



President's Message - Rick Burnette, 2019-20

I really don't know where to start (again). These are unprecedented times where long-term plans may only last until lunch. A lot has changed since our last newsletter. In fact, the Winter newsletter was written twice but changed so much each time it we decided to start over again and publish this as your Summer newsletter. I was going to lead with information about our conference, but that seems to pale in comparison to the events we face. We are experiencing a once-in-a-lifetime inflection point that will likely redefine many aspects of our lives. Usually, these transformational events are singular – war, economic depression or plagues come to mind. In our current circumstance, we are experiencing the confluence of the COVID-19 virus; social unrest around issues of diversity, racism, equity and inclusion; the potential for serious economic hardship, and a growing challenge to the value of, and preferred delivery of post-secondary education. Many of us, directly or indirectly hold the key to understanding and representing our institutions are doing and maybe should be doing. ***If we haven't moved beyond compliance reporting and box-checking for accreditation, then this is the alarm to all of us to assert the values of data, planning and assessment on our campuses.***



I have long believed that our offices are the Switzerlands of our campuses. We are about researching and representing the facts to empower decision-making. The reality is the stakes associated with those facts and assessments may provide key points of inflection for our institutions. Whereas I still believe we need to be impartial arbiters of information, I think it is incumbent upon us to make sure we are surfacing meaningful information that affects curricular design, student success efforts and even student safety. The campus may be asking for data on graduation rates but we should be surfacing data on graduation rate equity. My campus was looking at D, F, and W grades in gateway courses. In one case, the faculty basically said this course is supposed to be hard, but should it be disproportionately harder for low income students or students from underrepresented populations?

These next couple years will be challenging times with serious financial constraints. How will we navigate those times? It may be too much for you to determine. That is why an organization like SAIR is so valuable. In this newsletter we discuss our virtual conference, membership and opportunities to serve (formally or informally). Take some time to read it all and above all, join us at our fall virtual conference.

I think we all share concerns about the effect COVID-19 may have on our colleagues, friends, our families and us. Your SAIR board is staying abreast of the developments and we wish you health and safety in these uncertain times. As we all become more conversant in the use of Zoom and other media, plan some time to connect with a distant colleague for a video chat. We want to be here for you, so let us know your suggestions for ways in which we can make SAIR better for the all of us by emailing sairboard@gmail.com.

As always, I am here for you. Please feel free to contact me personally as well.

Rick Burnette,
SAIR President

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SAIR

SOUTHERN ASSOCIATION
FOR
INSTITUTIONAL RESEARCH

<http://sair.org/about-sair/>

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Suzanne Simpson, Vice President and 2020 Program Chair, 2019-20

The planning team is currently working diligently to offer a jam packed first ever, virtual SAIR.

Theme: Our theme is "Plotting the Course into the Future". Be thinking of ways to share your knowledge of how the future of IR/IE will look in regards to hiring the next leaders in IR/IE, how communication of data may change, a future look into technology advancement, how we will continue to monitor assessment/ accreditation policies/procedures, and much more.

Continuous Learning: I invite you to participate in the 47th Annual SAIR conference this fall by submitting a proposal and attending virtual SAIR 2020. What makes this organization great is we truly get to learn from others. By submitting proposals, you are sharing your knowledge of recent findings from assessments, innovative and challenging reporting tools, and complex research that enlightens the nerd in each of us. The opportunity to share your most recent findings and fascinating new tech-savvy implementations is now! We strongly encourage collaboration to engage in discussions virtually!

Rapid Fire Sessions: If you have been working on a research topic that is complete or still in the works and would like to share that research in a quick mini-session, we encourage you to submit your name and topic to mss0033@uah.edu. We anticipate up to five presenters in a room discussing research for a max of five minutes. Once the 30 minutes has expired in the rapid fire-session, virtual participants will be able to choose which researcher they would like to hear more from in a separate room. The conversation would then be extended for an additional 30 minutes per researcher to encourage further discussions within our professional field. We encourage you to participate in this inaugural event at SAIR 2020.

What to look forward to Virtually: Pre-Post-Conference Workshops, Concurrent Sessions, Panel Discussions, Exhibitor Rooms, Rapid Fire Sessions, and more!

Conference Date: The Board voted on Wednesday July 22nd, to modify the conference dates to allow for full observance of Yom Kippur for our membership. We hope that this change will allow for more members to participate in the entire virtual event. We as a Board feel that it is important to be diverse and inclusive and we were happy to be able to accommodate for SAIR 2020. ***Please make sure you modify your calendars for the new dates of September 29th to noon on October 2, 2020, for the SAIR 2020 virtual event!***

Plenary Speaker: Dr. Van Davis is Principal at [Foghlam Consulting, LLC](#) where he focuses on higher education policy, distance education, college affordability, adult learning, competency-based education, and educational technology. He has over 20 years of experience in higher education as a professor, academic administrator, state policymaker, and educational technology executive. Van is a Policy and Planning Consultant for WCET and a Senior Fellow for the Council for Adult and Experiential Learning (CAEL). He also served on the board of [PelotonU](#), a 501c3 that provides academic and social support services for post-traditional students enrolled in online competency-based education degree programs, and he continues to work with PelotonU as its higher education policy advisor. Van holds a PhD in 20th Century US History with an emphasis on civil rights history from Vanderbilt University.



See you virtually in the fall!
Suzanne Simpson, SAIR 2020 Program Chair

Registration, Susannah Livingood, Member-at-Large, 2018-20

Registration will open by mid-August. In an effort to ensure this year's virtual conference is as affordable as possible, the cost will be just \$25. This covers access to the conference, enrollment in workshops (space limited), AND your annual membership! Some key items to remember:

- You must pre-register for workshops, and space is limited – registration is first-come, first-served.
- Membership follows the academic year. If you recently paid your membership fee, you've already paid for the conference – congratulations! The Treasurer will contact you with a registration fee waiver code, so you don't pay twice when you sign up for the conference. You do still need to register even if you've paid your membership fee.

Send any questions to sairboard@gmail.com, ATTN: MAL-Registration. Looking forward to "seeing" you all soon!

Susannah Livingood, Member-at-Large, 2018-20

Professional Development, Barrie Fitzgerald, Member-at-Large, 2018-20

Hi, everyone! I hope you all are staying safe and healthy, and you are finding some things to do to keep you and your family busy while social distancing. Since the SAIR 2020 virtual conference is rapidly approaching, I wanted to update you on the pre-conference workshops. This year we have decided to offer a total of five to six workshops over two days. Some will be pre-conference workshops and others will be post-conference. Short breaks will be scheduled between workshops to give you time to stand up, stretch, or check your email since many of us have been working long hours on our computers.

I am working with workshop facilitators to ensure that everything can be done online with very few or no bumps in the road. So far, we plan to offer workshops on the following topics:

1. Excel
2. Faculty Credentials
3. Accreditation
4. Tableau
5. Power BI

If you have any questions on these topics or the workshops, please do not hesitate to contact me at bdfitzgerald@valdosta.edu.

Barrie Fitzgerald, Member-at-Large, 2018-20



SAIR 2020 Virtual Conference, September 29–October 2

Conference registration opens mid-August

SAIR Annual Best Practice Awards entries due August 14

Membership and Awards, James Hunt, Member-at-Large, 2019-2021

I hope this newsletter finds you well despite the many challenges this year has brought. SAIR Membership and Awards has been active on several fronts to better serve you. The Annual Best Practice Awards submission portal is now available. As we did last year, we will be recognizing outstanding working in Print Reports, Interactive Reports, and Website. There is some exceptional work happening on all of our campuses, and SAIR's Annual Best Practice Awards provide an opportunity to showcase that work as well as learn from the work of others. **Entries are due on August 14, 2020**, and you can learn more at <http://sair.org/awards/annual-fact-book-and-electronic-document-competition/>. Winners will be recognized on the SAIR website and at the Virtual Conference.

And speaking of awards, as you may recall we completed the call for papers from the 2019 conference in January. The quality of the submitted papers was excellent, and it is clear that scholarship is alive and well among SAIR attendees! I am pleased to report that the reviewers selected "[Enrollment Projection Using Markov Chains: Detecting Leaky Pipes and the Bulge in the Boa](#)" as the 2019 winner. This paper is written by Rex Gandy, Lynne Crosby, Andrew Luna, Daniel Kasper, and Sherry Kendrick, all from Austin Peay State University. The paper explores the use of Markov chains and earned student credit hours to determine student progression and examines how these models can be useful to Enrollment Management administrators and others. Typically, we recognize the winning paper at the SAIR Meeting at the AIR conference, but unfortunately COVID-19 had other ideas. However, we will be formally recognizing the authors at the SAIR 2020 Virtual Conference. In the meantime, please join me in congratulating this team on their excellent work!

Lastly, as I did in my previous 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. Until next time, may your data be clean and your reporting deadlines met!

James Hunt
Member-at-Large, 2019-2021

Matthew Campbell, Past President, 2019-20

SAIR Elections 2020

Each year SAIR elects from within its membership, persons to serve on the SAIR Board of Directors and the SAIR Nominating Committee. This year SAIR will be electing a Vice-President & 2021 Conference Program Chair, Secretary, two Members-at-Large, and five persons to the 2021 Nominating Committee. All of the persons appearing on the ballot are those who have offered to SAIR their most precious resource: time.

When the election opens, respect the commitment made by these colleagues by casting your vote and by offering them your thanks. We're all adapting to life in a pandemic and those amongst us who are offering their time, thought, and leadership to this organization are going above and beyond and deserve our sincere gratitude. Thank you, candidates!

Matthew Campbell
2019-20 SAIR Past-President

SAIR 2020 Virtual Sponsorship Levels

Virtual Vendor Booth hours and Demo sessions will be scheduled between 9 am and 4 pm EST on 9/29 & 9/30.

	Bronze \$1000	Silver \$2000	Gold \$3000	Platinum \$4000
Designated Virtual Vendor Booth Hours	1	1	2	2
Acknowledgement in Conference Program	✓	✓	✓	✓
Hyperlink on Conference Website	✓	✓	✓	✓
Pre- & Post-Event Acknowledgement	✓	✓	✓	✓
Advertisement in Conference Program (PDF)		¼ Page	½ Page	Full-Page
Mailing List of Registered Attendees *		✓	✓	✓
Priority Vendor Booth Hour Selection **		✓	✓	✓
Pre-Session Sponsorship Acknowledgment			✓	✓
Virtual Demo/Session Presentation ***			✓	✓
Recognition in Pre-Event Marketing				✓

* Mailing list will include the name, phone number, email address, institution, city and state of registered attendees. The list will be sent to the primary vendor contact one week prior to the start of the conference.

** Hours for the virtual vendor booth will be allocated based on sponsorship level with first choice going to Platinum level sponsors and order in which sponsorships are received.

*** Virtual Demo/Session Presentations are 45 minute time slots dedicated to you providing a case study or demonstration of your product or services to attendees who choose to attend. Sessions will be scheduled concurrently with other member presentations.

SAIR 2020
Virtual Conference
Sept 29 – Oct 2, 2020

For more information please contact:

G. Marc Turner
Vendor/Sponsor Coordinator

gmturner@txstate.edu
(512) 408-4153

Southern Association for Institutional Research

Profit & Loss

Accrual Basis, April through June 2020

	<u>Apr-Jun 20</u>
Ordinary Income/Expense Income	
Income	
Bank Interest	7.26
Change in Mutual Fund	5,922.17
Membership Fees	199.15
Total Income	<u>6,128.58</u>
Gross Profit	<u>6,128.58</u>
Expense	
Conference	
Supplies	- 359.30
Total Conference	<u>-359.30</u>
Elavon Merchant Account Fees	49.99
PayPal Merchant Account Fees	5.95
Reimbursement	
Travel	500.00
Total Reimbursement	<u>500.00</u>
State of Florida Annual Report	70.00
Total Expense	<u>266.64</u>
Net Ordinary Income	<u>5,861.94</u>
Net Income	<u><u>5,861.94</u></u>

Southern Association for Institutional Research
Balance Sheet
Accrual Basis As of June 30, 2020

	Jun 30, 20
ASSETS	
Current Assets	
Checking/Savings	
Bank	
PayPal Account	541.50
Vanguard Mutual Fund	67,120.15
Wells Fargo Account	85,977.71
Wells Fargo Savings (Cap. One) Account	26,593.92
Total Bank	180,233.28
Total Checking/Savings	180,233.28
Total Current Assets	180,233.28
TOTAL ASSETS	180,233.28
LIABILITIES & EQUITY	
Equity	
Net Assets	172,021.53
Retained Earnings	6,371.65
Net Income	1,840.10
Total Equity	180,233.28
TOTAL LIABILITIES & EQUITY	180,233.28

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



The Alabama Association of Institutional Research Conference 2020 was held March 12-13 at the Hampton Inn & Suites in Orange Beach, Alabama. The theme was "A New Decade of Data."

The **Arkansas Institutional Research Organization (AIRO)** cancelled the Spring 2020 meeting that was scheduled for March 10, 2020 because of COVID-19.



The Spring 2020 Conference of the **Florida Association for Institutional Research** took place February 23-25 at the Holiday Inn Resort Orlando in Lake Buena Vista.



The **Georgia Association of Institutional Research, Planning, Assessment, and Quality** cancelled its 2020 conference that was scheduled for June 18-19 at Callaway Resort & Gardens in Pine Mountain, Georgia.



The annual conference of the **Mississippi Association for Institutional Research** was held virtually through WebEx, March 26-27, 2020.



The **North Carolina Association for Institutional Research** held a Summer Zoom-In on July 21, 2020. The virtual meeting was held in lieu of the annual summer drive-in meeting and featured sessions from the annual meeting that was scheduled for March, but had to be cancelled.



The **OK-AIR Spring 2020 Conference** was held March 6 at the University of Central Oklahoma in Edmond, Oklahoma.

The **2020 SCAIR Annual Conference** was held January 30-31 at the Younts Conference Center on the Furman University campus in Greenville, South Carolina. The theme for the conference was "Catalysts for Change: Tomorrow's IR and IE Professionals."



The **TENNAIR 2020 Virtual Meeting** is scheduled for Friday, August 7 at 2 pm..



The **2020 TAIR Annual Conference** took place March 1-4, 2020, at the Marriott Plaza San Antonio. This year's theme was "Spurring Innovation Through Research."