

# Southern AIR



**Last day to make Hotel Reservations at the reduced SAIR rate is September 13!! Early-Bird Conference Registration fee of ONLY \$265 has been extended through September 14!**



## President's Message - Matthew Campbell, 2017-18

Are you ready for Norfolk? Fall beckons and so does the [Favorite American City for 2018!](#)

Make plans now to join your colleagues at SAIR 45, from October 6-9 in beautiful Norfolk, Virginia. The Chesapeake Bay region regularly tops popular travel lists, and it is easy to understand why with its miles of shoreline, amazing cuisine and Norfolk's vibrant nightlife.



In this newsletter you will find much more information on our 2018 conference, with the apt slogan: Keeping Your Head Above Water.

Our SAIR Vice-President and Program Chair Julie Fulgham has been full-steam ahead all summer in coordinating our 45<sup>th</sup> annual conference. In addition to the slate of high-quality sessions you expect from SAIR she has coordinated our Monday night special event to be on the USS Wisconsin battleship—an event that you will not want to miss.

As President of SAIR, it is my honor to welcome each of you to the President's Reception on Saturday evening at 6pm. This casual reception is open to all conference attendees. Come join as we christen SAIR 45!

I wish you fair winds and following seas to Norfolk!

Matthew Campbell, SAIR President



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## Vice President and Program Chair—Julie Fulgham, 2017-18

### SAIR

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

#### President

Matthew Campbell  
Auburn University, AL

#### Vice President

Julie Fulgham  
Mississippi State University, Retired

#### Secretary / Newsletter Editor

Jayne Perkins Brown  
Georgia Southern University, Retired

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Lynne Crosby  
Austin Peay State University, TN

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Rick Burnette  
Florida State University

Maren Hess  
Campbell University, NC

Wendy Kallina  
Kennesaw State University, GA

Laverne Macon-Jamison  
Livingstone College, NC



## Keeping Your Head Above Water

October 6 – 9, 2018  
Norfolk Waterside Marriott  
Norfolk, VA

SAIR 45 is almost here and the Mermaids are all ready to welcome you to beautiful Norfolk!

A lot of work has been going on to ensure you have another successful, knowledge-filled, entertaining and of course FUN SAIR conference.

We hope you plan to arrive early on **Friday** so that you can take advantage of the awesome museums and sites offered within walking distance of the Marriott Waterside Hotel. Don't forget to see how many mermaids you can spot!

Following our usual conference schedule, **Saturday** will be highlighting a number of pre-conference workshops to kick off your knowledge attainment. Late afternoon you will want to ensure you attend the President's Reception. Then put on your walking shoes and hit the streets for some awesome entertainment and food selections along the waterside and down Granby Street.

Don't over do it too much Saturday night because you don't want to miss out on the **Sunday** Workshops. Sunday afternoon will kick off the conference by welcoming our Newcomer's and the Opening Session. The SAIR 45 conference **opening session kicks off Sunday evening at 6:00 pm with keynote speaker** Mr. Danny Tollison, VP, Science, Engineering and Technology of Integration Innovation, Inc. (i3). You will not want to miss this enlightening session and hear this speaker's involvement over the years in much of the technology used from ground software for operation of NASA's Chandra space telescope, Department of Defense and NASA technical efforts, to his most recent work in Corrosion Protection and Thermal Protection Systems.

Following the Opening Session will be our **Sunday Conference Reception** with food, food, food. Let me warn you.....I was real hungry as I selected the menu items for all of this conference, so get ready to eat and then eat some more and even eat a little more for dessert! If you gain weight at this conference it is because you did not get out enough and walk it off!

**Monday** is packed with awesome opportunities to learn from your colleagues and sponsors. And when your brain has hit its Monday limit, we will walk to the SAIR Special Event just a couple of blocks away – Nauticus Museum and The Battleship Wisconsin. Yep, you better be hungry again, because you will be enjoying a delicious meal on the fantail of the battleship with a captivating view of the water.

**Tuesday** will kick off our traditional Awards Breakfast where we congratulate and honor our colleagues and fuel up for additional concurrent sessions. Please make your plans to join us for another awesome SAIR experience and learn the best ways to **KEEP OUR HEADS ABOVE WATER** in these important roles we all play at our Colleges and Universities!

For more information on SAIR 45, visit [www.sair.org](http://www.sair.org) See you in Norfolk!



# AIR | FORUM

## Save the Date

**2019 AIR FORUM •  
MAY 27 - 31, 2019 •  
Denver, CO**

### **AIR...our next professional opportunity!**

The AIR Forum, the Association's annual conference, is the world's largest gathering of higher education professionals working in institutional research, assessment, planning, and related postsecondary education fields. This four-day conference includes more than 300 presentations by colleagues representing all sectors of higher education and an Exhibit Hall featuring the latest tools and resources to support data use for decision making. <http://forum.airweb.org/2019/>

#### **Important Dates**

- ⇒ Call for proposals opens September 2018
- ⇒ Sessions accepted January 2019
- ⇒ Registration opens February 2019

### **.....AND in other AIR News....**

**Grants & Scholarships**, <https://www.airweb.org/GrantsAndScholarships/Pages/default.aspx>

#### **Grants**

AccessLex Institute/AIR Research and Dissertation Fellows Program

The AccessLex Institute/AIR Research and Dissertation Fellows Program is a partnership between the AccessLex Institute and AIR. The program is a grant competition promoting scholarship on issues related to access, affordability and value of legal education specifically, and graduate and professional education more broadly. Research grants of up to \$50,000 and dissertation grants of up to \$25,000 are available.

#### **Scholarships**

AIR is pleased to provide two scholarships that facilitate the professional growth and development of early-career institutional research professionals. Both scholarships are available to current AIR members and are awarded on an annual basis.

- ◆ Julia M. Duckwall Scholarship Program
- ◆ Edward Delaney Scholarship Program

## Lisa Lord, Past President, 2017-18

The **Nominations for Board of Directors and Nominating Committee** were received from the SAIR membership in past weeks. Many thanks to the following SAIR members who served as a member of the Nominating Committee: Andrew Brady (Florida State University), Sandi Bramblett (Georgia Institute of Technology), Denise Gardner (University of Tennessee), Michelle Hall (Southeastern Louisiana University), and Jill Triplett (Spelman College).

SAIR members will receive a ballot seeking your votes and new leadership will be determined based on your input. The following **positions will be elected in 2018**: Vice President/2019 Program Chair (three-year term), Secretary (two-year term), two Members-at-Large (two-year term), and Nominating Committee (five members).

**Additionally site visits for the 2021 SAIR Conference have been made and hotel contracts are under review.** If you have any questions about the election process or 2021 conference location, please feel free to contact me [lisa@louisiana.edu](mailto:lisa@louisiana.edu) or (337) 482-6977. I hope your Fall 2018 has started out in a productive way!

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## Awards and Recognition - Maren Hess, Member-at-Large, 2016-18



### Nominations for SAIR Awards are being received!

SAIR encourages you to nominate an outstanding member for consideration for the following awards:

- ◆ **James Montgomery Outstanding Service Award** - This award is given to an individual who has made a significant contribution to SAIR over an extended period of time.
- ◆ **Distinguished Member Award** - Distinguished Membership may be awarded to members or former members who have made distinguished contributions to institutional research.
- ◆ **Special Recognition Unsung Hero Award** - This award recognizes the ongoing contributions of a member of SAIR and the field of institutional research and planning in the broadest sense.

Nominations can be submitted by September 12 directly to Maren Hess ([hess@campbell.edu](mailto:hess@campbell.edu)) and should include the following five sections:

1. SAIR Award Name: (James Montgomery Outstanding Service Award, Distinguished Member Award, Special Recognition Unsung Hero Award)
2. Nominator information: name, current position, company/institutional affiliation, address, phone, and email
3. Nominee information: name, current position, company/institutional affiliation, address, phone, and email
4. Has this nomination been discussed with the nominee?: (Yes or No)
5. Provide a narrative summary of 1,000 words or less. The narrative should evaluate the nominee's accomplishments and a specific identification of the work to be recognized; explain why the nominee is being recommended for this award with regard to the stated purposes of the award; if the nominee has received another SAIR award within the last five years, specifically describe why this nomination is appropriate; if the nominee has received a previous SAIR award, describe why this award nomination does not cover the basis for a previous award; analyze patents if cited, and if the nominee is not the sole author of works, specify the contribution of the nominee.

### SAIR Conference Award submissions are in!

The Best Electronic Factbook, Best IR Website, Best Factbook, and Best Mini-Factbook submissions are already under review. Thank you to all of the participating offices and to our peer volunteers who will be recognized at the SAIR Annual Conference.

**All awards will be named at the SAIR Awards Breakfast on October 9.**

## Professional Development—Rick Burnette, Member-at-Large, 2016-2018

### What is a College Football Game without a Good Tailgate?

Stated differently: *What is a SAIR Conference without a Good Pre-Conference Workshop?*

Okay, maybe that wasn't the best analogy, but hopefully you are still reading. Pre-conference workshops are excellent opportunities for new professionals and veterans alike. Want to advance your skills and do some meaningful networking? There may be no better way to do it than attending a pre-conference workshop. The workshops are three-hour deep-dives into topics that are important to IR, IE, Assessment and Planning professionals.

This year **SAIR is offering several pre-conference workshops on October 6<sup>th</sup> and 7<sup>th</sup>** in Norfolk, Virginia. They say “*Virginia is for Lovers*” – well we hope you will *love* the idea of getting more out of your trip by attending one or more workshops. These workshops are being conducted by veteran SAIR and national presenters. Take the opportunity to improve yourself by learning a new skill or reinforcing the ones you have. These are small sessions where you will get a lot of personal attention.

If you are new to SAIR or our profession, you should definitely attend our **Newcomers' Workshop** led by Abby Willcox and Laura Mills. It will be an all-day event on Sunday. I am especially happy that many of our presenters from last year are back presenting again, either on different topics or with revisions to what they have done before. We have returning presenters offering paired, morning-afternoon, workshops on **Tableau** (G. Marc Turner) and **Excel** (Sarah Hough and Barrie Fitzgerald). I am extremely excited and personally honored that one of the icons of our profession, Mary Sapp, is coming out of retirement to carry me as we lead a discussion of **management and leadership best practices** in our professions. I will also be sharing my research on building a **modern data governance structure**.

Will Miller will once again lead two workshops, this time on using **focus groups in assessment** and a comprehensive **bootcamp on predictive analytics**. Suzanne Simpson, Jennifer Moore, Ginny Cockerill, and Andrew Garner have returned with a new topic – **predicting graduate student success**. Other returning presenters are Galiya Tabulda discussing the use of **metrics in strategic plan implementation** and Brody Yu (along with Sam Shi) who will be teaching you how to do predictive modeling and **decision trees using SPSS**. We have also guaranteed that **SAS** will be represented in two sessions. In one, John Berry and Wes Rehm will feature **highly graphical statistical modeling** and Samantha Bradley will help us figure out student enrollment with **Markov Chain Modeling in SAS**.

Another current SAIR Board member, Wendy Kallina, will be presenting with Eric Atchison on **assessing student success for SACSCOC**. We will also offer opportunities to take a deep dive on two national surveys. Joseph Roy will be joining us to discuss the **AAUP Faculty Compensation Survey and Portal** and Tom Eleutario will present the latest on the **Delaware Study**.

I hope you find something of interest to you in our Pre-conference Workshops (see [http://www.louisianau.com/sair18/sair\\_program\\_list\\_workshop.php](http://www.louisianau.com/sair18/sair_program_list_workshop.php) ). I am grateful to our talented presenters and hope you will join them.



## Sponsors and Exhibitors—Laverne Macon-Jamison, Member-at-Large, 2017-19

### SAIR Conference—Norfolk, VA 2018 Sponsor/Exhibitors

We invite all conference attendees to join us in the Hampton Ballroom to welcome and converse with our Sponsors and Exhibitors. We are sure that through your interactions, you will gain exposure to new technologies and products to enhance the effectiveness and efficiency of your offices. Many of our Sponsors will showcase their product/service in sessions during the conference, so be sure to check out the conference schedule and plan to attend. **See you there!**

#### Visit our Sponsors and Exhibitors during these hours:

Sunday, October 7<sup>th</sup>: 3:00 p.m. – 6:00 p.m.

Sunday, October 7<sup>th</sup>: Opening Reception, 7:30 p.m. – 9:00 p.m.

Monday, October 8<sup>th</sup>: 7:30 p.m. – 5:00 p.m.

We currently have these 15 amazing Sponsors and Exhibitors supporting our 2018 SAIR Annual Conference.

<b>GOLD</b>	<b>SILVER</b>	<b>EXHIBITOR</b>
<b>Campus Labs</b>	<b>Evisions</b>	<b>ACAT, Inc.</b>
<b>Equifax (along with lanyards)</b>	<b>HEDS</b>	<b>SmartEvals</b>
<b>I3 Group</b>		<b>Xitracs by Concord, U.S.A., Inc.</b>
<b>National Student Clearinghouse</b>		
<b>RISC (along with bag stuffer)</b>		
<b>SAS</b>		
<b>Scantron</b>		
<b>Strategic Planning on Line</b>		
<b>U.S. News Academic Insights</b>		
<b>Watermark</b>		

You are invited to get connected with our community of professionals, by becoming a sponsor/exhibitor. Don't see your favorite sponsor/exhibitor on the list? You still have time to reach out to those companies and bring them onboard. Please contact Laverne Macon-Jamison at [Imacon@livingstone.edu](mailto:Imacon@livingstone.edu) or (704) 216-6247 to learn more about our sponsorship opportunities.

*Thank  
You*

## Newcomers and Travel Grants - Wendy Kallina, Member-at-Large 2017-2019

New to SAIR? Here are some events you don't want to miss.

If you are arriving on Saturday, please join SAIR President Julie Fulgham for the **President's Reception**. The Reception will be in the Presidential Foyer from 6-7 pm.

The **Newcomer's Workshop** is on Sunday from 9 am – 4 pm. Join your fellow Newcomers at this workshop led by seasoned SAIR members, Laura Mills and Abby Wilcox. The workshop will provide an introduction to institutional research, its principal components, and the practices of institutional researchers including the sourcing of data, communication and reporting of data, and the role of institutional research in supporting the assessment and accreditation. The workshop will also address how institutional research offices function and how to be an effective practitioner of institutional research.

Don't miss the **Newcomer's Reception!** We will be in the Hampton Foyer from 5 – 5:45 pm. Come meet the SAIR Board of Directors, Past Presidents, Special Interest Groups representatives, and other SAIR members. We want to welcome you to SAIR!

Thank you to **Travel Grant applicants**. Your submissions are under review and you will be notified as soon as final awards have been determined. All Travel Grant award winners will be recognized on Tuesday, October 9 at the Conference Breakfast.

## Lynne Crosby, Treasurer, 2017-19

### Please Register for our SAIR 2018 Conference and Submit Your Payments:

- ◆ Registration for SAIR 2018 has been very active. As of September 6, the conference has approximately \$11,530 in unpaid registration fees. Registrants with outstanding conference balances have received "Balance Due" emails as a reminder to submit their conference payments.
- ◆ **Early Bird Registration has been extended until Friday, Sept. 14. The rate is \$265. After that date, registration is \$300.**
- ◆ Keep those registrations coming and submit the conference payments as soon as possible.

### Registration desk hours at SAIR 2018:

The SAIR conference registration desk will be located in the Presidential Foyer on the third floor of the Norfolk Waterside Marriott.

DAY	HOURS
Saturday, October 6	7:30am-6:00pm
Sunday, October 7	7:30am-7:00pm
Monday, October 8	7:30am-5:00pm

### 2018 Conference Refund Policy:

Conference registration cancellations must be submitted to the SAIR Treasurer (Lynne Crosby, sair-board@gmail.com) by September 21, 2018, two weeks prior to start of conference. There will be a processing fee of \$50 for all cancellations. Substitutions can be made at no charge. Cancellations after the deadline will not be eligible for refund or forgiveness of amount due. There are no refunds after September 21, 2018.

## A WORD FROM SAIR AFFILIATES...Updates on Spring Conferences



The **Alabama Association for Institutional Research** conference will be held at Lake Guntersville State Park, March 7-8, 2019. Enjoy the scenery while networking /sharing best practices with colleagues. An IPEDS workshop is in our plans and will be open to everyone, not just Alabamians. For more information, please visit the <https://alair.org> website for updates.

**Florida Association for Institutional Research** held its Spring 2018 Conference at Holiday Inn Harbourside, Indian Rocks Beach, FL, January 22-23. Big Data, Data Visualization, and IPEDS Training sessions were among topics reviewed.



**Georgia Association of Institutional Research, Planning, Assessment, and Quality** held its **2018 conference, GAIRPAQ 2018: Taking Action on Data, April 25<sup>th</sup>, 2018** at Middle Georgia State University in Macon, GA.

The **Kentucky Association for Institutional Research 2018 Annual Conference: The Power of Data and People Connection**, was held **March 15-16, 2018**, at the Council on Postsecondary Education Offices, Frankfort, KY.



The **Louisiana Association for Institutional Research** conference will be held on November 6, 2018 at River Parishes Community College in Gonzales, LA.

The **Maryland AIR (MdAIR) 2018 Spring Institute** was held **April 27, 2018**, Carroll Community College, Westminster, MD.

The **Mississippi Association for Institutional Research** met **April 4 - 6, 2018** at the BancorpSouth Conference Center, Tupelo, MS.



The **North Carolina for Institutional Research 2018 Annual Conference** was held **April 15-18, 2018**, Harrah's Cherokee Casino Resort, Cherokee, NC. The theme was *Institutional Researchers: We Leave Nothing to Chance*.

The **SCAIR 2017 Annual Conference, Strength in Numbers**, was held January 29-30, 2018 at the Springhill Suites by Marriott in downtown Columbia, SC. Presentations may be viewed at <http://www.sc-air.org/2017-conference.html>. Topics of discussion included data-mining approaches and policy analysis models.

The 32nd **TENNAIR Conference** was held August 1-3, 2018 at the Doubletree Hotel in Jackson, TN. The theme was "Research Leading to Action: Being Called to Provide Actionable Data" .



"Data's a Beach" was the conference theme for **TAIR's spring conference** held **February 11, 2018 – February 14, 2018**, Corpus Christi, Texas. The conference topics can be viewed at [http://texas-air.org/conference/2018/Trifold\\_2018.pdf](http://texas-air.org/conference/2018/Trifold_2018.pdf).

The **Virginia Association for Management Analysis and Planning** last met at **Liberty University**, Lynchburg, VA on **October 27, 2017**. Session tracks were focused on: SCHEV Undergraduate Core Competencies, Analytic/IR-Roles, Assessment and Compliance/IE-Roles, and Best Practices or Innovation in Higher Ed.





ALL [Pictures](#) from SAIR 2017 continue to be available on SAIR.org.  
**But below here's more on Norfolk by the Sea, the Nauticus Museum and Complex, City of Mermaids, and Norfolk as home to the largest Naval Base in the world!**

Nauticus (seen in the light blue building) is a museum that uses the natural setting of Norfolk's harbor to showcase global maritime commerce and the world's largest Navy. The Battleship Wisconsin (noted just above the Nauticus museum) is one of the largest and last battleships ever built by the U.S. Navy.

Continuing SAIR's tradition of special events showcasing conference city attractions, please make plans to join us on Monday night for networking and dinner at the Nauticus Museum and Battleship Wisconsin.

Located in walking distance from the Marriott Waterside, the Nauticus facility and complex is packed with entertaining information you will not want to miss. The Battleship Wisconsin offers an awesome dining experience on the fantail of the ship with a beautiful view of the water. The event is \$55 per person and includes dinner and tour of the museum. A cash bar will be available on the ship.



**SAIR 45 Annual Conference**  
**Last day to book hotel: 9/13/18**  
 Special group rate: **Norfolk Waterside Marriott** for  
 \$147.00 USD per night  
 Self parking discount \$15/car/day plus tax with in/out access  
**Book your group rate** for SAIR 45 by going  
 to [www.sair.org](http://www.sair.org) and click the 'Conference' link.



Norfolk's Revitalized Waterfront  
 Norfolk's premier dining and entertainment district is a central place where you can hang out, dine and relax with your whole family.  
 Waterside District features the best of national, regional and local restaurants and offers live music, festivals and more. Located in the heart of the central business district and adjacent to the City of Norfolk's world-class waterfront and festival site, Waterside District is a central gathering place for local residents and visitors.