

Southern AIR

Summer 1998

Volume 20, Issue 3

ELECTION RESULTS

The results of SAIR's election are in. Newly elected board members are: Vice President – Gerry Dizinno, St. Mary's University; Secretary – Myrtes Dunn Green, Stillman College; Members-at-Large – Marcia Harrington, Virginia Tech, and Sam Lowther, Auburn University.

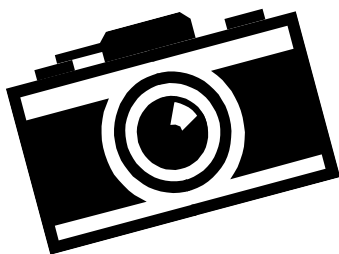
New members of the Nominating Committee are Mary Beth Adams, University of Alabama at Birmingham; Kathy Bissonnette, West Virginia University; Ross Griffith, Wake Forest University; Nerissa Rivera, Duke University; and Jackie Stewart, Augusta State University.

David Fleming, past president, chaired the nominating committee which included Kay Coleman, Joseph Hoey, Jim Purcell, Edith Carter, and Al Yeager. They would like to extend their gratitude to all who were on the ballot.

PHOTOGRAPHERS NEEDED!

Do you have an eye for a "Kodak moment"? Are you sentimental enough to want to capture memories on film? Do you have and know how to operate a camera?

If you answered "yes" to any of these questions, your services as a conference photographer are needed. We are eager to ensure that all the fun times in Savannah are captured and shared. Contact Glenn James at gjames@tntech.edu for your assignment.



REGISTRATION DEADLINE

Don't forget that the conference fee for any SAIR '98 registrations postmarked after September 21 is \$115 (as opposed to \$95 for those postmarked by the 21st). If you've misplaced your registration form, you can print one from the conference website.

HELP WELCOME SAIR '98 NEWCOMERS!

Just an extra encouragement from me to all you "old-timers" to extend a welcome to all newcomers to this year's meeting in Savannah. SAIR has a reputation for its open and welcoming atmosphere, so let's go out of our ways to meet, greet, and otherwise assist those new to our region and/or our profession. For those of you who arrive in Savannah on Saturday, meet us in the hotel lobby at about 6:00 p.m. for dinner "caravans" with the newcomers. As always, thanks for your support.
Gerry Dizinno, Member-At-Large and Chair, Newcomer's Committee.

SAIR '98 DISPLAYS

Near the vendor area in the hotel, space will be reserved to display factbooks, planning documents, and other institutional research products. Be sure to throw into your suitcase copies of anything from your shop that you want to show off or share.

This has proved to be a popular stop between sessions, where you can pick up some really good tips and ideas. And for extra motivation, keep in mind you could win a prize for the best factbook!

S A I R

The Southern Association for Institutional Research

President

John Kalb
Florida State University

Vice President/ President Elect

Glenn James
Tennessee Technological University

Past President

Dave Fleming
Clemson University

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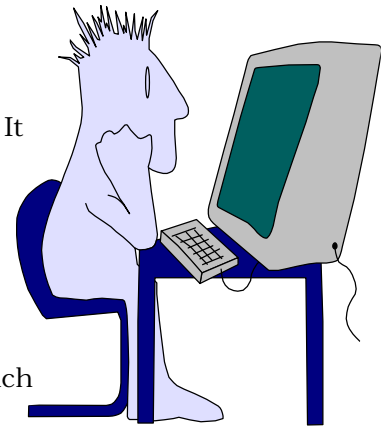
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Please submit materials for the
next issue of *Southern AIR* by the
first of December 1998.

President's Message . . . From John Kalb

This is my final newsletter to the membership as SAIR President for 1997-98. It has been a pleasure to be SAIR President this past year, and I look forward to becoming a dinosaur since becoming a SAIRosaur(?) means membership in a group which continues to serve SAIR in an advisory capacity. We can always make SAIR better as is apparent each year, with each conference always improving on the previous ones.



Planning for the annual conference is an on-going activity for the Program Chair/Vice President and entire SAIR Board. (This year's, Savannah, October 17-20, is right around the corner!) Program Chair Glenn James, his Planning Committee, and the Local Arrangements people have done an outstanding job in preparing for this event, and the membership is to be complimented on the great variety of opportunities brought forward. There is a wealth of opportunity at SAIR '98: workshops, papers, panels, roundtables, and speakers. I would also like to encourage you to sign up for the special event, SAIRendipity (the Riverboat Cruise). The Special Event is entertainment, but it is also a great way to meet people and get to know your colleagues in an informal relaxed setting. The hotel, the Marriott Riverfront, is minutes from the riverwalk area and downtown parks – a great location for seeing Savannah.

The 1999 conference will be in Chattanooga. If you look at a map of the southeastern U.S. it is hard to find a more central location than Chattanooga, so make plans now to head for the Choo Choo in 1999. One of my tasks this year has been to secure the location for the Year 2000 SAIR conference. The site will be Myrtle Beach, South Carolina, at the Ocean Dunes/Sand Dunes Resort, October 21-24. We haven't been to a beach location in several years, and it was time to look into that possibility again. The South Carolina group is looking forward to hosting the conference, and their hospitality was spectacular the last time we were in Myrtle Beach.

Through the hard work and dedication of John Milam at George Mason University, SAIR's website, www.sair.org, is up and running. The website is there for the membership to use and exchange ideas. John has created a discussion group that has not been put to much use yet, so I would encourage you to check in periodically. Through the website, contact with others is facilitated if we will use it. Have a problem? Need assistance? Try the SAIR members. Maybe the answer is there

Thanks again for your support during this year and for the opportunity to be SAIR President. It has been an enjoyable year for me, as I hope it has been for you.

effectively SAIR '98 sharing the knowledge

1998 SAIR CONFERENCE
Southern Association for Institutional Research
Savannah Marriott Riverfront, Savannah, Georgia
October 17-20, 1998

In the challenging and changing environment of higher education, institutional researchers must continue not only to analyze and develop information effectively but also to share the results of our work effectively with others – with those on our campuses, with other constituents, and with our colleagues in institutional research.

The 1998 conference of the Southern Association for Institutional Research will be October 17-20 in beautiful and historic Savannah, Georgia. Plan to come and enjoy the experiences as we learn about “effectively sharing the knowledge.” SAIR '98 will be an excellent professional development opportunity, so send in your registration form now and join us in Savannah.

SPEAKERS

The **Sunday evening keynote speaker is Theodore J. Marchese**, Vice President of the American Association for Higher Education; his speech highlights the opening session of the conference. The **Monday general session speaker is J. Fredericks Volkwein**, Director of Institutional Research at State University of New York at Albany.

Saturday, October 17

7:30 a.m. – 5:00 p.m.	Registration
8:30 a.m. – 5:00 p.m.	Workshops
8:30 a.m. – noon	SAIR Board Meeting
1:00 p.m. – 5:00 p.m.	Southern University Group (SUG)
5:45 p.m. – 6:00 p.m.	Newcomers' Gathering
6:00 p.m. – 6:15 p.m.	Dinner Groups

Sunday, October 18

7:30 a.m. – 5:00 p.m.	Registration
8:00 a.m. – 4:00 p.m.	Workshops
8:30 a.m. – 11:30 a.m.	Southern University Group (SUG)
3:00 p.m. – 4:00 p.m.	Traditionally Black Colleges & Universities TBCU)
4:00 p.m. – 5:00 p.m.	Presenters'/Facilitators' Meeting
5:00 p.m. – 5:45 p.m.	Newcomers' Meeting
6:00 p.m. – 7:15 p.m.	Opening Session
7:15 p.m. – 8:30 p.m.	Reception

Monday, October 19

7:30 a.m. – 8:30 a.m.	Dinosaurs' Breakfast
7:45 a.m. – 8:30 a.m.	Special Interest Groups
8:00 a.m. – noon	Registration
8:30 a.m. – 9:30 a.m.	General Session
9:45 a.m. – noon	Paper/Panel Sessions
12:15 p.m. – 1:15 p.m.	Roundtables/Lunch
1:30 p.m. – 5:00 p.m.	Paper/Panel Sessions
6:00 p.m. – 10:30 p.m.	Special Event SAIRendipity!

Tuesday, October 20

7:30 a.m. – 9:00 a.m.	Awards Breakfast/ Business Meeting
9:30 a.m. – 11:45 a.m.	Paper/Panel Sessions
Noon – 1:30 p.m.	Lunch (on your own)
1:30 p.m. – 5:00 p.m.	SAIR Board Meeting



SAIR '98 CONFERENCE WEB SITE

SAIR '98 conference information is also available at the SAIR conference website:

<http://www.oiri.mcg.edu/gairpaq/sair98.htm>

Check the website for details and updated information

HOTEL ACCOMMODATIONS/ TRAVEL ARRANGEMENTS



HOTEL INFORMATION

The conference hotel is the Savannah Marriott Riverfront. Located on the Historic Riverfront, the Marriott is adjacent to world-famous River Street which offers unique shops, taverns, and restaurants. Rates are \$115 for single or double with a \$20 charge for each additional person. Upgrade to river front room is \$20. Room rates are subject to applicable state and local taxes in effect at check-in. Hotel parking is \$7 per day. Please call the hotel directly at (912) to 233-7722 to make reservations. DO NOT use the 800 number, as they will not be aware of special conference rates.

All rooms have voice mail, data ports on phone, cable/satellite TV with remote, in-room movies, iron and ironing board, and hair dryers. Monday through Friday, newspapers are delivered to your room. In addition, the Marriott features indoor and outdoor pools, a health club, whirlpool, and game room available to guests on a complimentary basis. Tybee Island (the beach!) is only a 20-mile drive. For you golf fanatics, plan a round at Southbridge, less than 10 minutes from downtown Savannah.

GROUND TRANSPORTATION AT SAVANNAH INTERNATIONAL AIRPORT

SAIR attendees have a number of choices of ground transportation at the Savannah International Airport. Coastal Transportation will shuttle attendees to the Marriott for \$10 per person. McCall's also operates a shuttle (\$16 per person or groups of three or more for \$11 per person). Taxi service to the Marriott is available for \$18, plus gratuity.

DELTA SPECIAL MEETING FARE . . . CALL 1-800-241-8780

Delta Airlines is offering special rates which allow you a 5% discount off Delta's published round-trip fares* within the continental U.S., Hawaii, Alaska, Canada, Mexico, Bermuda, San Juan, Nassau, and the U.S. Virgin Islands. By purchasing your ticket 60 days or more prior to your departure date, you can receive an additional 5% bonus discount.

A 10% discount will be offered on Delta's domestic system for travel to the meeting based on the published unrestricted roundtrip (Y06) rates. No advance reservations or ticketing is required, but if you purchase your ticket 60 days or more prior to your departure date, you can receive an additional 5% bonus discount. No discounts apply on Delta Express.

To take advantage of these discounts, follow these simple steps:

1. Call Delta Meeting Network® Reservations at 1-800-241-6760, weekdays 7:30 a.m. to 11:00 p.m. or weekends 8:30 a.m. to 11:00 p.m. eastern time. Or, have your travel agent call Delta's toll-free number to obtain these same advantages for you. **Refer to file number 119242A.**
2. Travel in the continental U.S., Hawaii, Alaska, Canada, Mexico, Bermuda, San Juan, Nassau, and the U.S. Virgin Islands only. These discounts are available only through the Delta Meeting Network® Reservations toll-free number.

*Applicable restrictions must be met. Seats are limited. No discounts apply on Delta Express.

Special Event: SAIRendipity



SAIR members opting to join their colleagues for the Monday night special event can expect a two-hour cruise on the Savannah River Queen. The buffet includes Southern fried chicken, BBQ pork, broiled fish, and all the fixings. Water, coffee, and tea are included. A cash bar is available. Entertainment will be '50s, '60s, and '70s music on one level and a jazz trio on the other. We'll board the boat on the Riverfront, a short walk up from the conference hotel. We de-board in the same spot. Very convenient, as one SAIR member observed, for a River Street pub crawl.

SAIRendipity has been recognized as an excellent opportunity for developing important networking contacts with colleagues.

WORKSHOPS

This year's choices of pre-conference workshops provide participants with an opportunity to explore in-depth experiences in a variety of topics. Cost: \$25 per person per workshop except WK4, which is \$45. **Enrollment is limited; please register soon.**

Saturday, October 17

Beginning SPSS 8.0 for Institutional Research: A Practical Overview (WK1) - 8:00 a.m.-noon

This hands-on workshop will examine differences between SPSS 8.0 and earlier versions and will focus on tactics and procedures for using data with SPSS, labeling variables and values, modifying and selecting data for computations, managing window sessions, and calculating basic descriptive statistics, including frequency distributions and summary statistics (mean, median, mode, variation, and standard deviation). Further, participants will become familiar with preparing and printing basic reports for common institutional research projects. Participants will receive a comprehensive workbook.

Prerequisite Skills and Knowledge: Participants should have an understanding of and experience with Windows 95 or 98, basic word processing, and spreadsheets. Participants also should have a basic understanding of descriptive statistics, including measures of central tendency and variation. Experience with SPSS or analytical and inferential statistics is not necessary. Michael Crow, Savannah State University; Karim Ladha, Savannah State University

Intermediate SPSS 8.0 for Institutional Research: A Practical Overview (WK2) 1:00-5:00 p.m.

This hands-on workshop will focus upon the analysis of data made possible by the manipulation of data contained in SPSS data files. Practical techniques and tips for when, why, and how to use t-tests, analysis of variance, regression, multiple regression, correlation, and cluster, factor, and discriminate analysis will be explored together with consideration of data and graphic output. Participants will receive a comprehensive workbook.

Prerequisite Skills and Knowledge: Participants should have some general understanding of basic analytical statistical concepts, including (for example) correlation, t-test, analysis of variance, cluster, factor, and regression analysis. Also, participants should have some skill in working at the level suggested by the Beginning SPSS 8.0 workshop described above, even if this skill was developed through working with a different statistical software package.

Michael Crow, Savannah State University; Karim Ladha, Savannah State University

Developing Appropriate Measures of Teaching Workload, Instructional Costs, and Research/Service Activity for Intra- and Interinstitutional Comparison (WK3) 1:00-5:00 p.m.

This workshop provides a "nuts and bolts" discussion of concrete strategies for building a campus data base that lends itself to a thorough analysis of faculty teaching loads, instructional costs, and research and service activity. The Boyer Commission on Educating Undergraduates in Research Universities recently decried the quantity and quality of undergraduate contact with tenured and tenure track faculty at those institutions, suggesting that students are not getting full value for their tuition dollar. Less harsh but comparable criticism has been directed at all of higher education, especially with regard to costs. With growing external pressures for greater accountability from higher education, it is imperative that institutions be able to respond to the question, "Who is teaching what to whom, and at what cost?" This workshop provides the necessary tools for responding to that and other questions currently being directed at colleges and universities.

Michael F. Middaugh, University of Delaware

Survey Research Using SAS (WK4) \$45 (includes book) 1:00-5:00 p.m.

The ability to conduct survey research with high response rates and minimal effort is a critical skill for IR personnel. This workshop will demonstrate the use of the SAS System to handle common survey research computing applications: (a) Selecting random samples and generating ID numbers, (b) storing samples in ASCII or SAS system files, (c) merging files to combine institutional records with survey data, (d) generating individualized letters and envelopes, (e) tracking respondents and conducting follow-up mailings, and (f) statistical analysis of survey data. The workshop is designed for IR practitioners who have some experience with basic SAS and want to develop an efficient process for conducting personalized survey research. Participants will receive a copy of *Your Guide to Survey Research Using the SAS System*, authored by Gravely and published by the SAS Institute (1998).

Archer Gravely, University of North Carolina at Asheville

Enrollment Management (WK5) 1:00-5:00 p.m.

The enrollment workshop will provide institutional researchers and members of institutional teams with an opportunity to acquire and apply timely information regarding retention studies, enrollment projections, and enrollment analyses. The workshop also will provide an opportunity for institutional representatives to initiate the development of consortia for on-going institutional learning systems to focus on the topics of this workshop after the conference. This workshop is for institutional researchers with at least two years of institutional research experience and institutional teams that represent academic and academic support professionals.

Micheal Boatwright, American College Testing; Hansel Burley, Texas Tech University; William Fendley, University of Alabama; Nathaniel Pugh, University of Georgia; Gerald W. McLaughlin, Virginia Polytechnic Institute and State University; Timothy Sanford, University of North Carolina at Chapel Hill.

WORKSHOPS (continued)

Sunday, October 18

Institutional Effectiveness (WK6) 8:00 a.m-noon

The institutional effectiveness workshop will provide institutional researchers and members of institutional teams with an opportunity to acquire and apply timely information regarding institutional effectiveness, learning outcomes assessment, program review, performance indicators, and institutional evaluation/assessment. The workshop also will provide an opportunity for institutional representatives to initiate the development of consortia for on-going institutional learning systems to focus on the topics of this workshop after the conference. This workshop is for institutional researchers with at least two years of institutional research experience and institutional teams that represent academic and academic support professionals.

Samuel Baldwin, Clark Atlanta University; David Fleming, Clemson University; Karen Gentemann, George Mason University; Myrtes Green, Stillman College; Marcia Harrington, Virginia Polytechnic Institute and State University; Tamela Heath, Trinity College; Larry Jones, University of Georgia

The Use of NCES National Databases for Institutional Policy Analyses (WK7) 8:30 a.m -noon

The purpose of this workshop is to help participants gain experience in the use of several national databases that have rich information for institutional research. The workshop will map major research issues with these databases, discuss technical issues such as sampling weights and variance computation in analyzing sample survey data, illustrate the use of personal computers to create analysis files and conduct statistical analyses, and demonstrate peer selection techniques. Procedures for obtaining these databases and technical assistance from the National Center for Education Statistics (NCES) also will be discussed.

William H. Freund, Pinkerton Computer Consultants, Inc.; Susan Broyles, National Center for Education Statistics; Valerie Martin Conley, Virginia Polytechnic Institute and State University

Effectively Polishing Reports for Professional Shine (WK8) 9:00-11:30 a.m.

How does the human eye travel across printed material? Does it really matter what the report looks like as long as the data are valid? What is white space and can it be used as a design tool? This tips-and-tricks workshop will turn even the dullest reports into professional looking documents that effectively use graphic design techniques to increase readability and grab the attention of the reader. Become aware of amateur mistakes that take away from the intended message. This workshop could teach some old and new dogs some impressive new tricks.

Kaye Lawson, Clemson University

The Institutional Research Role in the Self-Study Process: Strategies for Effective Performance (WK9) 1:00-4:00 p.m.

The institutional research office remains an invaluable resource for an institution undergoing an accreditation self-study. A model will be presented for enhancing the performance of institutional research as an information resource for the compliance report. Example handouts will be used to clarify the strategies as they are introduced in the workshop. This workshop is intended to benefit the institutional researcher with or without self-study experience and to be informative for those whose institutions intend to use either the traditional or alternative self-study format.

Ellen Posey, Georgia State University

Developing Excel and PowerPoint Presentations to Effectively Communicate Data from the Delaware Study and Other Sources (WK10) 1:00-4:00 p.m.

Data bases such as those associated with the Delaware Study of Instructional Costs and Productivity are replete with tables that contain voluminous numbers and do not quickly capture the attention of a president, provost, dean, or department chair. Data collection activities associated with the Delaware Study and other complex analytical issues are often time consuming. Therefore, it is imperative that the energy expended in gathering and analyzing the data be rewarded by having the information used in institutional policy and resource allocation/reallocation decisions. This workshop uses data from the University of Delaware and the Delaware Study to develop presentation strategies for communicating information in clear and concise packages using Microsoft Excel, PowerPoint, and other software packages. While this is a demonstration workshop, each participant will receive a step-by-step "cookbook" for replicating the demonstrations at his/her own campus.

Michael F. Middaugh, University of Delaware

Newcomers, Welcome to Our World (WK11) 1:00-4:00 p.m.

"Unique" is often used to describe the expectations and opportunities of an institutional researcher in the information-rich academic community. Newcomers to the field will learn about the basic IR functions and selected examples of effective practice. Topics will include: reporting; conducting enrollment, retention, financial, and cost/benefit studies; evaluating the IR office and functions; institutional effectiveness and IR; and resources for professionals.

Gerard Dizinno, St. Mary's University; Tom Bohannon, Baylor University; Harriott Calhoun, Jefferson State Community College; Myrtes Green, Stillman College; Marcia Harrington, Virginia Polytechnic Institute and State University

1999 AIR FORUM SET FOR SEATTLE

Bill Fendley, AIR President, wants to encourage everyone to start planning now to attend the 39th AIR Forum May 30-June 2, 1999 at the Sheraton Hotel & Towers and Westin Hotel in Seattle. The theme is "Cooperation and Collaboration: Building a Seamless Educational System."

Keynote speakers will be Dr. Willard Daggett, President, International Center for Leadership in Education, Inc., who will speak on "Technology: Transcending Time and Space— Implications for Education," and Dr. Bernard Sheehan, President, Technical University of British Columbia, who will speak on "Communication and Learning Technologies: The Case of a New University." The topic of Dr. Helen Giles-Gee, Dean of the School of Professional Studies, State University of New York at Cortland, will be "Partnerships: Current and Future Imperatives."

Forum Chair: is Karen Conklin, (kconklin@johnco.cc.ks.us). AIR staff contact is Barbara White, (baw7465@mailers.fsu.edu). Local arrangements are being handled by Laura Saunders (lsaunders@hcc.ctc.edu) and by Jack Bautsch (jbauts@sccd.ctc.edu).

For additional information, check out the AIR '99 website: <http://www.irdp.udel.edu/air99/air99intro.html>



FROM AROUND THE REGION . . .

The Tennessee Association for Institutional Research (TENNAIR) held its eleventh annual conference in Nashville, Tennessee on August 10-11, 1998. The theme of the conference was "Changes Affecting Institutional Research." Dr. Terrence Russell, Executive Director of the Association for Institutional Research (AIR) delivered a very insightful presentation which followed the theme of the conference. TENNAIR officers for 1998-99 are President, Ms. Carol Holt (Motlow State Community College); Vice President, Dr. Cornelia Wills (Middle Tennessee State University); Treasurer, Dr. Richard Beam (Johnson Bible College); Secretary, Ms. Bonnie Riggs (Chattanooga State Technical Community College) and Past President, Dr. Glenn James (Tennessee Technological University).

Jim Purcell, Director of Planning and Assessment at Our Lady of the Lake College (Baton Rouge, LA) has accepted the position of Director of Institutional Planning and Policy Analysis at Georgia College and State University in Milledgeville. He will begin work in Georgia in early September.

Joseph Hoey, Assistant Director for Evaluation and Policy Studies, in University Planning and Analysis at North Carolina State University, has accepted the position of Director of Assessment at Georgia Institute of Technology (Georgia Tech). He will begin work in Atlanta at the end of September.

Yihong Gu was recently promoted to Associate Director of Institutional Research at Wake Forest University.

TBCU UPDATE

The Traditionally Black Colleges and Universities special interest group will celebrate its 25th anniversary during the AIR meeting in Seattle. Samuel Baldwin, Clark Atlanta University, is the chairperson for this momentous occasion. If you have any mementos related to TBCU, please contact Mimi McDaniel, Alabama State University, POB 271, Montgomery, AL 36101-0271. Mimi can also be reached at 334-229-6859 (voice), 334-229-4973 (fax) or mmcdaniel@asunet.alasu.edu (e-mail).

Word has it that Charlie Brown, member emeritus, is looking to break a record. Charlie has attended every AIR meeting since 1972. Any challengers? By the way, Charlie was a young 78 on August 6, 1998. Happy Birthday, Charlie.

Nikki Blake, formerly of the AIR office, successfully completed her Masters degree in August and is now a resident of Atlanta. Good luck, Nikki.

Congratulations to Cornelia Wills, Middle Tennessee State, upon her appointment as program chairperson and president elect of TENNAIR. Kudos also to ALAIR Executive Board Members Mimi McDaniel and Cathy Tanner, Bishop State.

The TBCU Journal has been a great success. Thanks to all supporters. The Journal will become an annual issue. Look for it in Seattle.

New Officers of TBCU are Myrtes Dunn Green (Stillman College), president; Marcia Conston (Benedict College), vice president/president elect; and Gladys Bennett (Norfolk State University), secretary.

Southern AIR

**Southern Association for Institutional Research
 c/o Mary Beth Adams
 Institutional Studies and Services
 University of Alabama at Birmingham
 420 Administration Building
 701 20th Street South
 Birmingham, AL 35294-0104
 Address Correction Requested**

**SAIR MEMBERSHIP APPLICATION, October 1997 to
 October 1998**

Name _____
 Position: _____
 Institution: _____
 Department Name: _____
 Address: _____
 City: _____
 State: _____ Zip Code: _____
 Telephone: _____ Fax: _____
 Internet/E-mail Address: _____
 Membership Type: _____
 Student (\$10) _____ Emeritus (free) _____ Regular (\$20) _____

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

**Hannelore Delbridge
 SAIR
 University of Alabama
 Box 870166
 312 East Annex
 Tuscaloosa, AL
 35487-0166**

Membership Types:
Student Membership: For those who are actively pursuing a graduate degree and are not employed full-time.
Emeritus Membership: For those who have retired and have been an active member of SAIR for at least five years immediately preceding retirement.
Regular Membership: For those professionals working in institutional research or a related field.