



President’s Message - Suzanne Simpson, 2020-21

Spring is here? Already? I feel like we just left each other virtually to join another virtual meeting amongst our peers and colleagues. I hope that you are taking the time to enjoy the sunshine and welcome in the New Year and new life that is blooming around us. IPEDS collection is closing soon, and we will quickly move towards summer courses while setting our sights on the fall term. If you are like the University of Alabama in Huntsville, we are gearing up to be back in full-swing fall 2021. Our campus looks forward to having students, faculty, and staff back in full-force and to seeing our greenspaces full of life and excitement.



The last year looked different for all of us. 2020 allowed us opportunities to grow in ways that we probably would not have grown on our campuses and also as an organization. These new directions that we have embarked upon have challenged us like none other where we as individuals and as leaders of our organizations have had to reexamine our mental and professional health. It is so important that we check on our colleagues during difficult times outside of the SAIR conference. I, for one, have been extremely fortunate to have had many of you reach out and ask about us in Alabama. I hope that you have reached out to others in the organization when you have needed a space to collect your thoughts as we have all had to deal with many difficult task(s) over the last year. SAIR is a wonderful organization, and I am grateful to call many of you friends as well as colleagues.

As you look towards the future in 2021, I hope that you will consider lending your expertise to the organization in the form of volunteering as a way to help move us continuously forward. SAIR has many opportunities for you to facilitate, teach, and lead. There are many roles in which you can become involved. Please consider volunteering to present at the upcoming SAIR 2021 conference in Louisville, Kentucky. Our Vice President and 48th Program Chair, Emily Campbell is working hard and will soon issue a call for proposals for our upcoming conference. If you would like to teach a workshop, see Will Miller’s section about opportunities to deliver a pre and/or post conference workshop. If you are new to the organization, a newcomer’s session will be offered; see James Hunt’s section on membership opportunities.

Last, but not least, Rick Burnette our faithful and fearless leader (Past President) is also seeking new leaders to join the SAIR Board of Directors. If you are interested in serving the organization in this capacity, please feel free to reach out to Rick for any questions you may have.

To receive the most up-to-date information about the upcoming conference, please bookmark sair.org and check back often for updates regarding the call for proposals, travel, hotel, and things to do in Louisville. Also, please know that we are working with the hotel and city of Louisville to ensure safety measures are in place to allow for a safe and memorable experience at SAIR 48. Emily and I had a great planning trip, and the Galt House is ready for us to attend.

I would personally like to thank everyone again that helped with the first-ever virtual SAIR conference. It was a huge success in large part because of each of you. Let’s make SAIR 48 even better!

Suzanne Simpson, SAIR President

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SAIR

SOUTHERN ASSOCIATION
FOR
INSTITUTIONAL RESEARCH
<http://sair.org/about-sair/>

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University of Alabama in Huntsville, AL

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James Hunt
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G. Marc Turner
Texas State University, TX

Vice President and 2021 Program Chair - Emily Campbell, 2020-21**On-Track to be On-Site in Louisville: A Note from the 2021 VP and Program Chair**

The annual SAIR Board Planning trip looked a little different this year, with only two Board members attending due to COVID-19 travel restrictions. Nonetheless, Dr. Suzanne Simpson (SAIR President) and I enjoyed our time in Louisville, KY in February, and accomplished a good deal of planning for the 2021 Conference.

Pictured below is Suzanne and me touring the Evan Williams's Whiskey Distillery, which is only two blocks from the conference hotel. Yes, we tasted the whiskey, and yes, it is very good. More to come on the role Evan William's Whiskey may be playing in our 2021 Conference.

Caption This!

Vice President and 2021 Program Chair - Emily Campbell, 2020-21

As of right now, we are on-track to be on-site at the The Galt House Hotel in the heart of Louisville October 9-12, 2021! Our conference theme is:

“Turning the Corner and Racing Ahead.”



The theme capitalizes upon Louisville’s historic Kentucky Derby horseraces but also emphasizes our hopes for a more optimistic future. The past year has been difficult for many, personally and professionally, but it is now time to turn the corner and race ahead! The 2021 SAIR Conference will focus upon the lessons learned from the unprecedented impact COVID-19 has had on our institutions and the ways in which we are taking those lessons, implementing changes, and racing ahead.

On-Track for March and April

- Check out the [SAIR 2021 Conference Website](#)
- Call for Pre and Post Conference Workshop Proposals

Got Ideas?

If you have ideas that will make the SAIR 2021 Conference the best conference SAIR has ever had, I want to hear from you. You can email me directly at ecampbell@rpcc.edu.

See you in Louisville,

Emily Campbell

Vice President and 2021 Program Chair



Please join the SAIR Board in congratulating SAIR President Suzanne Simpson, who was awarded the Jim Nichols Service Award at the recent Mississippi Association for Institutional Research (**MAIR**) Conference. The Jim Nichols Service Award is the highest award presented to a current or former member of MAIR who has shown exemplary service and leadership to the organization.

Rick Burnette - Past President, 2020-21

SAIR Elections 2021

It is time once again to begin the process of identifying the individuals that will continue to lead SAIR into the future. We will be filling four SAIR Board of Directors positions: Vice President/2022 Program Chair, Treasurer, two Members-at-Large, and five positions on the 2022 Nominating Committee. As SAIR Past President, I am the chair of the nominating committee. Five of your colleagues will be joining me to identify the slate of candidates for all of these roles. These members are Bethany Bodo, Wendy Broyles, Susannah Livingood, Susan Lounsbury, and Christine Pacheco.

I want us to elect enthusiastic leaders who can chart the course of our organization for years to come. Our challenge will be to identify current and future leaders that are representative of our organization and the diversity of roles and backgrounds we have. Please help us by reaching out to me or a Nominating Committee member to learn about this great opportunity to get engaged with a great organization. Your investment in SAIR is a great way to improve your personal network and your professional skills. There are three ways that we get nominees: 1) people tell us of their interest in leading, 2) those who get nominated by their colleagues, and 3) those that the committee identifies as good candidates for SAIR leadership. I prefer people in the first two categories as there is a limit to the knowledge the committee members have on the breadth of SAIR members. So step forward and nominate yourself, or nominate a deserving colleague. You don't have to be a director or an AVP. You just need to be someone who can lend your vision and time to SAIR.

We will be sending out a call for nominations in the next couple months, but feel free to throw your hat into the ring or let me know who you would like to nominate. Your service to SAIR will be very rewarding.

Rick Burnette, Past President



Professional Development - Will Miller, Member-at-Large, 2020-22



Workshop Call for Proposals

While the Kentucky Derby may be “The Most Exciting Two Minutes in Sports,” it takes three years of focused preparation and training to even just have a chance of making the race—let alone winning. In recent years, institutional researchers have proven to be vitally important members of campus communities: expanding in both the breadth and depth of ways to meaningfully contribute to increasingly complex questions. From an infancy of being only data providers, we now push for our campuses to allow us to assist in informing courageous answers to provocative questions. Rather than just celebrating our successes, SAIR 2021 Conference Workshops will allow us to share with each other how we’ve progressed to where we are today.

Three- and six-hour workshop slots will be available Saturday, October 9, Sunday, October 10, and Tuesday, October 11. We are interested in a range of workshop topics—but especially in whatever areas you believe you have important knowledge to share. We all have lessons we have learned by hard work, which we can pass on. We look forward to proposals regarding SACSCOC standards, data visualizations (using any number of tools), strategic planning, office management, IPEDS tips and tricks, survey design, student success, assessment management processes, data governance, and the always enjoyable Newcomer’s Workshop. More than anything, I look forward to seeing your ideas.

Proposals are due by midnight on April 23 at <http://sair.org/conferences/sair-2021/>. I welcome any questions, comments, and ideas at wmiller5@ju.edu or (904) 495-3574.

I look forward to seeing us all turning the corner and racing ahead!

Registration - Meaghann Wheelis, Member-at-Large, 2020-22

It's hard to believe that this month marks one year since we began working virtually. In that year we've seen a greater need for data to inform the (often quick) decisions on our campuses. With all of this change, we sure have a lot to talk about at this year's conference!

This is a great time to begin thinking about presenting at SAIR 2021. Did you learn a new skill, or find a new way to collect and share information? How has your understanding of leadership and management changed? What have you learned in the past year that your colleagues in SAIR could benefit from knowing?

The call for proposals will come out soon and before we know it, we'll be gearing up for the Fall semester. Start drafting your proposal now to share your knowledge in October. We look forward to seeing everyone in Louisville!



Member Engagement and Marketing - James Hunt, Member-at-Large, 2019-2021

As I write this article, we have just marked the one-year anniversary of the onset of the COVID-19 pandemic and the beginning of all of the unprecedented changes to our daily lives. But despite these changes and the innumerable hardships brought on by the pandemic, our work in institutional research, effectiveness, and assessment continues to be invaluable in moving our institutions forward in these difficult times. As we look ahead to the continued expansion of vaccine availability and the slow return of some level of normal activity, I do think it is important for us to take stock of all that we were able to accomplish in our work this past year despite the challenges, and as we head into summer and closer to SAIR 2021, my goal is that SAIR Membership and Awards will help us recognize some of these accomplishments.

Speaking of accomplishments, there are several things happening on the awards front. I am very excited to announce the recently selected winner of the [Best Paper Award](#)! **Please join me in congratulating Esther Wilkinson of the University of Central Florida.** Her paper, "First Year Retention Analysis: Summer Fall Full-Time, First Time in College Cohorts 2016-17 through 2018-19," was selected as this year's winner. As the Best Paper winner from SAIR, Esther will be giving her session at the upcoming AIR Virtual Forum, so if you are participating in this year's Forum, please be on the lookout for this outstanding session. We will also provide more details about the paper and a link the paper itself in the next newsletter. Congratulations again, Esther!

We are also gearing up to open the portal for submissions for the Annual Best Practice Awards. As we have done for the last several years, we will be recognizing outstanding work in Print Reports, Interactive Reports, and Website. We are also working on adding a new category to this year's Best Practice Awards to recognize programs and processes that are a major part of the work of our assessment colleagues (here's looking at you, program reviews!) as well as institutional research (data requests workflows and more). Very often our best work derives from a solidly, expertly-designed set of processes and procedures, and since the current three Best Practice Awards are focused squarely on visual outputs, our thinking is we also need to create an avenue to recognize exemplary work occurring further upstream. In the coming weeks we will finalize the criteria for this new award and set the due date for Best Practice Awards, so please stay tuned to the SAIR Listserv where we will send a notification once the portal opens.

Lastly, as I do in every newsletter entry, let me encourage you and your colleagues to engage with SAIR on social media, specifically the [SAIR Group on LinkedIn](#). There, you will find a platform to discuss our work, share employment opportunities, and more. As many of us are continuing to work remotely, social media, along with platforms like Microsoft Teams and Zoom, provide opportunities for us to remain connected or even make new connections. Personally, I have greatly appreciated every opportunity I have had to connect with SAIR colleagues, especially over this last year. Until next time, may your data be clean and your reporting deadlines met!

SAIR 2021 Deadlines



Pre-conference workshop proposals due **April 23, 2021.**

Concurrent session proposals due **July 1, 2021.**

Travel grant applications due **August 1, 2021.**

Early registration deadline is **August 15, 2021.**

Coming Soon!—Hotel reservations for the Galt House in Louisville, KY will open up by the end of April.

SAIR 2021 Sponsorship Levels and Add-Ons!

	Bronze	Silver	Gold	Platinum
	\$TBD	\$TBD	\$TBD	\$TBD
Booth Size	8x10	8x10	8x10	16x10
Conference Registrations/Attendees	1	2	3	4
Acknowledgement in Conference Program	✓	✓	✓	✓
Hyperlink on Conference Website	✓	✓	✓	✓
Invitation to President's Reception (Saturday night)	✓	✓	✓	✓
Advertisement in Conference Program		✓ ¼ Page	✓ ½ Page	✓ Full-Page
Event Sponsorship		✓	✓	✓
Mailing List of Registered Attendees (1 week prior to conference)	+\$250	✓	✓	✓
Concurrent Session Presentation			✓	✓

Sponsorship Add-Ons*

Brand Awareness	\$200 / item
Additional Sponsor Attendee	\$275
Program-at-a-Glance	\$350
Name Badges & Lanyards	\$500
Directional Signage Branding	\$350
Tote Bags	at cost

* Pricing for some add-ons is negotiable based on sponsorship level.

SAIR 2021 Conference
Oct 9 - 12, 2021

Galt House Hotel

For more information please contact:

G. Marc Turner
gmturner@txstate.edu
Vendor/Sponsor Coordinator

Southern Association for Institutional Research
Balance Sheet
Accrual Basis As of December 31, 2020

ASSETS

Current Assets

Checking/Savings

Bank

PayPal Account	588.95
Vanguard Mutual Fund	74,176.72
Wells Fargo Account	84,001.78
Wells Fargo Savings (Cap. One)	26,620.61

Account

Total Bank	185,388.06
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Total Checking/Savings	185,388.06
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Total Current Assets	185,388.06
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TOTAL ASSETS	185,388.06
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LIABILITIES & EQUITY

Equity

Net Assets	172,021.53
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Retained Earnings	6,371.65
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Net Income	6,994.88
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Total Equity	185,388.06
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TOTAL LIABILITIES & EQUITY	185,388.06
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Southern Association for Institutional Research
Profit & Loss
Accrual Basis, October through December 2020

Ordinary Income/Expense Income

Income

Bank Interest	2.82
Change in Mutual Fund	4,557.39
Conference Sponsorships	1,500.00
Member Conference Fees	1,325.00

Memberships Fees	50.00
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Total Income	7,435.21
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Gross Profit **7,435.21**

Expense

Conference	
Travel	435.49
Conference - Other	192.72
Total Conference	628.21

Elavon Merchant Account Fees	476.84
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Insurance	1,123.00
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PayPal Merchant Account Fees	26.70
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Supplies	826.20
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Total Expense	3,080.95
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Net Ordinary Income	4,354.26
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Net Income **4,354.26**

Southern Association for Institutional Research
Profit & Loss
Accrual Basis, January through December 2020

Ordinary Income/Expense Income

Bank Interest		98.74
Change in Mutual Fund		7,657.34
Conference Sponsorships		8,250.00
Direct Public Support		
Edith H. Carter Travel Grant		5,000.00
Individual Business Contributions		25.00
Total Direct Public Support		5,025.00
Member Conference Fees		16,550.00
Membership Fees		984.15
Total Income		38,565.23
Gross Profit		38,565.23
Expense		
Accounting Fees		700.00
Conference		
Food	-808.93	
Supplies	-359.30	
Travel	1,342.47	
Conference—Other	24,734.76	
Total Conference		24,909.00

**Southern Association for Institutional Research
Profit & Loss
Accrual Basis, January through December 2020**

Elavon Merchant Account Fees		696.73
Insurance		2,246.00
PayPal Merchant Account Fees		57.82
Postage		42.50
Printing		319.30
Reimbursement		
Travel	500.00	
Total Reimbursement		500.00
SAIR Website Fees		376.60
State of Florida Annual Report		70.00
Supplies		1,652.40
Total Expense		31,570.35
Net Ordinary Income		6,994.88
Net Income		6,994.88

A WORD FROM SAIR AFFILIATES...Updates on State AIR Conferences



The **Alabama Association of Institutional Research** will announce 2021 conference plans soon. Information will be posted on the ALAIR website and ALAIR listserv as it becomes available.

The **Arkansas Institutional Research Organization (AIRO)** will announce 2021 conference plans soon.



The Spring 2021 Conference of the **Florida Association for Institutional Research** was held virtually March 22.



The **Georgia Association of Institutional Research, Planning, Assessment, and Quality** will hold its 2021 conference, June 17-18 at Callaway Resort & Gardens, 100 Meadow View Lane Pine Mountain, GA 31822 .



The **Louisiana Association for Institutional Research** will announce their 2021 conference plans soon.

The **Maryland Association of Institutional Research (MdAIR)** - MdAIR 34th Annual Conference Webinar Series was held virtually on October 23, 2020 and November 20, 2020. More information on The 2021 Spring Institute will be announced soon.



The annual conference of the **Mississippi Association for Institutional Research** was held virtually March 25-26, 2021.



The **North Carolina Association for Institutional Research - NCAIR/SCAIR** Virtual Conference was held on Friday, February 26, 2021.



More information on The **OK-AIR Spring 2021 Conference** will be announced soon.



The **2021 TENNAIR Conference** information will be announced soon.



The **2020 TAIR Annual Conference** took place February 22, 2021 – March 5 virtually.

SAIR 2021- Louisville, Kentucky October 9-12

