

**Minutes of the
SAIR ANNUAL BUSINESS MEETING
Virtual Conference**

Thursday, October 1, 2020

Prepared by Susan Lounsbury, Secretary 2018-2020

The meeting was called to order at 2:31 pm EDT by SAIR President, Rick Burnette (Florida State University).

Rick welcomed everyone to the annual business meeting and reported that about 100 people had joined the virtual meeting. Rick said he hoped the conference was going well for everyone; then, he briefly summarized the work of the Board over the last year. He reported that the Board continues to use the project management, Teamwork, to organize and document the work of the group.

Rick reported that the Board had been meeting monthly but shifted to every two weeks when the pandemic began and started meeting weekly for the last month or so before the conference. He reported that SAIR was one of the first organizations to use the Cvent virtual meeting platform. Rick said 2020 Program Chair, Suzanne Simpson (University of Alabama – Huntsville), has done an exceptional job during these unprecedented times. He recognized Susannah Livingood, Member-at-Large for Registration, for her outstanding effort in figuring out a new version of Cvent and linking it to Zoom, making the virtual conference possible. Rick also acknowledged Marc Turner, Suzanne Simpson, and Kristy Neal for their contributions to learning the new Cvent platform. Also, Rick asked that participants please remember to evaluate the sessions they attended. He recognized James Hunt for creating the evaluation forms and making them available using Qualtrics. Finally, Rick acknowledged Matthew Earhart's work in developing the session proposal site.

Rick reminded attendees that we were supposed to meet at the Grand Hotel in Point Clear, Alabama this year. Hurricane Sally made landfall near there a couple of weeks ago. Fortunately, the property was not damaged.

Also, Rick thanked members for responding to the Board survey regarding the cancellation of the in-person conference. He said that the positive comments about the Grand Hotel as a conference location helped in the negotiations to reduce the amount SAIR paid to cancel the contract with the Grand Hotel for this year's conference and to schedule it for the 2023 conference.

Secretary's Report

The minutes of the 2019 SAIR Annual Business Meeting were presented to the membership by SAIR Secretary, Susan Lounsbury (Southern Regional Education Board). The minutes were approved with no changes upon a motion by Eric Atchison. The motion was seconded by Denise Gardner (University of Tennessee – Knoxville). The motion passed unanimously.

Susan also reminded members that three newsletters are typically produced each year. This year, only two newsletters were distributed because the second newsletter was pulled shortly before it was to be sent. The reason is that many events were being cancelled and plans were changing because of the pandemic so much of the information in the newsletter was no longer accurate. She said members can look forward to three newsletters again in the 2020-21 year.

Treasurer's Report

SAIR Treasurer, Kristy Neal (Louisiana State University), reminded members that the third quarter ended yesterday, September 30, 2020, so she will update the financial statement within the next two weeks. She provided some details about SAIR finances including the Grand Hotel contract was revised, and we paid them \$11,000 for the cancellation of this year's meeting. She also reported that five people paid the membership fee but did not attend the conference.

Immediate Past-President's Report

SAIR Immediate Past-President, Matthew Campbell (Auburn University), explained that the duties of the position include coordinating nominations and elections as well as site selection.

He announced the recently elected SAIR Board members.

Vice-President/Program Chair and President-Elect: Emily Campbell
2020-22 (Louisiana Community and Technical College System)

Secretary: Jennifer Moore 2020-22 (Mississippi University for Women)

Members-at-Large: Will Miller (Jacksonville University) and Meaghann Wheelis (Baylor University)

Matthew also announced those elected to the 2021 SAIR Nominating Committee:

Bethany Bodo (Virginia Tech)

Wendy Broyles (Troy University)

Susan Livingood (University of Oklahoma)

Susan Lounsbury (Southern Regional Education Board)

Christine Pacheco (Southern Arkansas University).

Matthew also recognized SAIR members Toner Evans, Samantha Nix, Rene Cintron, Carley Dear, Ginny Cockerill, Chris Ferland, Gary Gunderman, Gordon Mills, and Greg Ohlenforst for standing in the election.

Matthew reminded us that the SAIR Conference will be held in Louisville, Kentucky next year. In 2022, the conference will take place in New Orleans, Louisiana. The 2023 SAIR Conference will be held at the Grand Hotel in Point Clear, Alabama. He added that Rick Burnette agreed to make the arrangements for the 2024 conference which will celebrate the 50th anniversary of the first SAIR Conference. That conference will likely be held in Atlanta, Georgia, which was the site of the first SAIR Conference.

Vice President/Program Chair Report

SAIR 2020 Program Chair, Suzanne Simpson (University of Alabama – Huntsville) thanked everyone for attending the first ever virtual SAIR Conference. She also thanked everyone who has contributed to making the conference a success.

Suzanne recognized the program track chairs and thanked their committees.

Accreditation: Donald Miles, University of South Carolina -- Columbia

Assessment: Zhicheng Zhang, George Mason University

Community and Technical Colleges: Jessica Carroll, Wallace Community College Selma

Institutional Research: Eric Atchison, Arkansas State University System

Leadership and Management: Rob Springer, Elon University

Planning, Policy & System Management: Emily Campbell, Louisiana Community and Technical College System

Technology: Lisa Lord, University of Louisiana

Suzanne acknowledged Michelle Hall (Southeastern Louisiana University) for her work on the SAIR website. She also thanked James Hunt for his work on the SAIR Conference evaluations. Suzanne offered a special thanks to Susannah Livingood, Marc Turner and Kristy Neal for their work in implementing Cvent as the platform for the conference. Finally, Suzanne recognized outgoing Board members and offered appreciation for their service: Susannah Livingood, Barrie Fitzgerald, and Susan Lounsbury.

Member-at-Large: Registration

Member-at-Large for Registration, Susannah Livingood (University of Oklahoma) reported that there are 550 registrations for this conference – 542 professionals and 8 students. Thirty people registered the day before the conference started.

Susannah also reported that she was glad we were able to make Cvent work as a platform for the virtual conference. She indicated that another product might have been chosen if we had more time to review other products.

Susannah closed by saying that she is very pleased and proud to be a part of this group.

Member-at-Large: Professional Development

Member-at-Large for Professional Development, Barrie Fitzgerald (Valdosta State University) thanked the pre- and post-conference workshop facilitators. He reported that ten workshops were offered and included topics such as accreditation, IPEDS reporting, forecasting, student success, data visualization, Power BI, and SACS COC standards on faculty credentials. Barrie also acknowledged those who served as reviewers of the workshop proposals. He reminded us

that four more workshops will be offered tomorrow (Friday), and there are a few openings available in some of those.

Member-at-Large: Member Engagement and Marketing

James Hunt (Florida State University) reported on the Newcomers' Workshop. He thanked Lynne Crosby who stepped in to co-facilitate the workshop with him. James reported that 33 newcomers registered for the workshop. He thanked them for their participation, said he hoped they had a good experience, and encouraged them to continue their SAIR participation.

Next, James announced the winner of the 2019 Best Paper Award. He explained that the recipient of this award is typically recognized at the annual AIR Conference, but that was not possible this year because the AIR Conference was also virtual this year. Instead, he recognized the 2019 Best Paper at this conference. The award went to Rex Gandy, Lynne Crosby, Andrew Luna, Daniel Kasper, and Sherry Kendrick for their paper titled "Enrollment Projection Using Markov Chains: Detecting Leaky Pipes and the Bulge in the Boa".

James also recognized reviewers of award applications: Adam Shick, Brittany Cipollone, Carley Dear, Eric Atchison, John Eric Lingat, Kim Fath, Liz Rennick, Melinda Turner, Shama Akhtar, Susan Lounsbury, Susannah Livingood, Suzanne Simpson, and Victoria Batten.

SAIR 2020 Awards

Best Interactive Report 2020

First place: Oklahoma State University, Student Profile; Second Place: Clemson Interactive Fact Book; Third Place: Florida State University, Departmental Dashboards.

Best Print Report 2020

James reported there were 11 submissions for this award.

First place: Winston-Salem State University, Quick Fact Book; Second place: Florida State University, Fact Book; Third place: University of Tennessee – Knoxville, Fact Book.

Best Website 2020

First place: Florida State University; Second place: Augusta University, Third place: University of Tennessee – Knoxville.

James said he will mail certificates to those who placed.

Member-at-Large: Vendor Relations

Member-at-Large for Vendor Relations, G. Marc Turner (Texas State University) reported that we faced some unique challenges with recruiting vendors and exhibitors because of the virtual conference format. He reported that many vendors and exhibitors who have joined us in previous years chose not to participate this year because of the pandemic and changes in their marketing strategies. The Gold Sponsors this year were Academic Insights, Evisions, Helio Campus, and the National Student Clearinghouse. The Silver Sponsor was Xitracs, and the two

Bronze Sponsors were the Higher Education Consortia and the Southern Regional Education Board (SREB).

SAIR 2021 in Louisville, Kentucky

2021 Program Chair, Emily Campbell (Louisiana Community and Technical College System), said she hopes to see everyone in Louisville next year. Emily added that she hopes that we will be able to meet in-person next year.

New Business

Rick asked if there was any new business to be discussed. None was mentioned.

Rick asked members to re-visit the email about changes to the SAIR By-Laws. He said the decision was made to table that discussion for this meeting, but the Board will discuss changes before the next business meeting. Rick also mentioned a mentoring model. Also, now that we have used Cvent, we are looking at the platform for ongoing professional development. Suzanne will be President. She has the authority to establish ad hoc committees to address various topics.

Rick thanked the members for the opportunity to serve as SAIR President. He acknowledged the support of his FSU staff: James Hunt, Galiya Tabulda, and Matthew Earhart and. He also thanked Matthew Campbell for his advice before seeking the position as well as after he was elected. Matthew's counsel throughout the year has been invaluable.

Next, Rick recognized outgoing Board members. He thanked Susannah Livingood for her work with Registration; Barrie Fitzgerald for his work with Professional Development and Conference Workshops; and Susan Lounsbury for her work as Secretary.

Rick passed the gavel to Suzanne. Suzanne said she hopes to offer more opportunities to engage virtually and encouraged attendees to look for those opportunities in the future. G. Marc Turner made the motion to adjourn at 3:19 pm, and Kristy Neal seconded it.