



President’s Message - Suzanne Simpson, 2020-21

Well, here we go again. Welcome to the summer heat in the South! If your campus is anything like ours, we are back to normal operations. Freshmen and transfer student orientations are taking place, we are welcoming new faculty and staff, and we are preparing for all-hands on deck for fall 2021. We are excited to get things back to the way they were in fall 2019, but the question remains in the back of our heads as IR/IE professionals as to whether we will ever be back to “normal,” pre-pandemic. Will higher education ever go back to normal operations? The question remains, as well, if we should go back, if these changes were beneficial to our college campuses? Growth happens personally and professionally when we least expect it, and to go back to the way things were may or may not hinder our progress forward.



Our profession has seen academics challenged with preparing two lesson plans (virtual and face-to-face) and with those same instructors teaching two different sets of students at one time in both the k12 and higher ed environments. We have seen campuses move to online learning that did not have a real online presence overnight, and we have watched instructors learn quickly how to change their pedagogy to impact student learning. These practices happened so quickly that IR/IE professionals will have to figure out the best means to record and assess student learning to understand the impact of Covid-19 over the next five to six years.

As IR/IE professionals, we need to begin thinking about the impact of retention and graduation rates on the fall 2020 cohort and how practices may need to change to keep those students engaged and how best to keep them from burning out by their Junior and Senior year. For new students coming in for fall 2021, we will need to be on the look-out for mid-term impacts as most of these students have possibly not been in a face-to-face learning environment in the last 18 months. The challenges of tracking and assessing student data will be different, and the conversations should begin now on our college campuses. What will this look like, and how do we begin these conversations? If you are already addressing this on your campus, please consider presenting in Louisville, KY at SAIR 48!

The Board is aware that many of us are facing difficult financial challenges on our campuses, and we are also aware of health concerns with Covid-19, however, we are in a much different state than we were a year ago as we were prepping for SAIR 2020. Preparing for SAIR 2020 saw us through a federal emergency, and although institutions may be experiencing financial emergencies in 2021, we unfortunately, do not have much negotiating leverage with the hotel this year

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President's Message - Suzanne Simpson, 2020-21 (continued)

since all restrictions are lifted. The Board has decided that we will have a face-to-face conference. Measures are in place to still allow for social distancing. We are not under any obligation to tell you to be vaccinated, but please make a choice best suited for your own personal health and well-being. The Board and SAIR 2021 will follow guidelines as mandated by the city of Louisville, KY, the Galt House, and the CDC for ensuring that safety is a primary measure for SAIR 48. Our VP/Program Chair is doing a great job in creating an event that will be both rewarding and also safe for us professionally. As a reminder, we are in a completely different place than last year, and we have an obligation to fill with the Galt House. I strongly encourage you to attend the conference in Louisville, KY if you can do so. We are excited to see each of you at SAIR 48!

If you have any concerns or suggestions to make SAIR better for all of us, please email sairboard@gmail.com. As always, you can also contact me directly. Let's make SAIR 48 even better!

Suzanne Simpson, SAIR President

mss0033@uah.edu



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

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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

We are gearing up for the return of the in-person annual SAIR Conference, which will be held October 9-12, 2021, in Louisville, KY! Our conference theme is "Turning the Corner and Racing Ahead." Check out and bookmark the [SAIR 2021 Conference Website](#)



Reserve your Hotel Room

The hotel room block at the historic Galt House Hotel is open for your reservations. Rooms are \$179/night (not including taxes). Choose from the following two convenient options to reserve your room:

1. Reserve online at the [SAIR 2021 Room Reservation Site](#)
2. Call 1-800-843-2400 to reserve by phone using Group Code 100721SAIR

While the SAIR Conference is October 9-12, the special SAIR room rate of \$179/night is available from October 6 through October 14. I know we are all itching to travel again; why not come early or stay late and make Louisville your vacation for the year?

Register for the Conference

Visit the [Conference Registration Site](#) to register. The early bird registration rate of \$325 expires August 15, 2021. After August 15th, the registration price will rise to \$375. We also have reduced pricing for students!

When registering, be sure sign up for a pre- or post-conference workshop. We have got some great ones to choose from this year, like:

- Working with Faculty for Meaningful Assessment

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

- Leveraging Power BI to Visualize Institutional Effectiveness Assessment Processes
- Building a Modern Data Governance Structure

And, don't forget our ever popular Newcomer's Workshop for all you SAIR newbies!

Submit a Concurrent Session or Special Interest Group Session Proposal

One of the things that makes the annual SAIR Conference truly great (other than the food!) are the fabulous concurrent sessions. Our members have top-notch information to share! Please consider submitting a proposal. Concurrent Sessions are approximately 45 minutes in length and are categorized into tracks (topics):

- Accreditation
- Assessment
- Community & Technical Colleges
- Institutional Research
- Leadership and Management
- Planning, Policy, & System Management
- Technology

Special Interest Group Sessions are meant for the convening of special groups, such as four-year research universities, HBCU's, tribal colleges, etc. To submit a proposal, go to: <https://sair-app.smapply.us/prog/proposals/>

- Create an account using the "Register" button in the top right-hand corner
- Once logged in, Click on "View Programs"
- Click on "More"
- Click on "Apply"
- Click on "Complete Proposal Submission Form"
- Complete and submit the form

The deadline for Concurrent Session and Special Interest Group session proposals is July 25, 2021.

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

What's On-Track for July and August?

- SAIR 2021 Keynote Speaker Announcement
- Concurrent Session and Special Interest Group Session Proposals due July 25th
- Conference Registration Continues (Early Bird Rate expires August 15th)
- Hotel Room Reservations Continue

Follow Us on Facebook

If you have not done so already, follow SAIR on [Facebook](#). On Saturdays, leading up to the conference, we will be posting fun and exiting things about the conference. Join us for "SAIR Saturdays" by following us on [Facebook](#).

Got Ideas?

Several of you have reached out and shared ideas. Thank you! I have received them all. 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

Rick Burnette - Past President, 2020-21

By now, many of you should have received an email requesting names of people you would like to nominate for four SAIR Board of Directors positions: Vice President/2022 Program Chair, Treasurer, two Members-at-Large, and five positions on the 2022 Nominating Committee. The Nominating Committee is seeking the names of qualified and dedicated individuals who will provide or insure the future leadership of SAIR.

Please send names of nominees to committee members or me. You may want to discuss the attributes of those you are nominating including yourself if you want to serve. The committee members are Bethany Bodo (Virginia Tech), Wendy Broyles (Troy University), Susannah Livingood (University of Oklahoma), Susan Lounsbury (Southern Regional Education Board - SREB), and Christine Pacheco (Southern Arkansas University). We would like to begin voting next month so get those nominations in now.

Service is a great form of professional development. I encourage you and your colleagues to step forward and take the challenge.

Rick Burnette



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

Hi everyone!

As we get ready for the start of a new academic year—and maybe, by chance, a slightly more normal one?—I wanted to remind you that the SAIR conference is quickly approaching! I hope at this point you've had a chance to look at all of the available pre- and post-conference workshops! Experts will be presenting on topics including:

- Assessment Processes
- Power BI
- Tableau
- Student Success
- Data Governance
- Excel
- Utilizing Microsoft to Run an IR Office
- R
- Faculty Credentialing
- Working with Faculty
- Qualtrics
- Rubrics



...and more!

Take a look at the schedule and consider joining one or more! Register soon as spots could fill up!

As always, let me know if you have any questions or suggestions!

Will

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

Registration is now open for SAIR 2021 in Louisville, Kentucky! The conference will be held at the beautiful Galt House Hotel October 9-12, 2021.

Early registration is available for \$325 for professional registration and \$125 for students through August 15. We also have an excellent slate of [pre- and post- conferences workshops](#) scheduled. The early bird deadline will be here before we know it, so [register today](#) to save and don't forget to sign up for a workshop before the seats fill up!

Please feel free to contact me at Meaghann_wheelis@baylor.edu with any questions. I look forward to seeing everyone in Louisville in a few short months!

Please Register Now!



SAIR 2021 Sponsorship Levels and Add-Ons!

	Bronze	Silver	Gold	Platinum
	\$1,000	\$2,000	\$3,000	\$4,000
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

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

Despite the ongoing challenges from the COVID-19 pandemic, there is still excellent work happening on our campuses and systems, and it has been a joy to be able to celebrate some of those accomplishments. One such celebration of sorts was the SAIR Affiliated Organization Meeting at the AIR Virtual Forum in May. SAIR Board Members hosted a one-hour virtual meeting with AIR attendees from the southern region, and despite being limited to Zoom instead of our traditional in-person meeting, we managed to have a great time! During the meeting, Board members shared updates about the fall conference, officer nominations, and more. We were also able to celebrate and (virtually) applaud Ester Wilkinson, the Best Paper Winner for this year.

Speaking of awards, I am pleased to share that we are now accepting submissions for the 2021 Annual Best Practice Awards. As we have done for the last several years, we are recognizing outstanding work in Print Reports, Interactive Reports, and Website. As I briefly described in my last newsletter article, I am very excited to share that we have officially added a new award: the Best Innovative Practice Award. This new category will recognize programs and processes that are a major part of the work of our assessment colleagues as well as institutional research. This new award will allow SAIR to recognize activities that are often less “glitz and glamour” such as Fact Books and Interactive Dashboards and yet equally as important to our institutions. Information about the Best Practice Awards, including the submission portal, rubrics, and past winners, is available at <http://sair.org/awards/annual-fact-book-and-electronic-document-competition/>. Submissions are due Friday, August 13. Additionally, if any of you would like to serve as a reviewer for one or more of the awards categories, please email me at jhunt@fsu.edu. Reviewing is not only a great opportunity to volunteer for SAIR but also an excellent way to see some of the best activities going on across our region.

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. Personally, I have greatly appreciated every opportunity I have had to connect with SAIR colleagues, especially over this last year, and I am greatly looking forward to seeing many of you in Louisville this fall! Until next time, may your data be clean and your reporting deadlines met!

SAIR 2021 Deadlines



- Concurrent session proposals due **July 25, 2021**.
- Travel grant applications due **August 1, 2021**.
- Early registration deadline is **August 15, 2021**.

Southern Association for Institutional Research
Balance Sheet
Accrual Basis As of March 31, 2021

ASSETS	
Current Assets	
Checking/Savings	
Bank	
PayPal Account	685.55
Vanguard Mutual Fund	74,331.09
Wells Fargo Account	75,678.42
Wells Fargo Savings (Cap. One) Account	26,621.26
Total Bank	177,316.32
Total Checking/Savings	177,316.32
Total Current Assets	177,316.32
TOTAL ASSETS	177,316.32
LIABILITIES & EQUITY	
Equity	
Net Assets	172,021.53
Retained Earnings	13,366.53
Net Income	-8,071.74
Total Equity	177,316.32
TOTAL LIABILITIES & EQUITY	177,316.32

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
Total Income	7,435.21
Gross Profit	7,435.21
Expense	
Conference	
Travel	435.49
Conference - Other	192.72
Total Conference	628.21
Elavon Merchant Account Fees	476.84
Insurance	1,123.00
PayPal Merchant Account Fees	26.70
Supplies	826.20
Total Expense	3,080.95
Net Ordinary Income	4,354.26
Net Income	4,354.26

Southern Association for Institutional Research
Profit & Loss
Accrual Basis, January through March 2021

Ordinary Income/Expense Income	
Bank Interest	2.51
Change in Mutual Fund	154.37
Direct Public Support	
Edith H. Carter Travel Grant	5,000.00
Total Direct Public Support	5,000.00
Member Conference Fees	50.00
Membership Fees	100.00
Total Income	5,306.88
Gross Profit	5,306.88
Expense	
Conference	
Prepaid Expense 2022 Conference	10,000.00
Travel	1,036.72
Conference—Other	1,908.00
Total Conference	12,944.72

Southern Association for Institutional Research
Profit & Loss
Accrual Basis, January through March 2021

Elavon Merchant Account Fees	1.10
PayPal Merchant Account Fees	3.40
SAIR Website Fees	359.40
State of Florida Annual Report	70.00
Total Expense	13,378.62
Net Ordinary Income	-8,071.74
Net Income	-8,071.74

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



The **Alabama Association of Institutional Research** will announce annual 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 annual conference plans soon. A summer meeting was held June 24 at National Park College in Hot Springs.



The **Florida Association for Institutional Research** will announce annual conference plans soon.



The **Georgia Association of Institutional Research, Planning, Assessment, and Quality** will held 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 soon announce their 2021 conference plans.

The **Maryland Association of Institutional Research (MdAIR)** - MdAIR will soon announce plans for their annual conference.



The **Mississippi Association for Institutional Research** will soon announce plans for their Spring 2022 conference.



The **North Carolina Association for Institutional Research - NCAIR** will soon announce plans for their annual conference.



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



The **2021 TENNAIR Conference** will be held August 4-6 in Chattanooga, Tennessee at the Chattanooga Hotel.



The **2022 TAIR Annual Conference** will be held February 28, 2022 – March 2 at the Embassy Suites Denton Convention Center in Denton, Texas.

SAIR 2021- Louisville, Kentucky October 9-12

