Happy New Year SAIR Colleagues,

I hope that your year is off to a great start! It’s hard to believe that SAIR 2007 was just three months ago! Did we rock Arkansas or what? What a wonderful conference in a fabulous city! I want to extend a very special thank you to those who came to Little Rock. Based on the feedback, your conference committee accomplished its goal to Educate! Empower! Inspire!

Speaking of the conference committee, I owe a debt of gratitude to many people. Let’s start off with our Local Arrangements committee. Led by Diane Atchison with assistance from June Prince and Wyatt Watson, the Arkansas Institutional Research Organization (AIRO) were the consummate hosts in Little Rock. No task was too large or too small for this generous group! If you enjoyed Little Rock, from the Clinton Center to the cool Arkansas stuff in our conference materials, it’s because of their good work.

Another group of unsung heroes in my book is your SAIR Board. In case you didn’t know it, when you are elected to a SAIR leadership position, you are automatically on the SAIR Conference Planning Committee. Our Board members worked tirelessly to make SAIR 2007 a rousing success. Here’s a peak at what went on “behind the scenes”: Immediate past president, Jim Eck very ably filled in for President Lorne Kuffel, who could not attend the conference due to a family emergency. Jim hosted the President’s Reception and convened the Business Meeting. It should also be noted that Jim and his wonderful wife Wendi, chased down the conference tote bags in some remote corner of Arkansas on the Friday evening before the conference. Member-at-large (and 2008 program chair) Michelle Hall put together a tremendous slate of workshops that received high marks from those who attended. Her grace under pressure is commendable and will serve us well in Nashville in October. Member-at-large Kathleen Morley oversaw the judging of the fiercely competitive SAIR Awards and stepped in to facilitate vendor relations at The Peabody. SAIR secretary, Cathy Tanner, not only kept the official minutes, she recruited facilitators before the conference. Member-at-large Jon Acker handled travel grants and also welcomed our newcomers in a big way with a college mascot scramble that was just hilarious! Communications specialist, Darla Fletcher, worked her usual magic on the conference website and publications.

SAIR 2007 truly would not have gone off without a hitch if it wasn’t for two very special people. Treasurer Bernie Braun handled his duties with the calm efficiency of a true professional. Despite cancelled registrations, computer glitches, a win by the LSU Tigers and a group of loud ducks, Bernie set the bar very high for future conferences. Speaking of setting the bar very...
Congratulations to the 2007 SAIR Travel Grant Award Winners

Congratulations to the 2007 SAIR Travel Grant Award recipients: Thereisa Coleman of Huston-Tillotson University; V. Allen Gale of Xavier University of Louisiana; Patti Hollifield of Crichton College; Aijun Anna Li of Bennet College for Women; Cecelia G. Martin of University of South Alabama; Yuliana Susanto of Kentucky State University; Nikki Thompson of Alvin Community College; Bill Canuette of Mount Olive College; Robert Dunnam of Hinds Community College; and Leroy Philbrook of The University of Texas Pan American.

You’re Simply the Best!
What a proud moment when the members of SAIR are recognized for their great work!
SAIR 2007 was no exception when the Best of the Best received the following awards:

Best Fact Book
1st Place - University of Alabama
2nd Place - Mississippi State University
3rd Place - University of Georgia

Best Mini Fact Book
1st Place - University of West Florida
2nd Place - Southeastern Louisiana University
3rd Place - Mississippi State University

Best Planning Document
1st Place - University of Alabama

Best Electronic Fact Book
1st Place - University of Tennessee
2nd Place - Georgia Institute of Technology
3rd Place - Mississippi State University

Best IR Web Site
1st Place - University of Georgia
2nd Place - Georgia Institute of Technology
3rd Place - University of South Carolina

Congratulations to the 2007 SAIR Travel Grant Award Recipients: Thereisa Coleman of Huston-Tillotson University; V. Allen Gale of Xavier University of Louisiana; Patti Hollifield of Crichton College; Aijun Anna Li of Bennet College for Women; Cecelia G. Martin of University of South Alabama; Yuliana Susanto of Kentucky State University; Nikki Thompson of Alvin Community College; Bill Canuette of Mount Olive College; Robert Dunnam of Hinds Community College; and Leroy Philbrook of The University of Texas Pan American.

Communication Specialist
Darla Fletcher,
Arkansas State University

Please submit materials for the next issue of Southern AIR to dfletcher@astate.edu by March 18, 2008.
high, Mary Harrington did a superb job of chairing vendor relations. She worked tirelessly to recruit a top-notch group of companies and individuals who, in turn, enabled SAIR 2007 to ramp up its operations. This was evident in the spectacular receptions, fabulous food, and for the first time ever, the use of a professional audio-visual team to handle internet access, projectors, screens and the like.

I would be remiss if I didn’t recognize two people who, even though they were not SAIR Board members, stepped up to the plate in a big way. Bethany Bodo of Radford University took on the responsibility of conference evaluations. She ensured that each and every workshop, roundtable and concurrent session received feedback. Julie Clabby of Georgia Tech was our omnipresent photographer. You can see her handiwork on the SAIR conference website where the memories of SAIR 2007 will live on for quite a long time.

If the evaluations are any indication, you agreed that SAIR 2007 was among the best conferences ever! In case you had to miss us in Little Rock, here are some other highlights:

- 400 people registered with about 385 in attendance;
- Dr. Belle Wheelan, SACS-COC President, delivered a keynote address that literally had us on the edge of our seats. She was inspiring and empowering! Her plenary session received an approval rating of 93%, the highest ever!
- A tribute to former SAIR president, Bill Fendley;
- 18 pre-conference workshops; 23 special interest and affiliated groups (SIGs); 25 roundtable discussions and 89 concurrent sessions;
- SAIR’s Night to Rock including a visit to the Clinton Center, dinner in the Grand Hall and dancing at The Peabody until the wee hours of the morning!

Also, I want to thank the past SAIR presidents, also known (affectionately) as the “Dinosaurs.” When I look at this distinguished group of people, I am humbled to know that I will be joining their ranks at the end of the Nashville conference. Because of their willingness to provide advice, guidance, and the occasional swift kick, SAIR 2007 totally rocked. I am grateful for who they are and what they represent….everything that is good about SAIR!

If you attended the annual SACS conference in New Orleans this year, you know that SAIR hosted a Special Interest Group (SIG) for its members. Facilitated by Kathleen Morley and Andy Clark, the meeting was thoroughly enjoyed by new SAIR members as well as our veterans. Thanks to all who made that meeting possible!

Finally, Michelle Hall and her stellar Local Arrangements Committee are already hard at work to make SAIR 2008 the best ever! If you are planning to go to Nashville and would like to volunteer to help out in some way, please let us know. The conference will take place October 18-21 at the Sheraton-Downtown Nashville so mark your calendars now! As I said earlier, I am delighted to be serving you this year as SAIR’s president. If you have any questions or if I can assist you with anything that is related to our organization, please call me at 404.894.8874 or drop me a line at sandi@gatech.edu. All the best for a wonderful new year!

Sincerely,
Sandi Bramblett, SAIR President
The winners of the SAIR’s Best Paper Award for 2007 are Ed Rugg, Donna Hutcheson, and Erik Bowe of Kennesaw State University. The title of the paper is "Retention, Progression & Graduation: Degree Completion Analysis and Six-Year Graduation Rates Tell Different Stories about a University's Effectiveness in Graduating Its Students."

The best paper committee was chaired by Andy Clark and his committee consisted of Kathleen Morley, Ross Griffith, and Jackie Bourque.

48th AIR Annual Forum
Seattle, Washington
May 24-28, 2008

Please remember to be in Seattle, May 24-28 (yes, it is the week of Memorial Day). I need all my fellow SAIR members to help make this forum a memorable and exciting one! Our plenary speakers will be Judith Eaton, President of the Council for Higher Education Accreditation (CHEA); Randy Swing, AIR Executive Director; and Mary Ann Coughlin, AIR President. Sunday's Presidential Symposium will be “Effective IR Offices: A View from the Trenches!” We will see the Mariners play the Boston Red Sox, there will be great workshop opportunities, and believe me, a lot of terrific sessions you won't want to miss.

Registration and hotel information should be arriving in your mailbox very soon from AIR. Several of our SAIR members are on the forum committee and have been hard at work on the forum for the past two years. I hope to see you all there and I promise we will have fun!

Michelle Hall, 2008 Forum Chair
SAIR Vice President

SACCR
Southeastern Association for Community College Research

37th Annual Conference, August 3-6, 2008
“Catching the Waves of Innovation and Best Practices”
TradeWinds Island Grand Beach Resort
St. Petersburg, Florida

Website http://www.tradewindsresort.com
SACCR Website http://www.saccr.org

What is on your horizon for the new year?

Check out employment opportunities posted at http://www.sair.org/jobs.

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I know everyone has already marked their calendars, but I wanted to remind you to come join your SAIR friends in Music City on October 18-21. We will be staying at the Sheraton Nashville Downtown, which as its name implies is located in the heart of Nashville. Attractions and activities include a variety of choices in dining from the elegant to the honky tonk, shopping for that special cowboy hat and boots, walking along the downtown riverfront, and of course, enjoying the wide variety of music venues available.

The Sheraton Nashville Downtown is less than half a mile from Country Music Hall of Fame and Museum, the Historic District, Tennessee Performing Arts Center, Frist Center for the Visual Arts, and Wildhorse Saloon. In addition, it is a mile from LP Field, the home of the Tennessee Titans and two miles from Music Row.

Not only will you have an opportunity to visit with your SAIR friends in an incredible city, we will also provide an amazing slate of workshops, presentations, exhibitors, speakers, and all the great things you have come to expect from a SAIR conference.

The SAIR 2008 Planning Committee will be meeting at the end of January to check out the site and get things moving for what promises to be an amazing conference. If you are interested in helping in any way with the conference, or if you have suggestions, please send them to the Michelle Hall (mhall@selu.edu). More details will be forthcoming about the conference and be sure to be on the look out in March for the Call for Proposals.

You can find out more about the Sheraton Nashville Downtown at https://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1236

Begin making plans now for what you want to see and do in Nashville by checking out their Convention and Visitors Bureau: http://www.nashvillecvb.com/

See ya’ll in Nashville in October!!!

Read up on Nashville!

http://www.nashvillechamber.com/
http://www.nashville.com/
ALABAMA:

Past SAIR President Lorne Kuffel was appointed Executive Director of Institutional Research and Assessment at the University of Alabama.

ALAIR is offering two exciting professional development opportunities on January 18th, 2008:

1. Using ACCESS as Your Reporting Tool for BANNER will be conducted by the IR staff at Samford University. The workshop will take place January 18, 2008 from 9:00 am to 4:00 pm. Registration is limited to 25 attendees and will be opened first to ALAIR members. There is no registration fee. If any seats remain open, registration will be opened to non-members at a cost of $25 per attendee.

And, concurrent with the workshop above:

2. ALAIR will have a Data Access and Exchange System (DAX) Seminar. This two-hour seminar will first introduce the DAX system to the attendees. The DAX data will be published each week by Alabama’s Two Year colleges and will update an SQL database; therefore, the data will be no more than one week old. This process allows colleges to use whatever administrative software they have without requiring any new purchases. Alabama’s Two Year college system will also be collecting financial data on a monthly basis to accompany the data collected via the DAX files. The DAX files (about 18) are flat files placed into the SQL database. There is also a validation database that contains all the validation tables used in the data import. This seminar will take place January 18, 2008 from 10:00 am to 12:00 pm and will also be held at Samford University. Registration is limited to 30 attendees. There is no registration fee.

For more information contact Yardley Bailey at 205-348-8350 or visit http://www.alair.org/.

ARKANSAS:

The Arkansas Department of Higher Education has tapped an Oklahoma education official to take over as director of the state agency. James Purcell was hired at a joint meeting of the Arkansas Department of Higher Education and the Arkansas Higher Education Coordinating Board. Purcell is currently Associate Vice Chancellor for Strategic Planning and Analysis with the Oklahoma State Regents for Higher Education.

Purcell is expected to start between January 15 and February 1. He will lead the agency that coordinates with 33 colleges and universities in Arkansas.

GEORGIA:

The Georgia Association of Institutional Research, Planning, Assessment, and Quality (GAIRPAQ) will hold their annual meeting April 9, 2008 in Macon, Georgia at Mercer University.
Valdosta State University in Valdosta, GA will be hosting a NACADA Georgia Drive-In Conference. The conference will take place on Friday, September 12, 2008 on the VSU campus. For further information on registering, check the NACADA website at http://www.nacada.ksu.edu.

Valdosta State University has a new Associate Director of Institutional Research -- Ms. Linda Gooden. Congratulations, Linda!

NORTH CAROLINA:

The 2008 NCAIR & SCAIR joint conference will be held April 7-9, 2008 at the Asheville Renaissance Hotel in Asheville, NC. The title of the conference is “Combining Our Strength in Numbers.” More information can be found at http://www.clemson.edu/oir/SCAIR/2008Conference.htm.

TENNESSEE:

Richard Tucker, Director of Research and Analysis for Northwestern University's Graduate School, has been named Assistant Vice Provost and Director of the Office of Institutional Research and Assessment (OIRA) at University of Tennessee.

TEXAS:

The 30th Annual Texas Association for Institutional Research (TAIR) Conference will be held from February 4-7, 2008 at the Moody Gardens Hotel in Galveston, Texas. A program brochure and registration instructions can be found at http://www.texas-air.org/conference/2008/

OTHER NEWS: Rapid Insight Inc. will be launching a software technology in 2008 that will enable institutions to make better use of their data. The tool, which is called Rapid Insight DI (for data integration), will make it easy for institutions to work with data from one data source or from several disparate sources. Expected launch date is June 1st.

Extending our gratitude and best wishes to SAIR members in IRAQ

Dave Allen
SAIR member for 20 years
(pictured with General Petreus)

Tamara Brewer
Marion Military Institute
Director of Planning and Institutional Research
Mississippi Gulf Coast Community College in partnership with Mississippi’s Community and Junior Colleges invite you to join us for the inaugural Community College Consortium for Student Learning Research.

The purpose of this conference is to educate community college faculty on the writing and assessment of student learning outcomes. Conference presenters will be exploring examples of true program improvement based on student learning research.

**FEATURED SPEAKERS**

- **DR. BELLE WHEELAN**, President, Southern Association of Colleges & Schools - Commission on Colleges (SACS-COC)
- **DR. PEGGY MAKI**, Higher education consultant, international presenter and author of *Assessing for Learning: Building a Sustainable Commitment across the Institution*

**CONFERENCE REGISTRATION**

$12500 Register at [www.mgcccc.edu/ccc](http://www.mgcccc.edu/ccc)
The Certificate in Institutional Research at Florida State University is an online certificate program, consisting of 18 credits of graduate-level course work, designed to provide academic and professional development opportunities for institutional researchers, administrators, graduate students, and faculty from all areas of higher education. Students will enhance their knowledge and understanding of Institutional Research, have the opportunity to explore national databases, and apply their knowledge to practical applications.

During Spring and Summer 2008, the certificate program at Florida State will offer a variety of courses that can be taken independently or as part of the Certificate in Institutional Research. These courses offer a great opportunity for new and existing students to add to their professional knowledge and progress toward earning the certificate. Offerings are as follows:

**Spring 2008:**
*EDH 5068 Outcomes of Undergraduate Education (3 credits)*
This course explores the basics of assessing and evaluating the outcomes of undergraduate education. It provides a historical and theoretical foundation for understanding the outcomes of a higher education both in and out of the classroom. The course explores problems and solutions in practice and policies related to outcomes of higher education.

**Summer 2008:**
*EDH 5931 Special Topics: Data Mining (3 credits)*
This course provides an introduction to the core concepts and methods of data mining and knowledge discovery. Lab exercises will be used to provide basic experience with data analysis.

*EDH 5055 Introduction to Institutional Research (3 credits)*
The course will provide an introduction to the theoretical and practical application of institutional research as a discipline in higher education. Institutional research is an embedded function with direct applications in all administrative and strategic processes within the institution. The course content will be addressed within the context of organizational, administrative, political, and ethical issues in institutional research.

*Student Success in College (3 credits)*
The landscape of American higher education is changing dramatically as an increasingly diverse population gets ready to go to college. This change provides an exciting opportunity for the country to further strengthen its human resources. Meanwhile, given that the college graduation rate has been just around 50% for decades, one question common in the minds of public policy makers and institutional administrators is: How can the educational system effectively promote student success in college? This course examines the theories and research on student success and explores the effective policies, programs, and practices that can be adopted to promote student success in higher education.

More information is available at [http://www.fsu.edu/~elps/ir/certificate.html](http://www.fsu.edu/~elps/ir/certificate.html) or by emailing IRCertificate@coe.fsu.edu.

If you have specific questions, please contact Jill Peerenboom, Program Coordinator at jpeerenboom@admin.fsu.edu.
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<th>Role</th>
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<tr>
<td>President</td>
<td>Sandi Bramblett</td>
<td>Georgia Institute of Technology</td>
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<td>Vice President/President-Elect</td>
<td>Michelle Hall</td>
<td>Southeastern Louisiana University</td>
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<td>Past President</td>
<td>Lorne Kuffel</td>
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<td>Cathy Tanner</td>
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<td>Member-at-Large</td>
<td>Jon Acker</td>
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<td>Kathleen Morley</td>
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<td>Donald Cunningham</td>
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<td>Charles Hawkins</td>
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<td>Zhao Yang</td>
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<td>Communication Specialist</td>
<td>Darla Fletcher</td>
<td>Arkansas State University</td>
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Welcome 2007 SAIR Conference Newcomers!

Provided by Bernie Braun, 2007 SAIR Treasurer

DeAnna Adams, East Arkansas Community College; Valerie Adams, OLOL College; Metta Alsobrook, University of Texas at Dallas; Judy Anderson, UACC Hope; Rob Anderson, WV Higher Education Policy Commission; Tracey Anderson, Bluefield State College; Imam Anerin, Middle Tennessee State University; John Arnold, Texas State Technical College West Texas; Anne Austin, UACCB; Felita Bennett, Midwestern State University; Laura Berry, North Arkansas College; Jessica Beyer, Embry-Riddle Aeronautical University; Erik Bowe, Kennesaw State University; Ginger Brooks, University of N.C. Pembroke; Meta Brown, SPSS, Inc.; Laura Cates, North West Arkansas Community College; Brenda Chunn, Livingstone College; Julie Clabby, Georgia Institute of Technology; Thereisa Coleman, Huston-Tillotson University; Kristina Cragg, Valdosta State University; Mark Craig, University of Tennessee; Alan Davis, Winthrop University; Deborah Davis, University of Richmond; Kenneth Davis, Mount Olive College; Tripti Devkota, Georgia Highlands College; Alicia Diaz, Southern Regional Education Board; Jennie Dobson, Gadsden State Community College; Christopher Dover, Toccoa Falls College; Robert Dunnam, Hinds Community College; Jennifer Dyess, Auburn University Montgomery; Nathan Engelberth, University of Arkansas- Main Campus; Bobbie Everett, Central Piedmont Community College; Marissa Fanguy, Nicholls State University; Amber Fason, University of Central Arkansas; Kristi Fisher, University of Texas at Austin; Michael Fisher, Phillips Community College of the University of Arkansas; Heather Freeborm, Savannah College of Art and Design; Herman Fresh, University of Texas at Austin; Yun Fu, University of Central Florida; Rossitsa Gambardella, Duke University; Ruben Garcia, Texas Workforce Commission; James Gatliff, Kentucky State University; Robin Geiger, Kentucky State University; Debra Gentry, University of Southern Mississippi; Tara George, Jefferson State Community College; Onecia Gibson, University of Kentucky; Tim Gilbert, WEAVE Online; Linda Gooden, Valdosta State University; Ivon Granaldi, Pulaski Technical College; Tobin Green, SNAP Surveys; Claudia Griffin, UACCH; Teraysha Griffin, University of South Carolina Beaufort; Debra Hagen-Foley, South Arkansas Community College; Lori Hardin, Horry Georgetown Technical College; Jack Harrington, Dataliant, Inc.; Eva Harris, Southern University at Shreveport, LA; George Harris, Livingstone College; Patti Hollifield, Crichton College; Theron Jackson, Southern University - Shreveport; Eric Johnson, Tableau Software; Kent Johnson, University of Southern Mississippi; Paul Johnson, Tulsa Community College; Patricia Johnston, University of Tampa; Rilla Jones, Northeast Mississippi Community College; Tatyana Karaman, Samford University; Jon Kesty, Rapid Insight, Inc; William Kordsmeier, University of Central Arkansas; Ada Kwanbunbumpen, Berry College; Juliana Lancaster, Georgia Gwinnett College; Maya Lemberg, Dataliant, Inc.; Mitzi Lewis, Midwestern State University; Amy Lister, RTI International; Shanna Little, Southern University System; Katherine Lynch, LSU Shreveport; Laverne Macon, Livingstone College; Hal Mannan, University of Louisiana at Monroe; Cindy Martin, University of Memphis; Kimberly Martin, Bethel College; Bradley Masters, Louisiana Delta Community College; Michael McFall, UT Knoxville; Charles Miller, South Louisiana Community College; Katrina Miller, Tennessee Higher Education Commission; Kathryn Mitchell, Auburn University Montgomery; Shelly Moser, UACCB; Sean Mullins, North Georgia College & State University; Rita Murray, Northeast Mississippi Community College; Solomon Omidiji, University of Northern Virginia; Rebecca Owens, Texas Tech University; Jill Peerenboom, Florida State University; Ted Pfeifer, College of the Mainland; Kim Purdy, North West Arkansas Community College; Elizabeth Puthoff, Independent Colleges and Universities of Texas; T, Reeve,

(Continued on page 12)
Missed SAIR 2007 in Little Rock?

You can join SAIR today!

Even if you missed the Little Rock conference, you can still become a SAIR member and join your friends!

Access the renewal form at the following URL:
http://www.sair.org/about_sair/Membership_Information/Membership_Information.asp

Download the form, fill it out, and send it along with your $25 fee to Donald Boeckman, SAIR Treasurer Southeastern Louisiana University SLU 11851 Hammond LA 70402-0001
Remembering good times at SAIR 2007 in Little Rock, Arkansas

A beautiful Little Rock day welcomes SAIR!

Excuse me, but can you tell us where the Newcomers’ Reception is?

Coffee and conversation—a great way to start the day!

Rockin’ the house, SAIR-style!

Information gathering with keynote speaker Belle Wheelan.

Newcomers learn the ins and outs of IR.

Making friends, catching up, and learning from each other….

T-shirts and more given away at the Awards Breakfast.

Sandi even handled security!

Yeah, we totally rocked this place!

Photos taken by Julie Clabby of Georgia Tech
SAIR
Wishes You a Happy New Year!
SAIR MEMBERSHIP APPLICATION, October 2007 to October 2008

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:

SAIR Treasurer
Donald Boeckman
Southeastern Louisiana University
SLU 11851
Hammond LA 70402-0001

Questions?
Phone: (985) 549-2077
Email: dboeckman@selu.edu

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.

If you are interested in submitting any materials for Southern AIR, please send an email to Darla Fletcher (dfletcher@astate.edu)