



# Southern AIR



Fall 2004

Volume 26, Issue 3

## Message from Jim Purcell, President of SAIR

As I prepare for the SAIR conference, I am reminded of a term I learned from a forgotten book I read in college:

*Tourist Savant: one who is good at observing life, but not at living it.*

It seems that we in IR are often acting similarly: observing our institutions, but perhaps not fully participating in the life of the institution. Certainly institutional observation is a core part of our job, but do we consistently use our knowledge to improve institutional life? The October 16-19 SAIR Conference in Biloxi, Mississippi with its theme "Interaction, Inspiration, Research and Planning" seeks to identify and build upon our role as effective participants in the life of our institutions.

A full life requires context and contrasts. An active professional life requires interaction with those outside our daily milieu so that new approaches and new ideas can meld with our current experiences. The Bayview Resort and Spa of the Grand Casino is an ideal setting for both structured and serendipitous interactions with fellow professionals.

SAIR Biloxi will also provide a venue for celebrating the 30<sup>th</sup> anniversary of SAIR as an organization. Ross Griffith, Conference Program Chair, and the active Mississippi local arrangements volunteers have worked diligently to prepare an ideal conference and a great celebration of the life of SAIR.

I look forward to seeing you in October.



**Visit the conference website  
at <http://www.wfu.edu/ir/sair>**



# SAIR

The Southern Association for  
Institutional Research

<http://www.sair.org>

## President

Jim Purcell  
Oklahoma State Regents for Higher Education

## Vice President

Ross A. Griffith  
Wake Forest University

## Past President

Joseph Hoey  
Georgia Institute of Technology

## Treasurer

Michelle Hall  
Southeastern Louisiana University

## Secretary

Teresa Hall  
University of Alabama at Birmingham

## Members at Large

Marcus Babayo  
Worcester State College

Denise Gardner  
Georgia Institute of Technology

Lorne Kuffel  
The College of William and Mary

Chris Mee  
Coastal Carolina University

Editor, Southern AIR  
Jim Eck, Rollins College

Co-Editors, Southern AIR  
Darla Keel, University of Memphis  
Ruth Salter, Valdosta State University

Please submit materials for the next issue  
of Southern AIR by November 31, 2004.

**Attention Newcomers....  
Attention Newcomers....**



## **Please Report to the 2004 SAIR Conference Newcomers' Events!**

**By: Chris Mee, Coastal Carolina University**

### **NEW TO IR?? You're invited to the following 2004 SAIR Conference Newcomers' Events**

For those who will arrive on Saturday, October 16, meet other Newcomers and Early Arrivals at a complimentary reception in President Jim Purcell's suite, 6:00 to 7:00 pm, hosted by MAIR. At 7:00 pm, join Newcomers and Early Arrivals for a reasonably priced dinner at a local waterfront restaurant. Don't worry about directions to the restaurant – transportation will be provided! Interested? Please contact Chris Mee ([christin@coastal.edu](mailto:christin@coastal.edu)) and let her know that you'll be attending the reception and/or dinner. **See you there!!**

On Sunday, October 17, 5:00 to 5:45 pm, a Newcomers' Reception will feature SAIR Board of Directors, Dinosaurs, Newcomers, and Oldcomers, along with "special entertainment" from Clemson University. **You don't want to miss this!!**

On Saturday, October 16, 1:00 to 5:00 pm, and Sunday, October 17, 8:00 am to Noon, a special New Institutional Researchers workshop will be offered to new IR practitioners. *Workshop 7* will combine lecture/discussion with hands-on computer exercises as participants develop and implement practical strategies for tackling real-time institutional research projects. Eligible participants (less than one-year IR experience) will receive a stipend of \$50. Registration is "first come-first served" until 36 eligible participants have registered.

**Take advantage of a great opportunity  
to improve your IR skills!!**



## In Memoriam

By: Larry G. Jones, University of Georgia

Dr. Charles I. Brown, a founder of the Traditionally Black Colleges and Universities (TBCU) special interest group of institutional researchers, died of natural causes on May 20, 2004. He was 83.

Charlie, as he was affectionately known, was a 29 year member of the Southern Association for Institutional Research, a recipient of the SAIR James R. Montgomery Outstanding Service Award, and formally recognized as a Distinguished Member of the SAIR. Dr. Brown was the first recipient of the Outstanding Service Award of the Association for Institutional Research (AIR), and the Traditionally Black Colleges and Universities SIG honored Dr. Brown by naming their service award the Charles I. Brown Outstanding Service Award.

Known as the most competitive tennis player in SAIR, he was more widely recognized as the champion of the newcomer to institutional research. Dr. Brown was loved and and respected as a compassionate and caring colleague and a friend and mentor to all, and there were many who sought his help, encouragement and wisdom.

## Congratulations to our newly elected SAIR officers:

By: Joseph Hoey, Georgia Tech

A total of 288 SAIR members cast their ballots in the recent election, for an overall participation rate from the membership of 52%. Some close races resulted from the excellent slate of nominees who agreed to offer themselves for consideration. The results were as follows:

**Vice President/President-Elect:** Jim Eck, Rollins College

**Secretary:** Julie Fulgham, Mississippi State University

**Members-at-Large:** Cathy Tanner, Bishop State Community College  
Sandi Bramblett, Georgia Institute of Technology

**Nominating Committee:** Cornelia Wills, Middle Tennessee State University  
Mitzy Johnson, Northeast Mississippi Community College  
Jon Acker, University of Alabama  
Cara Mia Pugh, Auburn University  
Sharron Ronco, Florida Atlantic University

The 2003-04 SAIR Nominating Committee would like to congratulate our newly elected officers, and offer our thanks to everyone who nominated prospective candidates, everyone who agreed to run and everyone who voted.



## It's Almost Conference Time!

By: Ross Griffith, Wake Forest University

Conference Web Site - <http://www.wfu.edu/ir/sair/>

**The 2004 SAIR Conference at the Bayview Resort of the Grand Casino** on the Gulf of Mexico in Biloxi, Mississippi, October 16-19, 2004, will include the following:

- 19 pre-conference workshops on accreditation, assessment, software applications, statistics and strategic planning
- Keynote addresses by Beverly W. Hogan, President of Tougaloo College and Bill J. Leonard, Dean of the Wake Forest University Divinity School
- Poolside reception featuring local cuisine and special music
- 80 concurrent sessions and 20 luncheon roundtables representing the conference tracks of *Accreditation, Assessment, Community College, Institutional Research, Planning and Technology*
- Conference Tours (<http://www.wfu.edu/ir/sair/tours.htm>) including Shrimp Boat, Biloxi City, New Orleans and Swamp tours
- Special Event as described below

### Special Event

#### **“Sunset Cruise on the Gulf Followed by Dinner and Dancing”**

The **Special Event** on **Monday, October 18** will begin with a one hour sunset cruise on the Gulf of Mexico. Complimentary beverages and snacks for the cruise will be provided by the Mississippi Association for Institutional Research (MAIR). The cruise will be followed by a buffet dinner in the hotel ballroom, featuring a birthday cake celebrating 30 years of SAIR. Dance instructors and a D.J. will then entertain us with **“Dancing through the Decades.”** The instructors will wear costumes from different decades and will encourage audience participation with dance music from the forties through the present. Music from the 70's when SAIR was founded will be especially emphasized.





## SAIR Financial Statement 2nd Quarter of 2004

By: Michelle Hall, SAIR Treasurer  
Southeastern Louisiana University

### ***Assets as of March 31, 2004***

Bank balance	\$54,796.64
Investment balance	\$38,886.52
SAIR	\$37,080.71
CMG	\$1,805.81
<b>Total</b>	<b>\$93,683.16</b>

### **Income during the quarter:**

New and Renewed Memberships	\$475.00
2004 Conference Registration	\$3,870.00
Checking Interest	\$12.18
Investment Interest	\$42.41
<b>Total Income</b>	<b>\$4,399.59</b>

### **Expenditures during the quarter:**

2004 Conference	\$200.00
2006 Conference	\$416.16
Best Paper Award	\$500.00
Arkansas Recruitment	\$222.72
Board Meeting	\$200.48
<b>Total Expenditures</b>	<b>\$616.16</b>

<b>Total net income during period</b>	<b>\$3,783.43</b>
---------------------------------------	-------------------

### ***Assets as of June 30, 2004***

Bank balance	\$53,469.94
Investment balance	\$43,273.93
SAIR	\$41,466.35
CMG	\$1,807.58
<b>Total</b>	<b>\$96,743.87</b>



# Carnegie Foundation for the Advancement of Teaching Highlights

By: Jim Eck, Rollins College

I had the opportunity to attend the annual meeting of the Association for Institutional Research in Boston. There was a session offered by the Carnegie Foundation for the Advancement of Teaching that was related to their plans for revising the higher education classification structure. Here is what I learned:

The “Revised” classification structure will include 4 schemes for all institutions and 2 additional schemes that are optional.

The 4 required schemes will include the traditional scheme with changes, a new scheme that classifies institutions by instructional program, a new scheme that classifies institutions by student profile, and a new scheme that classifies institutions by size and setting.

- Traditional: the revised traditional scheme will include a multi-measure index of an institution’s research activity; the scheme will include better distinctions among institutions classified as Master’s institutions (e.g., Rollins); the scheme will likely discontinue the use of “liberal arts” to classify institutions, the scheme will unpack the two-year colleges, and improve identification of specialized institutions.
- Instructional Programs: this new scheme will classify institutions based on undergraduate programs (i.e., degree level, mix of baccalaureate degree fields as reflected by CIP codes reported to IPEDS as part of the annual completions survey) and graduate programs (i.e., degree levels, professional programs, mix of fields, and the extent of overlap between undergraduate and graduate programs).
- Student Profile: this new scheme will classify institutions based on the overall mixture of students, the proportion of students who are full-time, the achievement characteristics of first-year students (e.g., SAT scores), and the extent to which institutions rely on first-year versus transfer students.
- Size and Setting: this new scheme will classify institutions based on total enrollment, locale and residency (i.e., on-campus versus off-campus) of students.

The 2 voluntary schemes are related to (1) Undergraduate Educational Inquiry and Support and (2) Service and Community Engagement.

- Undergraduate Educational Inquiry and Support: this new scheme will classify institutions based on their efforts to assess undergraduate education and the extent to which institutions provide support for assessing and improving teaching

*(Continued on page 7)*

and learning.

- **Service and Community Engagement:** this new scheme will classify institutions based on the mixture of service, outreach and engagement activities available.

The Carnegie Foundation will classify all IPEDS Title IV degree-granting colleges and universities. The data sources include IPEDS, the Common Data Set Exchange, the National Science Foundation, the College Board, and a new Carnegie Foundation web-based survey.

Timeline: the Carnegie Foundation will finalize their proposed changes to classifications by the end of summer 2004; around the third quarter of 2005 the Carnegie Foundation will begin to roll out the new classifications in stages

If you would like to stay abreast of these changes you may subscribe to an e-mail list that will keep you updated ([http://www.carnegiefoundation.org/Classification/Classification\\_mailing-list.htm](http://www.carnegiefoundation.org/Classification/Classification_mailing-list.htm))

To read about changes online please check out the following link  
<http://www.carnegiefoundation.org/Classification/future.htm>

<b>2004 Calendar of Events</b>	
<b>By: Ruth Salter, Valdosta State University</b>	
<b>September 21</b>	TAIR (Texas) Professional Development workshop
<b>October 16-19</b>	Annual Conference Southern Association for Institutional Research The Bayview Resort and Spa of the Grand Casino Biloxi, Mississippi
<b>October 29</b>	18th Annual MdAIR (Maryland) Conference
<b>November 10-12</b>	Virginia Assessment Group Fall Conference, Virginia Beach <a href="http://www.vaassessgrp.org/">http://www.vaassessgrp.org/</a>



## Hot News from around the Region

---

### Alabama

The 2005 ALAIR conference is scheduled for April 7 and 8 in Fairhope, AL.

2004 ALAIR best paper from their April 2004 conference is entitled "Moving through the Maze of Program Evaluation: A Theoretical Approach to Evaluating a Retention Program" by Andrea Agnew of Bishop State Community

College and Mimi Johnson of H. Councill Trenholm State Technical College. The authors will present the paper at the 2005 AIR Forum in San Diego.

### Georgia

GAIRPAQ is pleased to announce the first issue of their newsletter, *The Howler*, to be distributed soon. The inaugural issue is complete, looks great, and will be distributed to GAIRPAQ members shortly.

### Maryland

The 18th Annual MdAIR Conference will be held on Friday, October 29, 2004 at Towson University. The conference theme is "Strategies For Success" and the Keynote Speaker is Dr. William English Kirwan, Chancellor of the University System of Maryland. Please visit <http://www.usmd.edu/Leadership/Chancellor/bio.html> for more information about Dr. Kirwan. MdAir is now soliciting proposals from presenters. The deadline for submitting a proposal is September 1, 2004.

The 2004 Spring Institute "Making Decisions from the Evidence" was held April 16, 2004, CCBC Catonsville. Thank you to all who participated and made it a success. The program can be viewed in PDF format on the registration form.

Janet Nickels of Carroll Community College is the recipient of the 2003-04 Langenberg Research Grant. She will be reporting the results of her research at the 2005 MdAIR fall conference.

### North Carolina

The call for proposals for the NCAIR conference in March of 2005 is available now at the NCAIR web site (click on the August 2004 newsletter). The deadline for proposals is November 1, 2004.

### Tennessee

TENNAIR's proposal, "Expanding the Perspectives of Institutional Research in Tennessee," was selected for funding through the Association for Institutional Research grant program, Building Institutional Research Capacity (BIRC). The amount funded is \$2,000.00.

### Texas

The Professional Development Committee is pleased to announce that the fall 2004 TAIR Professional Development workshop is scheduled for Tuesday, September 21, 2004 at the Texas Higher Education Coordinating Board, Austin, TX. The workshop will cover two timely topics: Statewide Accountability and Core Curriculum Evaluation.

TAIR Annual Conference is scheduled for February 23-27 in Arlington, TX. The theme is Research is - Fundamental, Universal and Necessary. Information is available at <http://texas-air.org>



## **We all know you do good work. So, how about some good recognition?**



**By: Marcus S. Babaoye, Worcester State College**

Please drop off copies of your most recent work at the SAIR conference registration desk to compete for various awards. The awards are for Best Factbook, Best Planning Document, Best Mini Factbook, and Best Electronic Factbook. To enter your IR office website in the competition, please provide the URL to your site and drop it off at the registration desk.

## **2005 NCAIR Conference: The Supporting Role of Institutional Research March 9-11, 2005 in Charlotte, NC**

**By: Laura Boyles, President-elect and Program Chair, NCAIR**

We selected the conference theme to reflect the positions we hold at our institutions. We plan to highlight four important areas IR supports: administration, accreditation, assessment, and strategic planning. We are pleased to announce that Dr. Randy Swing, Co-Director & Senior Scholar for the Policy Center on the First Year of College located in Brevard, will be the keynote speaker for our opening session on Wednesday night and Bobby Vagt, President of Davidson College, will be the speaker for our luncheon on Thursday.

We will be holding the conference at the Sheraton Charlotte Airport Hotel, located just off I-85. The Sheraton offers free transportation to and from the airport. We were able to secure a great room rate, \$69 per night for either a room with two double beds or one king.

The NCAIR conference welcomes attendance and participation from other states. Please join us. You are invited to submit a proposal for presentation. The call for proposals, as well as more details about the conference, is included in the August newsletter: [http://www.ncair.net/newsletters/August\\_2004\\_newsletter.pdf](http://www.ncair.net/newsletters/August_2004_newsletter.pdf).

## **SAIR in Charleston, SC, October 22-25, 2005**

**By: Chris Mee Coastal Carolina University**

Next year, we will be in Charleston, South Carolina, at the Francis Marion Hotel. This hotel was meticulously restored in 1996 with a \$12 million National Trust for Historic Preservation award winning restoration, the Francis Marion Hotel now combines 1920's style and grace with 21st Century comfort and convenience in the heart of historic Charleston on Marion Square. Rising 12 stories, many of the hotel's guestrooms and suites offer spectacular views of Charleston's historic harbor, church steeples and legendary King Street. Opening this month is a new state-of-the-art conference facility that will incorporate the most advanced technology with world-class service and historic charm. Lisa Pace and Pam King from The Citadel are undertaking the local arrangements leadership.

## SAIR Membership Application, October 2004 to October 2005

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Institution: \_\_\_\_\_

Department Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Internet/e-mail Address: \_\_\_\_\_

Office Website: \_\_\_\_\_

Membership Type: Regular (\$25) \_\_ Student (\$10) \_\_ Emeritus (free)

Please use or pass on to an interested colleague.

The completed form and check should be mailed to:

Michelle Hall  
SAIR Treasurer  
Southeastern Louisiana University  
SLU 11851  
Hammond, LA 70402  
Ph: (985) 549-2077 Fax: (985) 549-3640

Email address: mhall@selu.edu

### Membership Types:

**Regular Membership:** For those professionals working in institutional research or a related field.

**Student Membership:** For those who are actively pursuing a graduate degree and are not employed full-time.

**Emeritus Membership:** For those who have retired and have been an active member of SAIR for at least five years immediately preceding retirement.

**Southern AIR**

If you are interested in submitting any materials for Southern AIR, please send to

Jim Eck (jeck@rollins.edu),  
Darla Keel (darkeel@memphis.edu) or  
Ruth Salter (rsalter@valdosta.edu).

Visit SAIR on the web  
at <http://www.sair.org>