



# Southern Association for Institutional Research

## President's Message - Rick Burnette, 2019-20

A few weeks have passed since our conference in Greenville but I hope the insights, friendships and motivational messages have provided you with *tools for* your personal, office, or institutional *transformation*. Often when we return from conferences, we are so busy catching up that we fail to deploy what we learned while we were there. I hope you can plan to share your experiences with your colleagues at work. Plan to implement at least one thing you learned. Connect with at least one colleague you met and tell them you were glad to have the chance to hang out with them or attend their session. These connections are what our SAIR community does so well. Take advantage of them while they are still fresh in your mind. If you couldn't make it, plan to join us in Point Clear, Alabama next year.

I want you to know how proud I am of the whole SAIR community in supporting our *Tools for Transformation* conference in Greenville. It is my honor to have served as your conference chair and I have gained great appreciation for the former program chairs who served before me. We had roughly 110 sessions presented between the pre-conference workshops and the concurrent sessions. That means many of our colleagues felt committed enough to our profession that they planned a session designed to advance our organization and to aid your transformation. We added a new Management and Leadership Track, expanded the Planning Track to include people from system offices, and hosted an organizational meeting to encourage more collaboration among community and technical colleges.

My hope with this conference was to get it back to the size of some of our larger conferences from a few years ago. We didn't get there, but we got pretty close. We saw over a 25% increase in attendees from the prior year and had a strong group of vendors, sponsors and exhibitors who partnered with us to make this event financially profitable. You can't imagine the privilege I had to receive such huge support from your board, the local arrangements committee, and all of you who volunteered at the registration desk and in other ways.

I am glad to pass the Program Chair and Vice President torch to Suzanne Simpson, who has already hit the ground running. Your board has already met a few times since the conference and our organization is in great shape with the addition of Kristy Neal, G. Marc Turner, James Hunt and our Nominating Committee. We are already setting institutional goals around improving the annual conference, expanding and engaging membership and communication, establishing mechanisms for exchanging ideas, expanding professional development and providing mentorship opportunities. The energy, dedication, and skill of the new board has me excited as we approach the new year. Alas though, I am sad to see Lynne Crosby, Laverne Maccon and Wendy Kallina move off the board. They all served well.

Most of you know that the Past President gets to sail into SAIR retirement when they complete their term, but we threw a kink in Matthew Campbell's plans. He has been such a personal asset to the board and to me over the past year that I asked him to do the job again. In that role, he will be our liaison to our former presidents and will run the nominating committee. My guess is that he will do much more than that!

I think we have an exciting year ahead. I invite you to work with the board to provide some us with some *tools for transformation*. Let me know if you want to be more involved or if you have a suggestion or a question. We expect great things, but can only get there with your help. Thanks for all you do, or will do for our organization in the coming year.

Rick Burnette

SAIR President



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**SAIR**

SOUTHERN ASSOCIATION  
FOR  
INSTITUTIONAL RESEARCH

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

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Rick Burnette  
*Florida State University, FL*

**Vice President**

Suzanne Simpson  
*University of Alabama Huntsville,  
AL*

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*University of Oklahoma, OK*

Barrie Fitzgerald  
*Valdosta State University, GA*

James Hunt  
*Florida State University, FL*

G. Marc Turner  
*Texas State University, TX*

## Awards and Recognition - Susannah Livingood, Member-at-Large, 2018-20

This year we shook things up a little bit with the awards. As a profession, we continue to inform and support our institutions via fact books and websites, as well as taking advantage of new modalities and the flexibility possible through interactive reports. To better recognize excellence across more types of reporting, the awards were renamed and reorganized into the Best Practice Awards, with specific categories of Best Print Report, Best Interactive Report, and Best Website.

Thank you to everyone who submitted work for this year's contest – it was hard to choose among so many excellent entries. Thanks also to those who volunteered their time to judge! Awards were announced at the Greenville breakfast; recipients are listed below.

**Best Print Report 2019**

First Place – Georgia College & State University  
Second Place – Southern Regional Education Board  
Third Place – Austin Peay State University

**Best Interactive Report 2019**

First Place – Florida State University  
Second Place – University of Central Florida  
Third Place – University of Houston

**Best Website 2019**

First Place – University of North Carolina at Greensboro  
Second Place – Florida State University  
Third Place – Auburn University

**James Montgomery Outstanding Service Award**

SAIR has a few special service awards dedicated to highlighting members' contributions to the organization. One of these is the James Montgomery Outstanding Service Award, given to an individual who has made a significant contribution to SAIR over an extended period of time. At the SAIR 2019 business meeting, this award was presented to Dr. Glenn James. We were incredibly fortunate to have Dr. Montgomery himself in attendance to help bestow the award.

Glenn James has been a member of SAIR for over 30 years. He is a fixture at the SAIR conference, annually sharing his research and expertise through presentations and panel discussions. Two decades after his term as SAIR President, he continues to be the leading voice on SAIR's Committee on Mission and Goals, a standing committee of charter members and past-presidents offering support and counsel to the organization's Board of Directors. He was awarded SAIR's Distinguished Member Award in 2011 for his contributions to the profession of institutional research. Ever the bridge-builder, Dr. James has presented the Newcomers workshop and often extends the first, and warmest, welcome to newcomers into our profession. Dr. James has been a tireless and selfless servant to SAIR for the entirety of his membership and is the embodiment of outstanding service to the organization.

Special thanks to the 2019 Conference Photographer, Sandi Bramblett. You will see pictures from the 2019 Conference throughout the newsletter.

## Matthew Campbell Past President, 2019-20

How about that SAIR 46! Program Chair Rick Burnette led a devoted group of volunteer colleagues to produce one of our best and highest attended conferences in years, *Tools for Transformation*. In 2019 we were bursting at the seams with concurrent sessions, and even keynote speakers. AIR Executive Director Christine Keller kicked off our conference with a helpful reminder of how the information we produce can be leveraged to create real, tangible change on our campus; and former Tour de France ace Tom Danielson capped our time in Greenville with an inspired talk on how to create and develop transformation in ourselves. As you would expect from a person who spends his summers riding his bicycle across an entire country, Tom spoke at length about introspection and the importance of using it to put oneself in a position to be successful. It is far too easy to be wrapped up in the day-to-day hustle on our respective campuses, and I thought both Christine and Tom each emphasized the need to step back, assess what success looks like for ourselves and our organizations, and daily to seek to implement the transformations necessary to reach our goals.



This year I hope some of you find that participating in the leadership of this organization is a type of personal transformation you want to experience so as to help reach your goals. Speaking personally, it has been the best professional development experience I could have hoped for, and more; I hope our new board members will share the same opinion at the end of their SAIR tenure. SAIR elections are next Summer, please reach out to me for more information.



If you weren't able to attend the Awards breakfast in Greenville, you missed our goodbye to three outstanding SAIR board members. Many of their contributions were behind the scenes but Lynne Crosby, Wendy Kallina, and Laverne Macon-Jamison significantly contributed to the successes of this organization over the previous two years. When you next see them, please, thank them—they deserve it!



Lynne Crosby



Wendy Kallina



Laverne Macon-Jamison



### Matthew Campbell, Past President, 2019-20 (continued)

Each SAIR conference, past presidents of the organization gather for the annual meeting of the Committee on Mission and Goals. Also known as the Dinosaur's Club, we were grateful to welcome back charter SAIR member and co-chair of the first Southern Conference on Institutional Research, James R. Montgomery. Welcome back, Jim!

## Past Presidents' Breakfast



## SAIR Board...Our Fearless Leaders!



## Vice President and 2020 Program Chair—Suzanne Simpson, 2019-2020

I can't believe it has been over two months since we last saw each other and convened and discussed IR topics at SAIR 2019 in beautiful Greenville, SC. Rick Burnette planned a wonderful conference that was well attended with 350+ registrants. Thank you Rick and the SAIR Board and all the volunteers for a wonderful time of learning and fun! Now we must move forward and begin the planning for your mini vacation, and also the SAIR 2020 conference at the [Grand Hotel Golf Resort and Spa](#) in [Point Clear, AL](#). The SAIR Board will meet the first of February to begin on-site planning.

**Alabama The Beautiful:** Our local arrangements committee is already working hard. IR and local experts (Gordon Mills, Alison Simonton, and Jessica Carroll) are all helping to ensure we have the best information possible about where to dine, dance, dive, and de-stress in the Eastern Shores of Alabama.

**Conference Theme:** The theme for the 2020 conference is "*Plotting the Course into the Future*". Begin thinking about how change has influenced your office and how you have planned/plotted your way to create intentional processes, analyses, and reports to be innovative and impact the future of IR, IE, Accreditation and Planning. Think about how policy drives change and how you work through those changes on your college campuses and externally with vendors and businesses. Also, think about how we will continue to plan for the future of the profession by influencing and training future SAIR leaders. I hope you will begin thinking about how your expertise can benefit others in the organization by volunteering to present and share your knowledge with other members.

**Work and Fun:** Go ahead and start planning your travel now and bring your family. There is so much to do at the all-inclusive resort. You can attend sessions and also have a wonderful time. Shuttle service will be provided to and from the airport/hotel. More details to follow.

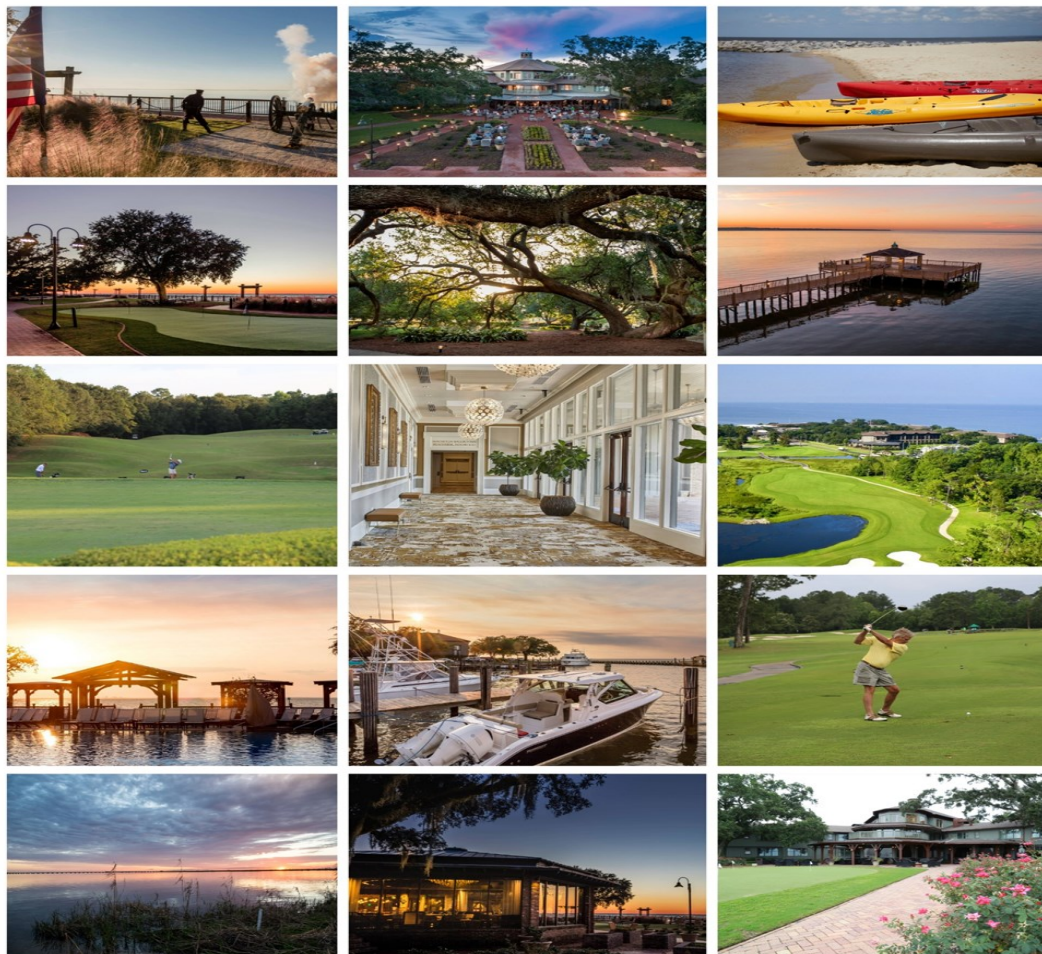
**Workshops:** The conference planning has already begun, with Barrie Fitzgerald leading the way with pre-conference workshops and I will be working in partnership with AIR to provide possible pre and post-conference NCES workshops. We will once again have half-day workshops on Saturday and Sunday, including the newcomers workshop (all day) Sunday. If you are new to the field of IR, please consider marking your calendars to attend that session. The Board has sought input from past Board members (Dinosaurs) for ideas to engage each of you through mentoring, preconference workshops, and newcomer's session. We will also keep the Management and Leadership Track which was added by Rick at the 2019 conference to encourage networking and current/aspiring leaders in the field.

**Call for proposals:** Look for the call for proposals to go out within the next month and registration opening by the first of May.

**Input/Ideas/Suggestions:** Many of you have reached out and volunteered to assist with the 2020 conference and I cannot thank you enough. Your ideas, suggestions, and assistance is already truly greatly appreciated. Keep the ideas and comments coming in as we move our way towards 2020. You can email me directly at [suzanne.simpson@uah.edu](mailto:suzanne.simpson@uah.edu). I look forward to working with each of you as we make 2020 a conference to remember.

**SAVE THE DATE:**

**SAIR 2020 September 26-29**



## Southern Association for Institutional Research

**Balance Sheet****Accrual Basis As of September, 2019**

## ASSETS

## Current Assets

## Checking/Savings

## Bank

PayPal Account	300.00
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Vanguard Mutual Fund	64,394.31
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Wells Fargo Account	123,040.99
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Wells Fargo Savings (Cap. One) Account	26,363.51
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Total Bank	214,098.81
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Total Checking/Savings	214,098.81
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Total Current Assets	214,098.81
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<b>TOTAL ASSETS</b>	<b>214,098.81</b>
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## LIABILITIES &amp; EQUITY

## Equity

Net Assets	172,021.53
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Retained Earnings	-7,824.43
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Net Income	49,901.71
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<b>Total Equity</b>	<b>214,098.81</b>
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<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>214,098.81</b>
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## Southern Association for Institutional Research

## Profit &amp; Loss

## Accrual Basis, July through September 2019

## Ordinary Income/Expense Income

Bank Interest	143.96
Change in Mutual Fund	1,044.41
Conference Sponsorships	9,200.00
Direct Public Support	
Edith H. Carter Travel Grant	-4,500.00
Individual Business Contributions	275.00
Total Direct Public Support	-4,225.00
Member Conference Fees	
Other Events	225.00
Special Event	1,600.00
T-Shirt Sales	240.00
Member Conference Fees—Other	98,527.50
Total Member Conference Fees	100,592.50
Membership Fees	275.00
Total Income	107,030.87
Gross Profit	107,030.87
Expense	
Conference	
Hotel	50,000.00
Supplies	3,998.65
T-Shirt Purchase	846.08
Conference—Other	9,468.00
Total Conference	64,312.73
Elavon Merchant Account Fees	3,109.07
Grants	
Conference Travel	3,465.00
Larry Jones Student Travel	1,265.00
Total Grants	4,730.00
PayPal Merchant Account Fees	11.30
Reimbursement	
Travel	0.00
Total Reimbursement	0.00
Square Merchant Card Fees	45.45
Supplies	18.59
Total Expense	72,227.14
Net Ordinary Income	34,803.73
Net Income	34,803.73

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

Happy Fall! I hope you all are enjoying the nice change in weather, beginning to decorate your home for the upcoming holidays, and preparing for winter that is quickly approaching. The 2019 pre-conference workshops were a success. Overall, we had a total of 20 workshops in addition to the newcomer's workshop and an IPEDS workshop hosted by AIR.

Over the course of two days, workshops regarding Excel, coding, data visualization, student success initiatives, accreditation, institutional effectiveness, and leadership skills were offered. To all of the facilitators, there are no words that I can find in the English language to express my thankfulness of you willing to conduct these valuable sessions. You guys and gals rock! To provide you with some feedback, I had the opportunity to speak with some of the facilitators and attendees. All expressed they learned valuable skills and enjoyed the sessions. If you are curious about the workshops that were offered, they can be found at <http://sair.org/conferences/sair-2019/pre-conference-workshops/>.

If you guessed that this next paragraph is a plug for the 2020 SAIR conference, you are correct! If you have a great idea for a workshop or develop an interest in leading a workshop after looking at the those that were offered in 2019, please do not hesitate to let me know. The time to propose a workshop will be here before we know it! You can reach me at [bdfitzgerald@valdosta.edu](mailto:bdfitzgerald@valdosta.edu).

Again Happy Fall!

Barrie Fitzgerald

### Workshops





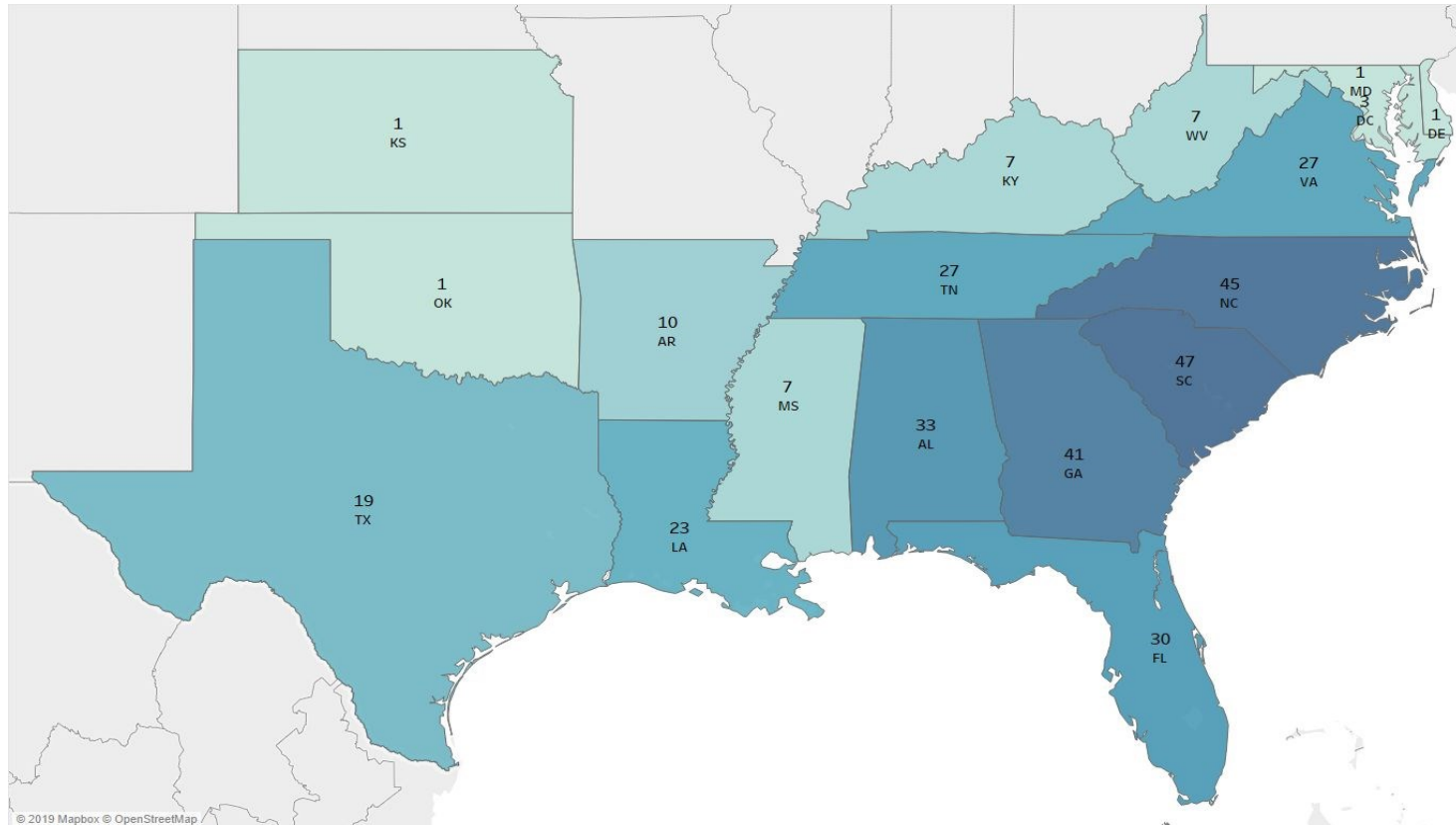
## Membership and Awards—James Hunt, Member-at-Large, 2019-2021

As the new Member-at-Large responsible for SAIR Membership and Awards, I am excited to join your SAIR Board in working to enhance the already excellent educational opportunities and professional development SAIR provides its members. I plan to use this space in each newsletter to inform you about a variety of new initiatives currently in the planning stages along with keeping you updated on any changes as well as deadlines for the upcoming awards process. Notably, one of my primary focus areas for my time on the Board is how we can leverage the meaningful connections and relationships formed around the annual conference to maintain those connections throughout the year, outside of the annual conference. I and other Board members have many ideas to work toward that vision, including the development of a mentorship program, establishing professional development webinars, increasing SAIR's engagement in state IR associations, and more.

For now, I wanted to share two important topics with you. First, if you were unable to join us in beautiful Greenville, South Carolina in September, we missed you! As you may know, SAIR's annual membership is tied to conference attendance; however, if you did not attend SAIR but would like to maintain your membership to stay connected to the association, you can do so quite easily! Simply visit <http://sair.org/join-online/> where you can renew your membership for a mere \$25 (or \$10 for students!). The site will give you the option to complete the entire process online using PayPal or allow you to complete a paper form for email or FAX. Renewing your SAIR membership will allow you to stay connected to the Association leading up to next year's conference. And, if you have any new colleagues who have never attended SAIR, please encourage them to join as this is a great way to get them connected right away instead of waiting until next September.

Secondly, as part of SAIR's efforts to keep members continuously engaged throughout the year, the SAIR Board is encouraging all members to join and participate in the [SAIR Group on LinkedIn](#). This group is a great place for you to connect with colleagues, share job openings, and discuss articles relevant to our work. More broadly, we are hoping to encourage greater usage of LinkedIn among IR, assessment, and IE professionals in a similar fashion to our colleagues in the Education IT sector. There is so much we can learn from each other, and LinkedIn provides an accessible platform for building connections and engaging in professional dialogue.

## Membership Update—Kristy Neal, Treasurer 2019-2021



As of December 1, 2019 there were a total of 331 SAIR members. Most memberships are paid at the annual conference.

## Sponsors and Exhibitors—G. Marc Turner, Member-at-Large, 2019-2021

The SAIR board and members are highly appreciative for the support and generosity of our amazing sponsors and exhibitors. Their contributions to the SAIR 2019 Annual Conference allowed the association to provide a quality experience at an affordable cost to our members. The exposure to their innovations and networking opportunities with representatives continue to be valuable experiences for our members enhancing both the effectiveness and efficiency of our offices. We look forward to seeing many of them again next year.

### Thanks to our Sponsors!

#### Platinum Sponsor



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

The **Arkansas Institutional Research Organization (AIRO)** held its fall meeting November 12, 2019, and its spring meeting will take place in March 2020.

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

The **Maryland Association of Institutional Research (MdAIR)** held its fall meeting on October 25, 2019 at Prince George's Community College in Largo, Maryland. The theme was "Where Do We Go From Here? Our Data Journey."

The annual conference of the **Mississippi Association for Institutional Research** will take place March 26-27, 2020, at the Courtyard by Marriott in Gulfport, Mississippi.



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

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



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





**Select 2019 Conference Pictures;** ALL [Pictures](#) from SAIR 2019 are available on SAIR.org.  
Many thanks to Sandi Bramblett for serving as Conference Photographer /Volunteer extraordinaire again this year!

## President's Reception



## Newcomers' Reception



## Concurrent Sessions



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## Monday Evening Special Event





## Cheers to another great conference!



## James Montgomery Outstanding Service Award Winner: Glenn James

