

Southern AIR

Summer 1999

Volume 21, Issue 3

1999 ELECTION RESULTS

John Kalb, Chairman of the 1999 SAIR Nominating Committee and SAIR Past President, has announced the results of the 1999 SAIR elections. Just under 50% of the ballots were returned. Officers elected were:

Vice President/Program Chair: *Harriott Calhoun*, Jefferson State Community College; **Treasurer:** *Rene Toups*, University of New Orleans; **Board Members:** *Teresa Hall*, University of Alabama at Birmingham; *Joseph Hoey*, Georgia Tech; **Nominating Committee:** *Bill Berg*, Furman University; *Brenda Bryant*, Alabama State University; *Valerie Martin Conley*, Virginia Tech; *Joyce Nottingham*, Morehouse College, and *Mike O'Rear*, University of Alabama.

Thanks to all who voted, and to the members of the nominating committee (Mary Beth Adams, Ross Griffith, Nerissa Rivera, and Jackie Stewart) who helped put together a ballot with such an outstanding selection of candidates. Thanks also to everyone who agreed to stand for office.

LOOK FOR OUR STARS!

This anniversary year, SAIR is expecting a record number of newcomers at the Chattanooga conference. SAIR hospitality has long been one of the strong points of our organization, so let's continue the tradition of extending a special welcome. Newcomers will have a star on their name tags. When you see a star, (1) encourage the newcomer to attend any of the three special sessions we have designed especially for them; (2) agree to attend a session together; or (3) agree to meet for conversation and coffee. The experiences will be rewarding. The three sessions designed for newcomers are outlined below.

Saturday evening dinner caravans – SAIR members and newcomers interested in gathering for dinner Saturday evening are encouraged to meet in the hotel lobby at 5:45. This annual event offers a wonderful opportunity to relax and meet new and seasoned SAIR members in a low-key comfortable atmosphere.

Newcomers' Workshop – Also a regular event is the Sunday afternoon workshop designed specifically for those new to the field of institutional research. This year's workshop, *IR through the Ages*, takes a brief look at IR's traditional role and expands upon its present role in serving the complex and varied higher education community. Presenters will discuss roles and activities of key IR functions; namely, enrollment management, planning, budget and finance, and assessment, as well as provide information on web-based resources.

Newcomers' Welcome Session – All SAIR members both new and seasoned are encouraged to join us at the annual Newcomers' Reception where we will greet and welcome our new members.

SAIR CELEBRATES 25th ANNIVERSARY

1999 is a special year for SAIR - our 25th Anniversary. In celebration of this event, we are planning a special annual meeting in Chattanooga, Tennessee, October 16-19. This conference will provide us with opportunities for both professional development and celebration, and Chattanooga is a wonderful location for us. A revitalized downtown area provides opportunities for shopping, dining, or just walking. The area surrounding Chattanooga is both historic and beautiful for sightseeing or outdoor recreation. And where better to hold our event than the historic Holiday Inn - Chattanooga Choo-Choo hotel?

As in past years, the SAIR '99 program will provide a variety of opportunities for professional development. The conference theme, "Twenty Five Years and Still on Track," reflects the ongoing contributions made by SAIR members to higher education in our region, nationally, and internationally. Papers, panels, software demonstrations, roundtable discussions, and workshops are planned to keep us current on new ideas, analytical tools, data management techniques and technology, web-based solutions, and a host of other interesting topics.

The opening session on Sunday, October 17, will feature special presentations and entertainment highlighting our 25 years as a professional organization.

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S A I R

**The Southern
Association for
Institutional Research**
<http://www.sair.org>

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Tennessee Technological University

**Vice President/
President Elect**

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St. Mary's University

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Florida State University

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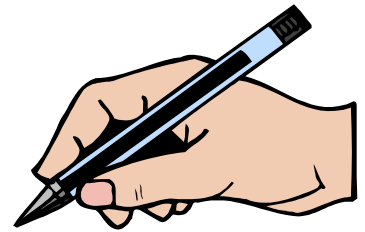
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Please submit materials for the
next issue of *Southern AIR* by the
first of December 1999.

President's Message . . . From Glenn James



My grandmother, Carrie Brooks James, was born in 1882. When she was a teenager, aspirin had not even been invented, and, of course, during her life she saw the emergence of extraordinary developments in industry, transportation, medicine, warfare, communications, entertainment, social change, various realms of technology, and much, much more, to the point of seeing human beings walk on the surface of the moon. I have always marvelled at the changes that my grandmother witnessed in her lifetime.

Today, we can casually glance around a home or office and see electric lighting, indoor plumbing and restrooms, refrigerators, air conditioning, and of course telephones, televisions, videocassette recorders, microwave ovens, fax machines, copiers, computers, and on and on. Even now, we can muse knowingly that in only a few years some of these devices, such as VCRs, fax machines, and copiers, will transform or disappear.

Yes, we are approaching the end of the 1990s and the end of the century and millennium, and we can see that considerable development and change has occurred during the past hundred years in particular.

In the relatively shorter period of the past 25 years, as we recognize the "lifespan" of SAIR, there have been changes as well. Who among us would want to go back to the mid-1970s and use the tools, technology, and analytical capabilities of those days? I remember when I was pleased to obtain a Texas Instruments hand-held calculator in my office around that time!

As you look back across your career, whether it is two years or forty years, who are the people who have affected you, influenced you, incited you to act, inspired you to care, helped you to understand, or facilitated your growth? What did they do that impacted your life? As we now look ahead, how will you, in turn, affect others? Will your influence be constructive and positive? Will it be a catalyst for action and for progress? What is the quality of the relationships with your colleagues, co-workers, and neighbors? How will the coming years register your involvement with the world in which you live?

At the upcoming SAIR conference in Chattanooga, we will be celebrating the 25th anniversary of the association and remembering, marveling, and smiling about where we have been, but also thinking about what we have learned and then stepping forward, looking ahead, and challenging ourselves to thoughtful, open-minded action in the coming years of our lives in an ever-changing, incredible world.

What lies ahead for us in such an astonishing world and in such an amazing period of history? It is certain that there will be continuous change in our lives and that there will be many people with whom we will interact. I'll be looking for you in Chattanooga; let's talk about it!



1999 SAIR CONFERENCE

Southern Association for Institutional Research
Holiday Inn – Chattanooga Choo-Choo
Chattanooga, Tennessee
October 16-19, 1999

Monday, October 18

7:30 a.m.-5:00 p.m.	Registration
7:30 a.m.-8:30 a.m.	Continental Breakfast
7:30 a.m.-8:15 a.m.	Dinosaurs' Breakfast
7:45 a.m.-8:15 a.m.	Special Interest Groups
8:30 a.m.-9:30 a.m.	General Session Presentation
9:45 a.m.-10:45 a.m.	Panels & Software Demos
11:00 a.m.-11:45 a.m.	Papers
Noon-1:00 p.m.	Roundtable Luncheon
1:15 p.m.-2:00 p.m.	Papers
2:15 p.m.-3:00 p.m.	Papers
3:00 p.m.-4:00 p.m.	Refreshments Break
3:15 p.m.-3:45 p.m.	Special Interest Groups
4:00 p.m.-4:45 p.m.	Papers
6:30 p.m.-9:30 p.m.	Special Event - Tennessee Aquarium
9:30 p.m.-???	Dancing & Socializing at the Hotel

Tuesday, October 19

7:30 a.m.-9:00 a.m.	Awards Breakfast/ Business Meeting
9:15 a.m.-10:15 a.m.	Panels, Software Demos, Papers
10:30 a.m.-11:30 a.m.	Panels, Software Demos, Papers
1:30 p.m.-4:30 p.m.	SAIR Board Meeting
5:30 p.m.-7:30 p.m.	"Leftovers" Party

Saturday, October 16

7:30 a.m.-5:00 p.m.	Registration
8:30 a.m.-11:30 a.m.	Workshops
8:30 a.m.-noon	SAIR Board Meeting
1:30 p.m.-4:30 p.m.	Workshops
1:00 p.m.-5 p.m.	Southern University Group (SUG)
5:45 p.m.	Hotel Lobby for Dinner Caravans

Sunday, October 17

7:30 a.m.-5:00 p.m.	Registration
8:00 a.m.-noon	Workshops
8:30 a.m.-11:30 a.m.	SUG Meeting
1:00 p.m.-4:00 p.m.	Workshops
3:00 p.m.-4:00 p.m.	Traditionally Black Colleges and Universities (TBCU)
4:15 p.m.-5:15 p.m.	Meeting of Presenters, Facilitators, & Evaluation Committee
5:00 p.m.-6:00 p.m.	Newcomers' Reception
6:15 p.m.-7:30 p.m.	Opening Session
7:30 p.m.-9:30 p.m.	Conference Reception

SAIR '99 CONFERENCE WEB SITE

Conference information is also available at:
<http://web.utk.edu/~oira/sair/conference>
You can print a registration form at this site.

HOTEL ACCOMMODATIONS/ TRAVEL ARRANGEMENTS



CONFERENCE HOTEL

The conference hotel for the Silver Anniversary Conference is the Holiday Inn - Chattanooga Choo Choo, a restored Victorian era railroad station where you can eat 'dinner in the diner' and even sleep in a real Pullman car (however, not at the conference rate, which is \$79 plus taxes per room – single or double). The property is spacious and beautifully landscaped, and is well suited for strolls between sessions. The Choo Choo is within easy walking distance of Chattanooga's Warehouse Row, an upscale outlet mall located in lavishly restored warehouse buildings. Call (800) 872-2529 (TRACK29) to make your hotel reservations. Be sure to print off directions to the hotel (from the web link) if you're driving to Chattanooga!

SPECIAL DELTA AIR FARE

Tennessee Valley Travel has arranged for a special contract with Delta Air Lines for those of you flying into Chattanooga. Fares booked within 60 days of departure will be entitled to a 5% discount off the lowest fare. Sue Feldkamp, at Tennessee Valley Travel, is the lead contact for our meeting, but any other agent can help you as well. Be sure to give the SAIR number (Delta File Number 131575A) to obtain your discount.

DELTA AIR LINES SPECIAL MEETING FARE

CALL 423-265-8211

GROUND TRANSPORTATION AT THE CHATTANOOGA AIRPORT

Call the hotel IN ADVANCE, 1-800-TRACK29 (872-2529), to ensure that a FREE shuttle bus will be waiting for you upon arrival. Otherwise, call the hotel when you arrive (266-5000) and a shuttle bus will be sent to pick you up (about a 15 minute wait). This service is available 24 hours a day.

SAIR '99 DISPLAYS

Please remember to bring any fact books, reports, or other documents that you would like to display at SAIR '99. We will again have a competition for "Best" in a variety of areas, so let's see the high quality work that SAIR has produced in the past. See Gerry Dizinno or Deb Barshafsky at the Conference in order to ensure your materials are displayed and entered in the appropriate category. Be sure to label your materials "DO NOT REMOVE" or "DON'T TAKE THIS HOME WITH YOU!" and include a contact address or phone number so people can request a copy of their own.

Happiness is not a station you
arrive at, but a manner of trav-
eling.

– Margaret Lee Runbeck

PHOTOGRAPHERS!

We really need some volunteers to serve as Conference Photographers for SAIR '99 in order to capture all of the excitement and camaraderie of the events. If you are willing and able, please contact Gerry Dizinno (gdizinno@alvin.stmarytx.edu), and he'll give you an assignment.



WORKSHOPS

This year's pre-conference workshops provide participants with an opportunity to explore in-depth experiences in a variety of topics. Check the appropriate number on your conference registration form to reserve your place. Cost is \$25 per person per workshop, except for WK5 (\$50). Enrollment is limited; please register as soon as possible.

Saturday, October 16

WK1: Beginning SPSS for the Institutional Researcher – 8:30-11:30 a.m.

Prerequisite Skills/Knowledge: An understanding and experience with Windows 95/98, basic word processing skills and spreadsheets. Also, basic understanding of descriptive statistics, including measures of central tendency and variation. Experience with SPSS or analytical/inferential statistics not necessary. *Description:* This hands-on workshop will examine differences between SPSS 8.0 and earlier versions and will focus on tactics and procedures for utilizing data with SSPS, 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, mode, variation, and standard deviation). Participants also will look at preparation and printing basic reports for common institutional research projects, and will receive a comprehensive workbook. Michael Crow, Savannah State University; Analinda Moreno, Texas A&M University.

WK2: Techniques for Effective Reporting: Turning Data into Information – 8:30-11:30 a.m.

Prerequisite Skills/Knowledge: None. *Description:* This workshop will cover the major topics regarding production of effective institutional research reports. Topics include effective and appropriate data reporting, characteristics and data presentation, and development of reports for particular audiences. Participants will be involved in several exercises that will illustrate the materials presented. Participants are encouraged to bring reports that need improvement or were difficult to report effectively. The workshop design is for anyone interested in producing a more effective report. It could be of special interest to those new in the field of institutional research. Dave Fleming, Clemson University.

WK3: Intermediate SPSS for Institutional Research – 1:30-4:30 p.m.

Prerequisite Skills/Knowledge: Participants should have some general understanding of basic analytical statistical concepts such as correlation, t-test, analysis of variance, cluster, factor, and regression analysis. Participants should also 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 software package. *Description:* 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 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. Analinda Moreno, Texas A&M University; Michael Crow, Savannah State University.

Sunday, October 17

WK4: ANOVA using SAS – 8:30-11:30 a.m.

Prerequisite Skills/Knowledge: Basic Understanding of ANOVA and principles of inferential statistics. Familiarity with Windows 95/98. *Description:* This course will cover analysis of variance topics: performing one-way analysis of variance, performing two-way analysis of variance, verifying the assumptions of analysis of variance, and conducting multiple comparisons. Participants will receive ANOVA "Using the Analyst" Application Course Notes. The course will address base SAS, SAS/ASSIST, SAS/STAT, SAS/GRAPH, SAS/ACCESS, SAS/FSP, and SAS/IML software. Tom Bohannon, Baylor University.

WK5: Database Applications for the Web – 8:30-11:30 a.m.

Prerequisite Skills/Knowledge: Basic Knowledge of HTML. *Description:* As institutional research offices develop a web presence, an evolution takes place from putting up static pages to finding ways to display complex data. This information workshop will provide an introduction to web-enabled applications such as data warehouses, data marts, online surveys, and workflow. The discussion will focus on HTML forms, ODBC-compliant databases, SQL, HTML tables, and middleware software tools such as Cold Fusion, Active Server Pages, Internet Database Connectivity, Perl, Visual InterDev, and Tango. Issues of cost, platform, scalability, throughput, graphics, staffing, training, and complexity will also be addressed. Catherine Finnegan, North Georgia College and State University; John Milam, University of Virginia; Merrill Whitener, Clemson University.

WORKSHOPS (continued)

Sunday, October 17

WK6: Developing Appropriate Measures of Teaching Workloads, Instructional Costs, and Research/Service Activity for Intra- and Inter- institutional Comparisons – 8:00-noon

Prerequisite Skills/Knowledge: None. *Description:* This workshop will provide a "nuts and bolts" discussion of concrete strategies for building a campus database 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 tools necessary for response to these and other questions currently being directed at colleges and universities. Michael Middaugh, University of Delaware.

WK7: On Track with Academic Program Review – 8:30-11:30 a.m.

Prerequisite Skills/Knowledge: Basic spreadsheet familiarity. *Description:* Professional survey techniques and organizational development strategies keep effective program review "on track" by minimizing conflict and maximizing ownership in a potentially explosive undertaking. Include grass-roots participation and a campus-wide "Noah's Ark Committee," build a strong supportive consensus around a comprehensive notion of the ideal program, evaluate and rank all academic programs, learn what to fix, where to cut, when to expand, and keep process on track, avoid dysfunctional quibbling, and complete the task in a single year. Impossible? Presenters share a tested process for effectively completing an insurmountable task with the support of recently developed software. Participants will be able to guide an academic program review and use a spreadsheet tool for monitoring the program review process. Michael Crow, George O'Neill, Savannah State University.

WK8: Regression Analysis Using SAS – 1:00-4:00 p.m.

Prerequisite Skills/Knowledge: None. *Description:* This one-half day course will be directed toward understanding and producing correlation statistics, performing simple linear regression, performing multiple linear regression, fitting multiple regression models using stepwise techniques, understanding the effects of multicollinearity, and identifying influential observations. Participants will receive the Analyst Application Course Notes on regression. The course will address base SAS, SAS/ASSIST, SAS/STAT, SAS/GRAPH, SAS/ACCESS, SAS/FSP, and SAS/IML software. Tom Bohannon, Baylor University.

WK9: Newcomers' Workshop – 1:00-4:00 p.m.

Prerequisite Skills/Knowledge: None. *Description:* The role and function of institutional research has evolved over its lifespan. This newcomers' workshop takes a brief look at IR's traditional role and expands upon its present role in serving the complex and varied higher education community. Presenters will discuss the roles and activities of key IR functions: enrollment management, planning, budget and finance, and assessment. Information will also be provided on information technology resources. Marcia Harrington, Virginia Tech; Lorne Kuffel, College of William and Mary; Theresa Smith, University of Oklahoma; Alice Simpkins, Paine College; John Milam, University of Virginia.

WK10: Institutional Effectiveness – 1:00-4:00 p.m.

Prerequisite Skills/Knowledge: None. *Description:* Effective Institutional Research is integral to Institutional Effectiveness. This workshop will examine the criteria in Section III of the Criteria for Accreditation and relate them to institutional research. It will describe institutional research as a function, as an office, and as a set of tasks. Material presented will be reinforced in group exercises. This workshop is for individuals interested in establishing effective institutional research and using it in support of institutional effectiveness processes. Gerry McLaughlin, DePaul University; Harriott Calhoun, Jefferson State Community College; Rich Howard, Montana State University.



In honor of SAIR's 25th Anniversary, the traditional Tennis Tournament is being revived. The two courts at the hotel have been reserved for Sunday morning, 9 AM – noon. It will probably be a mixed doubles affair, depending on who signs up to participate. Please contact Ross Griffith (Wake Forest) at griffith@wfu.edu to enter the tourney. A very expensive (NOT) award/trophy will be presented to the winner at the Awards Breakfast on Tuesday morning.

EVENTS

SPECIAL EVENT: SAIR Under the Sea

Monday night we will ride the free Electric Shuttle from the Southside garage adjacent to the hotel to the Tennessee Aquarium for the Silver Anniversary Special Event. We SAIR members will have the Aquarium, the world's largest freshwater facility, all to ourselves for the evening. Cash bars will be set up for members to refresh and socialize while viewing exhibits, from 'Mountain Cove' to 'Mississippi Delta' and 'Rivers of the World'. A Tennessee pit barbecue feast will be served, and the newly renovated gift shop will be open for souvenir shopping. Busses will run every fifteen minutes to shuttle members back to the hotel. Upon our return to the hotel, a dance floor and music will provide an opportunity for SAIR members to kick up their heels. For members who wish to venture away from the hotel for late night entertainment, directions will be provided.

GUIDED TOURS

Three tours of Chattanooga and the surrounding area have been arranged for you and/or your family members. Contact Tennessee Valley Travel, 423-265-8211, to make your reservations.

Chattanooga Civil War History Tour – Saturday, October 16, 9:00 a.m. to 5:00 p.m. (\$23 per person). Your guide will introduce you to this area's history, taking you to the Exhibition & Orientation area and into the Chickamauga Battlefield. You'll visit the National Cemetery, then have lunch on your own downtown. After lunch, you'll travel up to Lookout Mountain. You may elect to ride the world famous Incline Railway (at an additional charge) or you may take your tour motorcoach. You'll tour Point Park, view the city and enjoy an orientation to the Battle Above the Clouds, Ochs Museum, monuments and hiking trails. "Battles of Chattanooga" shows are available (optional and at an additional charge). You will travel back through downtown with highlights of history and points of interest noted on your way back to the hotel.

Chattanooga's Railroad Roots: The South Side – Sunday, October 17, afternoon half-day guided walking tour (\$12 per person). Meet your guide at the hotel for orientation and begin your tour of railroad history. You may shop at Warehouse Row and Freight Depot or walk the South Side, seeing the original site of Coca Cola and much more.

Chattanooga's Riverfront and North Side – Monday, October 18, morning half-day guided walking tour (\$12 per person). Enjoy a tour of Aquarium Plaza, the Riverwalk, the Bluff View area, bridges, and New College Park. Shop the North Side on your own before the group reforms to return to the Aquarium via the historic Walnut Street Bridge.

OTHER THINGS TO SEE AND DO

- **Tennessee River Cruise** on the "Southern Belle" riverboat
- **Nightly Ghost Walks**; trained guides escort you through the streets and byways of the city.
- Ride the **Chattanooga Ducks**
- **Imax 3-D Theater**
- **Ruby Falls, Rock City Gardens**, and the **Incline Railway**

COMINGS AND GOINGS

Jeremy Fisher has left Catawba Valley Community College and taken a position as Director of Institutional Research at Lenoir-Rhyne College. His new e-mail address is fisherj@lrc.edu.

Yihong Gu, formerly Associate Director of Institutional Research at Wake Forest University, left in early August to pursue an additional graduate degree at the Roberto C. Goizueta Business School of Emory University.

Andrew Luna, formerly Research Analyst with the Office of Planning and Budget at the University of Louisville, is now Director of Institutional Research and Planning at the State University of West Georgia.

Bill Berg is leaving Rhodes College to become Director of Planning & Institutional Research at Furman University.

25th ANNIVERSARY

(continued from page 1)

Monday's General Session will feature Dr. E. Grady Bogue, Professor of Educational Leadership and Policy Studies at the University of Tennessee at Knoxville. His topic will be "Honoring Higher Education's Heritage: Engaging Issues of Mission, Trust, and Accountability On the Eve of the 21st Century."

Monday evening we will socialize in our usual warm-hearted, welcoming style at the Tennessee Aquarium. We will be the sole human inhabitants of this wonderful underwater environment. Dinner will be provided – some of the best Tennessee barbecue ever tasted – and we can wander through the facility and talk with colleagues and friends.

The Tuesday morning Awards Breakfast means good food to start the day followed by good fellowship and recognition of individuals who have made special contributions to our organization.

SAIR MEMBERSHIP APPLICATION, *October 1998 to October 1999*

Name: _____

Position: _____

Institution: _____

Department Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Internet/E-mail Address: _____

Membership Type:

Regular (\$20) _____ Student (\$10) _____ Emeritus (free) _____

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:

Regular Membership: For those professionals working in institutional research or a related field.

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.

**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**

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