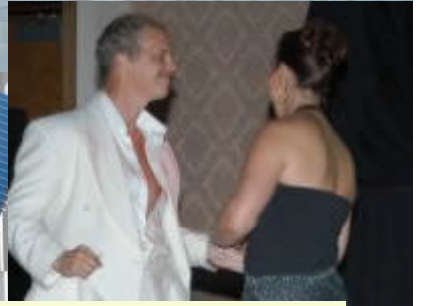
Patricia Abell, Guilford Technical Community College; Joann Adeogun, American Intercontinental University Buckhead; Julie Alexander, State University System of Florida; Renee Allemand, Nicholls State University; Celeste "CK" Allen, Southern Methodist University; Ralph Alvarez, Florida State University; Sandra Atkins, HEDS Consortium; Rick Axelson, University of South Alabama; Levi Bailey, Visionaire Software; Stephen Barlow, Mississippi State University; Suzanne Barr, Trident Technical College; Gete Bekele, Alabama A & M University; Roger Benjamin, Collegiate Learning Assessment; Johanna Bettis, Mississippi State University; Bethany Bodo, Radford University; Laura Boen, University of Central Oklahoma; Tom Bohman, University of Texas at Austin; Rex Bomhold, University of Southern Mississippi; Susan Bosworth, College of William and Mary; Jackie Bourque, J Sargeant Reynolds Community College; James Bowles, Madisonville Community College; Laura Boyles, Davidson College; Morris Braum, Life University; Alyssa Bryant, University of California-Los Angeles; Martha Lou Byrd, Pearl River Community College; Kaitlin Cassella, Our Lady of the Lake College; Chau-Kuang Chen, Meharry Medical College; Marc Chun, RAND Council for Aid to Education; Joseph Cliburn, Mississippi Gulf Coast Community College; Steve Coleman, University of Southern Mississippi; April Cookson, Northwest-Shoals Community College; Mary Ann Correll, SunGard SCT; Alan Cox, The Planning Edge; Jeff Crimm, West Central Technical College; Nuria Cuevas, Norfolk State University; Dana Dalton, Winston-Salem State University; Joyce Davis, Alabama State University; Martha Davis, University of Montevallo; J. Kevin DeFord, King College; Katherine Delahoussaye, LA Technical College Greater Acadiana District; Rosemary Dill, Coahoma Community College; D Scott Dittman, Washington and Lee University; Faye Dorman, Vanderbilt University; Lajuana Ereckson, Arkansas Department of Higher Education; James Few, Kennesaw State University; Nancy Floyd, University of South Carolina; James Ford, SAS; Sharon Freeman, Mississippi Valley State University; Robin Geiger, Northern Kentucky University; Regina Gibbons, Hampton University; Gregory Gilbert, Clemson University; Diane Gilleland, University of Arkansas at Little Rock; Jonathan Glenn, University of Central Arkansas; Robert Goldstein, University of Louisville; Cynthia Griffith, Danville Community College; Stephen Harris, Air University; Jenny Hartness, Mississippi State University; Nancy Hatley, Caldwell Community College & Technical Institute; Jack Hill, Marian College; Sara Holley, Jefferson State Community College; Jason Hurley, Jackson State University; Richard Iannelli, Vanderbilt; Sivakumar Jaganathan, University of Central Florida; Hui Jiang, University of New Orleans; Cel Johnson, University of San Diego; Michael Johnson, Spring Hill College; Michael Jordan, Georgia Southern University; Janice Kelly-Reid, RTI International; Brooke Kendrick, University of Tennessee at Chattanooga; Gayle Killian, Fletcher Technical Community College; Sandra Kinney, Georgia Department of Technical and Adult Education; David Kreitner, Keiser Collegiate System; Nancy Krogh, University of North Dakota; Katherine Landrum, Millsaps College; Heather Langdon, Appalachian State University; Erik Lauffer, Savannah State University; Elaine Lavender, The University of West Florida; Cynthia Lester, Tuskegee University; Betty Lilley, Troy State University; Jennifer Lindholm, Higher Education Research Institute; Megan Lindsey, Danville Community College; G. Amanda Long-Quarles, Belhaven College; Udeth Lugo, Rollins College; Melissa Mainiero, Louisiana State University in Shreveport; Alexei Matveev, Norfolk State University; Belinda Mayes, Mississippi Valley State University; Mary Mayo, Wallace State Community College; Lydia McDonald, University of Arkansas at Little Rock; John McIntosh, Northwest-Shoals Community College; Soon Merz, Kansas Board of Regents; Bernie Miller, Visionaire Software; Betty Miller, University of Central Florida; Claire Milligan, Alabama Department of Postsecondary Education; Gerald Mitchell, Mississippi State University; Marcelline Moore, Delta State University; Martha Moriarty, University of South Carolina Beaufort; Mark Newcomb, Hampden-Sydney College; Steve Okoye, Jackson State University; Joanne Olson, University of Mississippi Medical Center; James Padilla, RAND Council for Aid to Education; Wesley Payne, Delgado Community College; Celeste Pechous, SPSS Inc.; Curtis Penrod, Northwestern State University; Hiselgis Perez, Florida International University; Patricia Perry, Wilson Technical Community College; Shawn Potter, University of New Orleans; Sherrell Price, Alabama A & M University; Christian Pruett, Mississippi Institutions of Higher Learning; Jennifer Pruitt, USC Beaufort; Doug Reed, Oklahoma State University; Jeanine Romano, University of Tampa; Justin Roy, University of Louisiana at Monroe; Beth Rudy, Pearson NCS; Edwin Rugg, Kennesaw State University; Jeff Russell, Virginia Highlands Community College; Ian Sakura-Lemessy, Florida Memorial College; Willease Sanders, Allen University; J Sawyer, Southern Arkansas University - Magnolia; Julia Sawyer, Northeastern State University; Merrill Schwartz, Association of Governing Boards of Universities and Colleges; Brenda Scruggs, Madisonville Community College; Sukhjit Sethi, The University of Texas-Pan American; Subodh Sharma, Alabama A & M University; Joan Siegwald, Spring Hill College; Carol Smith, North Carolina State University; Monica Smith, Alabama State University; Paul Starkey, Delta State University; Jill Stribling, The University of Mississippi; Doug Strom Pearson, NCS; Sue Ann Strom, University of Arkansas at Little Rock; Charles Tegan, Clemson; Stephanie Thompson, University of Memphis; Kimberly Tompson, Community College of Denver; Peter Usinger, Polk Community College; Lynn Varner, Delta State University; Carolyn Wainright, Delgado Community College; Lisa Watson, River Parishes Community College; Leonard Waymyers, Midlands Technical College; Judy Wheaton, Austin College; Murray Williams, Luther Rice Seminary; Steve Winrich, Centre College; Janet Woo, Scantron Corporation; Judy Woods, Itawamba Community College; Dana Xiao, Methodist College; Carol Yoakum, Illinois Board of Higher Education; Denise Young, University of Dallas; Meihua Zhai, George Mason University; Ying Zhou, George Mason University

SAIR 2004 Picture Scrapbook



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

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) _____

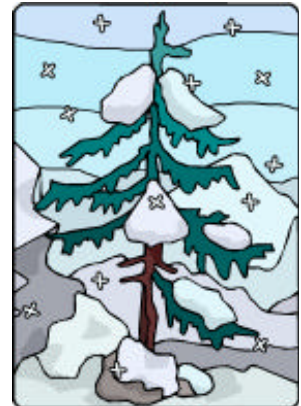
Please use this form or pass it on to an interested colleague. The completed form and check should be mailed to:

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

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 AIR



Happy Holidays!

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