

Southern Association for Institutional Research

October 14-17, 2006



Double Tree Hotel - Crystal City
Arlington, Virginia

Register today at <https://secure.airweb3.org/sair>



Virginia again hosts the annual meeting of the Southern Association for Institutional Research. Our conference convenes on October 14, 2006, in northern Virginia on the very edge of the nation's

capital at the DoubleTree Crystal City Hotel in Arlington, Virginia. Thanks to the expertise of our members, SAIR 2006 promises to continue the conference's tradition of excellence as we have amassed a varied schedule of engaging pre-conference workshops, a plenary session, concurrent sessions, special interest groups, and special events. Three of our colleagues from the greater D.C. metro area have diligently assumed leadership roles for the conference by coordinating local arrangements: Debbie Dailey, Georgetown University; Karen Gentemann, George Mason University; and Angela Hamlin, University of Maryland. In addition the **Virginia Association for Management Analysis and Planning (VAMAP)** has decided to combine their fall conference with SAIR. VAMAP is a major sponsor of the Monday night special event and is providing much needed conference arrangements and coordination support.

Accreditation, Assessment, Community College, Institutional Research, Planning, Technology, and VAMAP Budget Officers are the tracks for SAIR 2006. The conference theme, "**A Capital Experience**," reflects both the conference's close proximity to the nation's capital and the fact that events and action in D.C. have great influence over our profession. Whether participating in a workshop or exchanging ideas with colleagues during luncheon roundtables, expect to leave the conference on October 17, 2006, with new tools and techniques for adjusting to the changing landscape of higher education.

Insightful pre-conference workshops take place on Saturday and Sunday, October 14 -15. Workshops will provide hands-on training related to software programs, institutional effectiveness, program assessment and continuous improvement, IPEDS, as well as serving as an evaluator for the Commission on Colleges.

Special is the only way to describe the Monday Night Event this year. You will tour and dine at the home of America's first, first family, George and Martha Washington's Mount Vernon. We will be transported to and from Mount Vernon by comfortable motor coaches. This is an experience you will not want to miss. Please identify which of the four entrées you want when you register for this event.

2006 is the year for SAIR. We will be in Arlington, Virginia. You should be there too. I am looking forward to seeing you at the conference.

Lorne Kuffel
SAIR 2006 Program Chair and Vice President

Register today at
<https://secure.airweb3.org/sair>

CONFERENCE SCHEDULE	
Saturday, October 14	
7:30am - 5:00pm	Registration
8:30am - 11:30am	Workshops
1:00pm - 4:00pm	Workshops
1:00pm - 5:00pm	Southern University Group (SUG)
6:00pm - 7:00pm	Reception for early arrivals (hosted by President Eck in the Jefferson Room)
7:00pm - 9:00pm	Dinner out for early arrivals
Sunday, October 15	
7:30am - 5:00pm	Registration
8:30am - 11:30am	Workshops
8:30am - 12:00pm	SAIR Board Meeting
8:30am - 12:00pm	Southern University Group (SUG)
1:00pm - 4:00pm	Workshops
4:00pm - 4:45pm	Presenters & Facilitators' Meeting
4:00pm - 4:45pm	Vendors Meeting
5:00pm - 5:45pm	Newcomers' Reception
6:00pm - 7:30pm	Opening Session
7:30pm - 9:30pm	Opening Reception
Monday, October 16	
7:30am - 12:00pm	Registration
7:30am - 8:15am	Continental Breakfast
7:30am - 8:15am	Dinosaurs' (Past Presidents) Breakfast
7:30am - 8:15am	Affiliated & Special Interest Groups
8:30am - 9:15am	Concurrent Sessions
9:30am - 10:15am	Concurrent Sessions
10:15am - 10:45am	Exhibitors' Refreshment Break
11:00am - 11:45am	Concurrent Sessions
11:45am - 12:45pm	Lunchtime Roundtables
1:00pm - 1:45pm	Concurrent Sessions
2:00pm - 2:45pm	Concurrent Sessions
2:45pm - 3:15pm	Exhibitors' Refreshment Break
3:15pm - 4:00pm	Concurrent Sessions
4:15pm - 5:00pm	Special Interest Groups
5:30pm - 9:30pm	Special Event
Tuesday, October 17	
7:30am - 9:00am	Awards Breakfast & SAIR Annual Business Meeting
9:15am - 10:00am	Concurrent Sessions
10:15am - 11:00am	Concurrent Sessions
12:00pm - 3:00pm	SAIR Board Meeting

ACCOMMODATIONS



Within sight of the Washington monument across the Potomac River, the **DoubleTree Crystal City Hotel** will serve as the headquarters for our 2006 annual conference. The hotel is minutes from the Reagan National Airport. Gym and pool access are included in your room rate. Wireless internet access is available in all rooms for \$9.95 a day.

In addition to the hotel's restaurants and beverage facilities, the hotel is within walking distance of great shopping, restaurants, and the Metro line, which provides access to all the great attractions of the D.C. metro area.

Hotel reservations for the DoubleTree Crystal City may be made on line at www.DoubletreeCrystalCity.com. The discounted room rate is \$143 per night. Please use the Group/Convention code **SAR** when making your reservation to receive the discounted rate.

EARLY ARRIVALS AND NEWCOMERS



Early Arrivals and Newcomers will have the opportunity to join in a reasonably priced dinner at local restaurants on Saturday night at 7:00 p.m. The restaurants are within walking distance of the hotel. The dinner will be preceded by a complimentary reception from 6:00-7:00 p.m., hosted by SAIR President Jim Eck, in the Jefferson Room which provides a fantastic view of the D.C. monuments on the national mall.

Please contact Cathy Tanner (tanner530@bellsouth.net) if you are planning to attend the reception and join us for dinner on Saturday, **October 14**.

LARRY G. JONES GRADUATE STUDENT TRAVEL GRANT - APPLY BY AUGUST 31



The Larry G. Jones Graduate Student Travel Grant will be awarded for the first time for the SAIR 2006 Conference. Established in 2005 to honor past SAIR president and executive board member Larry G. Jones, the travel grant will be awarded annually to a deserving graduate student who meets the award criteria. In addition to receiving a waiver of the

conference registration fee, the selected applicant will also be awarded \$500 to defray travel expenses associated with the SAIR Conference.

The applicant for the Larry G. Jones Graduate Student Travel Grant must be currently enrolled as a graduate student at either the master's or PhD level at an accredited institution of higher education. Enrollment must be verified via letter from the registrar of the home institution. The applicant must also have submitted a scholarly paper which has been accepted for presentation at the annual SAIR conference.

Applicants must submit their materials for consideration no later than **August 31**. Please visit the conference website at <http://sair.org/conferences/2006-arlington> and click on *Larry Jones Travel Grant* for more information on required criteria and submission procedures.

TRAVEL

The DoubleTree Crystal City Hotel is located at 300 Army Navy Drive in Arlington, Virginia 22202-2891. There are many ways to get to the hotel (trains, planes, and automobiles).



For travel suggestions, please see the conference site: <http://sair.org/conferences/2006-arlington/directions.asp>.

AIRPORT TRANSPORTATION



If you are flying, we recommend that you use **Reagan Washington National Airport (DCA)** if possible. It is minutes from the hotel and there is a free shuttle service to the DoubleTree. Look for the shuttles labeled "DoubleTree Hotel and Embassy Suites Hotel" outside the baggage claim area.

See "Directions" on the conference web site for the shuttle schedule.

DRESS

Dress is business casual, but wear what makes you feel comfortable. The average October temperatures range from 68 degrees F during the day and down to 50 degrees F at night. Note that meeting rooms may be cool.



Please remember to bring **walking shoes** and an **umbrella** with you.

**ATTENTION:
NEW INSTITUTIONAL RESEARCHERS**

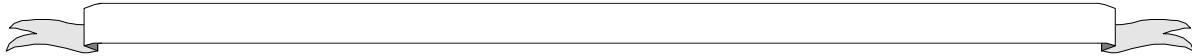


Through the Association for Institutional Research (AIR), SAIR has been awarded a 2006 *Building Institutional Research Capacity (BIRC) Grant*. This grant will fund a SAIR Workshop that is aimed at new institutional researchers. The workshop will be presented on Sunday, October 15, 2006 at the DoubleTree Hotel in the Wilson Room starting at 8:30 a.m.

In addition to information on implementing practical and successful IR strategies each of the participants in this **free workshop** will receive a set of valuable IR references to take home for further professional development. Eligible participants are institutional researchers with one year or less of experience in the field. Registration for the workshop is first come, first serve until 45 eligible participants have registered.



**Key Responsibilities and Strategies for the Practice of
Institutional Research: A Newcomer's Workshop**



Date and time: Sunday, October 15, 8:30 a.m.-11:30 a.m., and continued Sunday afternoon from 1:00 p.m.- 4:00 p.m.

Primary Presenter: Karen Webber Bauer, The University of Georgia

Location: DoubleTree Hotel, Wilson Room



This workshop is designed for practitioners who are new to the field of institutional research. With a combination of facilitated lecture/discussion and hands-on exercises, the workshop will address such key IR components as identifying data sources, developing factbooks and peer comparisons, conducting survey research for assessment and evaluation, and completing an effective report or presentation in a timely manner.

The main focus of the workshop is to present general concepts and practical strategies for implementing or developing effective institutional research at colleges and universities, regardless of size or type. Concepts to be introduced include the following: basic institutional research skills such as verbal and written communications, basic statistics, and data collection; development of planning strategies and teamwork skills; identification of appropriate computer applications; and report writing and presentation.

Pre-conference Workshops

Pre-conference workshops have limited seating and many will be “sold out.” Register as soon as possible to ensure a place in the workshops of your choice. Workshops will be held at Marymount University’s Ballston Center and at the DoubleTree Hotel. Buses will be provided for those workshops at Marymount University’s Ballston Center.

SAIR 2006 Conference Workshops

Saturday October 14

8:30 a.m. – 11:30 a.m.

Workshop 1: Descriptive Statistics and Graphs

Location: Marymount University’s Ballston Center – Room 408

Presenters: Lori Rothenberg, *SAS*; Susan Walsh, *SAS*

The first step in data analysis is initial data exploration. This can begin with graphs and tables to explore the distributions of values as well as the relationships between those values. It can then expand to descriptive statistics. This workshop will include tips on different types of graphs that are particularly useful. It will also examine common descriptive statistics and will include definitions and appropriate uses of measures of location, dispersion, and shape. The hands-on workshop will use institutional research type data as a “real world” example. This workshop will use *SAS Enterprise Guide* - a point-and-click interface to *SAS*, to perform the analyses.

Workshop 2: An Introduction to DAS Online for Research

Location: Marymount University’s Ballston Center – Room 409

Presenter: Daina Henry, *College of William and Mary*

Through a combination of exercises and examples, attendees will become familiar with *DAS* (NCES’ Data Analysis System) online software. Using *DAS Online*, NCES data sets such as National Postsecondary Aid Study, National Study of PostSecondary Faculty and *IPEDS* data will be accessed and analyzed.

Workshop 3: Developing Survey Questionnaires for the Web

Location: Marymount University’s Ballston Center – Room 411

Presenter: John J. Cahill, *Florida Atlantic University*

Technological advances have changed the way institutional researchers collect data. Conducting surveys on the internet allows us to reach more respondents in

a shorter amount of time at less cost than ever before. At the same time we face the challenge of looking at the traditional concepts of survey error from new and unique perspectives. Development of a web-based survey using *Snap® Survey Software* will be demonstrated and participants will also have the opportunity to create their own web survey using *Snap®*. Data reporting and data export capabilities will also be discussed.

Workshop 4: Records Management Within Institutional Research

Location: DoubleTree Hotel – Madison

Presenter: Andrew L. Luna, *University of West Georgia*

IR practitioners have clearly embraced the information age but have paid for it dearly by keeping just about everything they generate. It is inevitable that the massive amounts of surveys, data requests, projects, and correspondence kept over the decades will soon overwhelm even the largest of IR offices. This three-hour workshop is designed for IR practitioners who desire to create a formal records management plan that follows state and higher education agency records policies. Such a plan allows an office to keep only that information which is vital to office operations and to destroy those records that are no longer needed.

Workshop 5: IPEDS for Beginners

Location: DoubleTree Hotel – Monroe

Presenter: Amin Muhammad, *Bowie State University*

This workshop will provide the new professional with a context for understanding the *IPEDS* data collection and retrieval tools. It includes an overview of the relationship between *IPEDS* and *NCES*, a brief history of the development of *IPEDS*, as well as a description of the components (surveys) and data of *IPEDS*. In addition, it will provide the audience with a basic overview and knowledge of analytical techniques for comparing an institution to a comparison group using various performance measures. It will describe the rationale for performing such analyses, as well as specific techniques used to develop comparison groups. Additionally, the workshop will have participants explore data elements that are germane to developing comparison groups, as well as a discussion of the variety of data elements that can be used for performance measures. The module will conclude with a discussion of the strengths and weaknesses of this form of research.

Workshop 6: Preparing for SACS-COC Compliance Certification: Conducting a Readiness Audit

Location: DoubleTree Hotel – Madison
Presenters: Julia Pet-Armacost, *University of Central Florida*; Basma Selim, *University of Central Florida*; Robert L. Armacost, *Consultant*

A compliance certification readiness audit is instrumental in identifying areas where an institution may have compliance issues and/or insufficient evidence to support compliance. Conducting this audit enables an institution to discover these potential problem areas, implement changes to fix the problems, and also put in place the right technology and resources prior to preparing the compliance certification document. This workshop provides participants with the details of the readiness audit and Web technologies developed at the presenters' university. Participants will learn about the steps of the audit process and have the opportunity to develop an audit plan for their institution.

Workshop 7: S.O.S.: Student Outcomes Solutions for Program Assessment

Location: DoubleTree Hotel – Jackson
Presenter: Paula Krist, *University of Central Florida*

Institutions and programs are emphasizing student learning outcomes, both in response to expectations of accrediting bodies and because of a desire to improve. Student learning outcomes are important for academic programs and student support areas. As important as the outcomes is the appropriate assessment of those outcomes to provide evidence of student learning. This workshop is appropriate for anyone who wants to become more skilled at developing and assessing assessment student learning outcomes. Emphasis will be placed on how to use assessment data to promote improvement.

**Saturday October 14
1:00 p.m. – 4:00 p.m.**

Workshop 8: Chi Square Tests and Binary Logistic Regression

Location: Marymount University's Ballston Center – Room 408
Presenters: Susan Walsh, *SAS*; Lori Rothenberg, *SAS*

Will a student drop out during or after freshman year? Will a student graduate within four (or perhaps six) years? Predicting the answers to these types of questions is often guess work, but could we find some attributes that are good indicators? If we could find these good predictors, we might be able to use them to identify at-risk students and provide some form of

intervention. With this in mind, this hands-on workshop will use SAS Enterprise Guide to do chi-square tests and logistic regression. Emphasis will be on appropriate uses of the statistics and interpreting the output.

Workshop 9: Intermediate/Advanced MS Access for IR

Location: Marymount University's Ballston Center – Room 409
Presenter: Meihua Zhai, *Board of Regents, University System of Georgia*
Note: This workshop is a 6-hour workshop and will continue Sunday morning from 8:30-11:30

Intended for IR professionals with ample knowledge and strong interest in bringing their MS Access skills and knowledge to a new level, this workshop is designed to introduce MS Access beyond its role as data storage and querying engine. Participants will learn how to build some commonly needed, but not commonly-known text/string and data manipulation functions in VBA (Visual Basic Application) and practice using more advanced SQL (Structured Query Language) which are not available from its pull-down menu. Integration of Access and XML will also be covered.

Workshop 10: Technical Tips for New SPSS Users

Location: Marymount University's Ballston Center - Room 411
Presenters: Jennifer Videtto, *Northwestern State University*; Veronica Ramirez, *Northwestern State University*; Curtis Penrod, *Northwestern State University*

This hands-on 3-hour session will introduce new SPSS users to some of the commonly-used functions of SPSS software. The functions which will be covered include: loading files, utilizing formats, matching files, aggregating data, saving syntax, exporting files, identifying duplicate cases, outputting tables, etc. Participants will perform the above-mentioned functions on files provided by the presenters. The presentation will also briefly cover the use of helpful functions in Excel as an extension of SPSS. In addition to the basic functions, there will be time to demonstrate some helpful hints learned the hard way. Direct experience with SPSS is not necessary.

Workshop 11: Applying the Principles of Project Management to Facilitate Institutional Research, Planning and Assessment

Location: DoubleTree Hotel – Madison
Presenter: James Few, *HigherEd.org, Inc.*

Such volumes of data have never been so accessible, yet collecting and organizing these resources into

useful information requires special skills, complex applications and contributions from individuals dispersed across the organization. The risk of miscommunication, budget overruns and missed deadlines is amplified when working with these and other common project risks. Project management, a relatively young profession, provides a framework to iteratively apply knowledge, skills, tools and techniques to project tasks to reduce the complexity, improve the communication, and manage the organizational challenges that plague projects at organizations of all kinds. In this interactive session, participants will gain a basic understanding of project management vocabulary, tools and processes. Participants will practice the methods that leverage limited resources, balance competing forces of scope, time and quality and ensure successful stakeholder satisfaction.

Workshop 12: Let the Fun Begin! Let's Develop a Strategic Planning Approach!

Location: DoubleTree Hotel – Monroe
Presenters: Jerry Norris, *University of West Florida*; Jacqui Berger, *University of West Florida*; Elaine Lavender, *University of West Florida*

Most institutions need to develop or update their strategic planning approaches. Planning should be a fun and exciting activity, with broad participation. During this workshop we will use proven methodologies to develop a planning approach that will help us to organize for success, determine the process, identify the ingredients, develop the plan, dynamically display the plan, implement the plan, assess the results, and follow-up with celebration. This strategic planning approach integrates planning and budgeting, and uses student learning outcomes and support outputs for accountability measures. Join us for a fun and practical approach to strategic plan development and update.

Workshop 13: Beyond Satisfaction: Developing Tools for Assessing Student Learning and Development

Location: DoubleTree Hotel – Wilson
Presenters: Paula Krist, *University of Central Florida*; Mia Alexander-Snow, *University of Central Florida*; Patrice Lancey, *University of Central Florida*; Patricia Pates, *University of Central Florida*

Student support areas often struggle with how to assess student learning and development outcomes. Many depend on surveys that measure student perception of learning and student satisfaction with the quality of the experience. This workshop will describe a proven process for developing effective direct measures of student learning outcomes for academic and

student support areas. After identifying the mission of their area and developing ideas of how to collect good evidence of student learning and development, workshop participants will begin to create a useful assessment tool. People responsible for the assessment of academic and student support units' impact on student learning and development should attend this session.

Workshop 14: Five Steps to Institutional Effectiveness

Location: DoubleTree Hotel – Jackson
Presenters: Susan Bosworth, *College of William & Mary*; David P. Aday, Jr., *College of William & Mary*

Institutional effectiveness is key to SACS' Principles of Accreditation. This workshop describes on-going efforts to define, plan, and implement a process of institutional effectiveness. We start with a discussion of what constitutes an effective institution. We then describe five steps for designing and documenting a process of institutional effectiveness. We engage participants in exercises that map components of institutional effectiveness to institutional structure with special emphasis on assessment and institutional research. We conclude with a look at potential roadblocks to implementing a process of institutional effectiveness and strategies for overcoming them.

Sunday October 15

8:30 a.m. – 11:30 a.m.

Workshop 15: Introduction to Data Mining for Institutional Research Using SAS Enterprise Miner

Location: Marymount University's Ballston Center – Room 408
Presenters: Tom Bohannon, *Baylor University*; Jerry Oglesby, *SAS*

Data mining can be defined as advanced methods for exploring and modeling relationships in large amounts of data. Data mining has been used by universities in a number of areas, including but not limited to enrollment management, retention and graduation analysis, donation prediction, and faculty retention. This presentation and hands-on workshop will give you an overview of the data mining process and will introduce Enterprise Miner - the SAS solution for data mining - with an emphasis on its use for predictive modeling. The example used will focus on donor modeling.

Workshop 16: SQL for IR Staff: A crash course for novices using SAS

Location: Marymount University's Ballston Center – Room 411

Presenters: Evan Davies, *College of William and Mary*; Dennis Catley, *Virginia Tech*

Institutional researchers must increasingly use SQL applications to access data from relational databases. Training in SQL techniques is generally non-existent, less than compelling, or both. Many training opportunities do not focus productively on selection procedures or are too simplistic for IR data. Drag-and-drop SQL generators often do not offer the flexibility necessary to select desired data within a generated query. This workshop will give the novice SQL user the 'concept-bridging' information necessary to begin understanding and writing SQL queries within SAS to select appropriate data from university-related databases. Attendees must be current SAS software users to benefit from this training.

Workshop 17: Knowledge Management for Higher Education: A Primer

Location: DoubleTree Hotel – Madison

Presenter: John Milam, *HigherEd.org*

This workshop will provide an introduction to the principles of knowledge management for higher education. Participants will come away with strategies to leverage KM at their institutions. The focus will be on organizational learning through being uncomfortable, future-oriented, and valuing mistakes and opportunities. Techniques and tools such as writing learning histories, story telling, creating digital dashboards, using dynamic classification and taxonomies, document management schemes, portals, and data marts will be analyzed. The workshop will include hands-on group work with time for individual consulting.

Workshop 18: Preparation and Implementation of Assessment Surveys

Location: DoubleTree Hotel – Monroe

Presenter: Marilyn Greer, *The University of Texas M. D. Anderson Cancer Center*

The topics in this workshop start from the initial ideas required to generate a research objective through the complete design, analysis, reporting and use of the assessment results. Sample size, response rates, and use of the results will also be covered, all with explicit examples. Instruction on conducting focus groups will also be included in the workshop. A comprehensive revised workbook will be available for all participants. The workbook includes appendices of sample surveys and reference material.

Workshop 19: Key Responsibilities & Strategies for the Practice of IR: A Newcomer's Workshop

Location: DoubleTree Hotel – Wilson

Presenter: Karen Webber Bauer, *The University of Georgia*

Note: This workshop is a 6-hour workshop. See page four for more information.

This workshop is designed for practitioners who are new to the field of Institutional Research. With a combination of facilitated lecture/discussion and hands-on exercises, the workshop will address such key IR components as identifying data sources, developing factbooks and peer comparisons, conducting survey research for assessment and evaluation, and completing an effective report or presentation in a timely manner.

Workshop 20: Evaluating Institutional Effectiveness and the Quality Enhancement Plan: Training for Evaluators

Location: DoubleTree Hotel – Jackson

Presenter: Ann Chard, *Commission on Colleges*

The first part of this workshop is a discussion on evaluating institutional effectiveness and the Quality Enhancement Plan from the institutional perspective. The second part of the workshop will provide official training for evaluators serving on visiting committees, particularly the Off-Site and On-Site Committees involved in the reaffirmation process.

**Sunday October 15
1:00 p.m. – 4:00 p.m.**

Workshop 21: IPEDS Advanced

Location: Marymount University's Ballston Center – Room 408

Presenters: Darline Morris, *Texas State Technical College*; Edwin Litolff, *University of Louisiana System*; Bill Fendley, *The University of Alabama*

This workshop will provide the audience with the knowledge and skills needed to produce customized datasets and to download entire IPEDS survey data files using the Dataset Cutting Tool (DCT). After identifying the desired variables, users will select, generate, and download the appropriate datasets and documentation files. Users will then be able to import and analyze these data in the statistical software package of their choice. In addition, the workshop will provide advanced training on the Peer Analysis System (PAS). It is designed to provide the target audience with knowledge of the complexity of IPEDS data and the skills needed to design analyses and produce customized reports using the advanced capabilities.

ties of PAS. Participants will have the opportunity to practice hands-on exercises.

Workshop 22: Putting Your Data on the Map with SAS/GIS

Location: Marymount University’s Ballston Center – Room 409

Presenter: Meihua Zhai, *Board of Regents, University System of Georgia*

This is a half-day workshop. The purpose of this workshop is to acquaint IR professionals with a useful GIS tool that can be used to display information on the map, be it for enrollment by state or admission applicants by county. Participants will learn how to prepare commonly used institution data in SAS before applying them to SAS/GIS. Participants will be able to use SAS/GIS to generate maps after this workshop.

Workshop 23: Introduction to Excel PivotTables

Location: Marymount University’s Ballston Center – Room 411

Presenter: Sandra Archer, *University of Central Florida*

This workshop provides a hands-on instructional lesson on using Excel PivotTables for data exploration and ad-hoc reporting. With interactive drag-and-drop technology, participants will learn how to rotate or “pivot” rows and columns to see different summaries of source data, and drill into the details of multi-dimensional data. Hands-on examples dealing with common reporting needs of institutional researchers will be the focus. This workshop is geared toward users who are familiar with Excel, but unfamiliar with PivotTables and would like to learn how to generate quick results in less time than traditional data querying methods.

Workshop 24: Designing and Implementing a Quality Enhancement Plan: Suggestions “in Medias Res”

Location: DoubleTree Hotel – Monroe

Presenters: James Eck, *Rollins College*; Katherine Stephenson, *Rollins College*

This workshop will address strategies for developing a quality enhancement plan that will attempt to enhance student learning at your college. As the QEP paradigm continues in a state of flux, the workshop will review different strategies for developing an acceptable QEP while addressing important issues such as focus, institutional capability, assessment, and involvement. The presenters of this workshop have had the opportunity to assist in the development, implementation and assessment of a QEP. The workshop

will also offer insights about how a QEP might evolve during the implementation and assessment phases, sometimes leading to unexpected yet encouraging outcomes that can directly influence mission-driven assessment and strategic planning efforts.

Workshop 25: Designing a Program Assessment System for Continuous Improvement

Location: DoubleTree Hotel – Jackson

Presenters: Julia Pet-Armacost, *University of Central Florida*; Robert L. Armacost, *Consultant*

This workshop describes how to develop and implement a successful program assessment system that focuses on continuous improvement. Specific topics include the following: the role of assessment in continuous improvement, key characteristics of program assessment success, essential components of an assessment process, organizational structures and support, the role of quality assurance in managing the process, and web technologies to facilitate program assessment. Participants will have an opportunity to conduct self-assessments of their institutions’ processes. The assessment system design principles apply to institutions of all sizes. The intended audience includes mid-level personnel, senior personnel, and institutional researchers who have some responsibility for assessment.

Opening Reception
Sunday, October 15



*We Have it
Made In Virginia*

Be prepared for an experience that reflects the history and culture of the Great Commonwealth of Virginia.

Brought to you by



Plenary Speaker: Robert H. Foglesong, President of Mississippi State University

President Robert H. Foglesong, Mississippi State University, will share with us his perspective on leadership and public service.

Robert H. Foglesong became the 18th president of Mississippi State University in April 2006. He also continues to serve as president and executive director of the Appalachian Leadership and Education Foundation, which he founded.

Dr. Foglesong retired from the U.S. Air Force in February 2006 with the rank of four-star general. For much of his last decade of military service, he was a national security advisor at the Cabinet and Presidential levels, traveling with senior members of the U.S. government and engaging with leaders of foreign countries.

Dr. Foglesong earned bachelor's, master's and Ph.D. degrees in chemical engineering at West Virginia University.



Concurrent Sessions

There will be over 70 presentations of papers, panels, roundtables, and software and vendor demonstrations on Monday and Tuesday morning. The complete listing will be available at the conference web site in early September.

Special Event: An Evening with George and Martha.... October 16, 2006



What would a trip to the Washington, D.C. area be without visiting the home of its namesake? Plan to join your friends for an evening at the beautiful Mount Vernon estate of George Washington.

George and Martha lived in the house from the time of their marriage in 1759 until his death in 1799. You will experience a guided tour of the Mansion itself, complete with many of the original furnishings and memorabilia. Then you can stroll over to the quaint Mount Vernon Inn for a colonial-style meal, complete with 18th century wait staff. Your choice of entrees includes London Broil with peppercorn sauce, Chicken Virginian, Salmon Corncakes, or Vegetarian Pasta Primavera. Dinner

also includes a salad and wonderful bread pudding, straight from Martha's favorite recipe! There will be a cash bar available at the Inn.

Don't miss this wonderful opportunity to share a special piece of American history with your SAIR colleagues. Tickets for the event are \$56 and space is limited. To find out more about Mount Vernon go to <http://www.mountvernon.org>.





Registration Information

Register for the workshops and conference online at <https://secure.airweb3.org/sair>

The online registration supports credit card, checks, purchase orders or request for an invoice.

Register online by 9/15/06 to receive the early bird discount.

If a workshop is sold out when you register online, please email Michelle Hall at mhall@selu.edu to be placed on a waiting list.

Visit the SAIR 2006 conference website at <http://sair.org/conferences/2006-arlington> for more information.

**Southern Association for Institutional Research
c/o Office of Institutional Research
University of Memphis
AD 411
Memphis, TN 38152**

