

Volume 34, issue 3

August 2011



SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH

Southern Air

From the Conference Chair...



Hot-lanta is calling YOU ! Please join over 400 of your closest colleagues and friends at the 38th annual SAIR conference. We promise you'll learn about new technologies, research tips, best methods for assessing student learning, and lessons-learned from the accreditation process. Plus, you'll have many opportunities for informal networking

and sampling some of Atlanta's fine restaurants and great events.

We are offering 21 pre-conference workshops, including three that are longer learning sessions (as requested in feedback from members). Some workshops will be held in the computer labs at Atlanta Metropolitan College (transportation provided). SAIR is also again offering a free Newcomers Workshop – all day Sunday, limited to 30 participants. We are partnering with AIR to host a post-conference IPEDS workshop with two modules on Oct. 12th. Details on the workshops can be found on the conference webpage and in this newsletter.

Please go to the conference website, <http://www.louisianau.com/sair11/>, and click on the REGISTRATION link on the top bar. You can see the general conference schedule and a list of programs under the Program tab. Your colleagues have really stepped-up, and we have a great slate of concurrent sessions. A facilitator is needed for each of these concurrent sessions; please volunteer to be a facilitator.

The main conference session opens Sunday at 6:00 p.m. with keynote speaker, followed by a reception featuring local entertainment and food. Our speaker will be Dr. Curtis A. Carver Jr., the current Vice Chancellor and Chief Information Officer at The University System of Georgia. Dr. Carver will speak to us about how we can make the best use of current and future technology to provide information to university decision-makers. He will also discuss some of the most recent technology and tools that are being used within higher education.

Don't forget to order your tickets for our Monday night special event. We will tour the Jimmy Carter Presidential Library and Center grounds and then have a gourmet meal catered by the Center's caterer (one of Atlanta's best).

The Hyatt Regency Atlanta is right in the heart of downtown, easily accessible from the airport. There are plenty of rooms still available. Check the website often for updated local and programmatic information.

Remember to 'like' the SAIR Facebook page: Southern Association for Institutional Research (SAIR). Check it for updates or send us comments and questions.

I look forward to seeing you all in Georgia in October!

Denise Gardner
SAIR Vice President and Conference Chair



Atlanta! So many choices, so little time!

So you're coming to the SAIR conference in Atlanta! Great! There are so many fun things to do that it's hard to choose! Let us map out your days leading up to or right after the conference. Stop by the Local Arrangements table for more ideas. Your hosts are eager to welcome you to Atlanta!

Morning

Head to the [Georgia Aquarium](#), where you can see more than 120,000 animals of 500 different species in more than 8 million gallons of marine and fresh water. The world's largest aquarium also houses the world's largest fish: whale sharks and much more.

Head to the [World of Coca-Cola](#), where the famous soft drink's story is told through fascinating exhibits, classic ads and an imaginative replica of the bottling process.

Visit [Centennial Olympic Park](#), the world's gathering place during the 1996 Centennial Olympic Games. The park features the popular Fountain of Rings and many outdoor events during the summer months.

Afternoon

At the [Inside CNN Atlanta Tour](#), watch behind-the-scenes action of the newsroom, see what it takes to put a news broadcast together and even learn how the weather map works. **Insider's Tip:** Make reservations in advance for the 45-minute tour.

Atlanta really was built on top of [Underground Atlanta](#). Today this urban marketplace boasts shops and restaurants as well as a rejuvenated night life scene. Visitors also can take several different walking history tours, and purchase half-price tickets to concerts, plays and attractions at AtlanTIX!, in the Atlanta Convention & Visitors Bureau Underground Atlanta Visitors Center.

The Sweet Auburn district is the birthplace of Dr. Martin Luther King Jr. [The Martin Luther King Jr. National Historic Site](#) includes a visitors' center depicting the story of Dr. King and the civil rights movement; the restored King birth home; Ebenezer Baptist Church, where three generations of the King family preached; and Dr. King's burial site. Currently on exhibit at the MLK National Historic Site: The International Civil Rights Walk of Fame. Stand in the footprints and see the shoes of 17 civil rights leaders displayed as a tribute to the warriors of justice.

Insider's Tip: Transportation to the MLK National Historic Site or Jimmy Carter Library/Carter Center would be best by car (both locations have free parking) or [MARTA](#) bus. You also can enjoy the Carter-King Peace Trail pedestrian and bike path between the two attractions. Commemorative plaques can be found along the 1.5-mile walk.

Evening

The [SunDial Restaurant Bar & View](#) (atop the Westin Peachtree Plaza, the tallest hotel in the Western Hemisphere) offers breathtaking views of downtown Atlanta.



President's Message By Roy "Ike" Ikenberry



We just had our first morning with the temperature in the 60's (69) here in Tennessee, so it is appropriate that the SAIR Board was asked by Secretary Sara Gravitt to write our sections of the Fall 2011 edition of Southern Air. And football is in the air! The NFL will play ball this fall; it seems like only yesterday that we were in New Orleans and the Saints were anticipating a repeat title.

So, what is in store for you as members of the Southern Association for Institutional Research this fall? Vice President Denise Gardner and her Local Arrangements Committee, chaired by Sandi Bramblett, have a grand program planned for the SAIR 2011 Conference in Atlanta, Georgia October 9-11, 2011. Please check out the conference website for information you will need to plan a tremendous experience in the Atlanta Hyatt Regency, downtown Atlanta, and the conference itself, <http://www.louisianau.com/sair11/>.

The conference theme, "Analytics Connecting Information to Decisions," is most timely as we have all been immersed in technology for some time; but never in the extreme riptide of advancements being made by the minute, apps for example. Speaking of apps, isn't the logo appealing? We have been very fortunate to have Mikell Lucas (mlucas@gmail.com) as our logo designer for three of the last four conferences; she would be happy to work with any of our members in developing their logos/designs.

The Sunday opening session keynote speaker will be Dr. Curtis A. Carver Jr., the current Vice Chancellor and Chief Information Officer at The University System of Georgia. The session is a must-be-

there event for all of us in IR. In fact, the conference is a must-be-there event.

From the pre and post-conference workshops (detailed within this newsletter) to the concurrent sessions and panel presentations we will have the undeniably best presenters in the world of Institutional Research...our own members who will gladly share their expertise and acumen. Best of all, we will have ample time for networking and getting to know new friends in the trade.

Newcomers, you will be treated to a free workshop (you must register for it) hosted by Mary Harrington and Mitzy Johnson which is designed with the beginner in mind; you will be in for a treat as these two practitioners are tremendous presenters.

The "Atlanta from A to Z" in the Local/Atlanta Information section of the website is self-explanatory. The city offers everything you could possibly want; but you won't have time to do it all, so pick and choose carefully. There are many things to take in within walking distance of the hotel.

Our Monday evening event is going to be a visit to the Carter Presidential Center. The Planning Committee toured the library and grounds during the winter and found it to be an intellectually stimulating and visually appealing place to spend a few hours. There will be bus transportation to and from the site, and tickets will be limited so register for the event when you register for the conference!

Congratulations are in order for our newly-elected board members; I hope you will find the time you spend as an officer to be as rewarding as I have. I extend a heartfelt "thank you" to all of our SAIR colleagues who ran for office this year. Past President

Bernie Braun and the Nominations Committee did a fantastic job of providing the membership with a truly exemplary slate of candidates. SAIR is fortunate to have an abundance of talented members who are willing to serve the organization. Please refer to the full election coverage on page 3.

Finally, take a few minutes to read our latest news inside. There are notes for newcomers, election results, and lots of interesting items for our SAIR members. Oh, and while you are at it, nominate a colleague for one of the four special recognition awards. See you in Atlanta in October!





Facilitators Needed

One of the strengths of SAIR is the willingness of the members to help in any way possible. Facilitating a session is a great way to be involved in the 2011 SAIR Conference. As you complete the Conference Registration form, please indicate your willingness to facilitate a session by indicating in the appropriate space. Facilitators are needed in each concurrent session. Your assistance is greatly appreciated!

SAIR is Proud the Following Companies Have Committed at this Time as Sponsors of Our Annual Conference in Atlanta:

SCANTRON

SAS

DigitalMeasures

CampusLabs

TK20

Weave

TaskStream

Georgia Association of Institutional Research, Planning, Assessment, and Quality (GAIRPAQ)

University System of Georgia's Administrative Committee on Institutional Research and Planning (USG ACIRP)

Qualtrics

IOTA Solutions

Concord-USA

ConnectEdu

David Carter Accreditation Services

Nuventive

Think Education Solutions

Information Builders

Just a reminder to all SAIR members: Please take a few minutes to check out the many products and services offered by our Sponsors.

These companies will be available at SAIR 2011 to discuss how they may be able to serve your institution in a myriad of ways. In addition many will be presenting with IR colleagues real world examples of how their products are being used on campus.



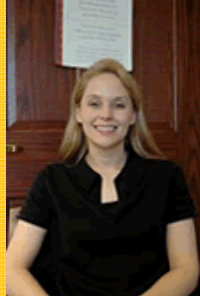
SAIR 2011 Election Results — Bernie Braun, Past President



On behalf of the SAIR Nominating Committee, it is my pleasure to announce the results of the 2011 SAIR election. We put together a slate of 18 talented individuals who were willing to step up to the plate and serve SAIR in a leadership role. I am appreciative of the work of this year’s Nominating Committee. This wonderful group included Angela Bobich, Dana Dalton, Lily Hwang, Mitzy Johnson, and Sam Lowther. They are a great reminder of why SAIR is such a strong organization. Congratulations to all!



Kathleen Morley
Vice President (2012 Program Chair)



Bethany Bodo
Treasurer



Edwin Litolff
Member At Large



Juliana Proctor
Member At Large



Julia Pet-Armacost
Nominating Committee



David Allen
Nominating Committee



Michael Crow
Nominating Committee



Andrew Luna
Nominating Committee



Greg Schutz
Nominating Committee

Member-at-Large Report

Cara Mia Braswell Workshop Committee Chair

Repeatedly, SAIR pre-conference workshop evaluations reveal the same suggestion, "This topic needs additional time." The SAIR board listened and decided to try a few extended workshops on several topics: 1.) Report Writing in Access; 2.) Advanced Excel; 3.) Beginner to Intermediate SPSS. Each of these will include an additional hour of instruction beyond what is traditionally allowed for workshops. Additionally we have taken one workshop and broken it into two back-to-back sessions (Basic Statistics for the Non-Statistician I and II). We hope to receive your feedback as we address the problem of "too much information and not enough time."

The full schedule of workshops is impressive as well. We have twenty-one workshops to choose from, offered at the hotel or a local college. As I investigate the cost of training outside of professional organizations, I am proud that our own members are willing to share their expertise during economic times in which such training could easily be seen as a luxury. SAIR members readily stepped up to the plate to offer their expertise (for free). Additionally, Atlanta Metropolitan College has contributed significantly to the affordability workshops which need to be conducted in a computer lab. Transportation will be provided to Atlanta Metropolitan College. Boxed lunches will be offered to any member remaining at the computer lab for a full day schedule.

Once again, we are offering a Post-conference workshop sponsored by AIR/IPEDS which is comprised of two modules on IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness.

However, this post-conference workshop is already at capacity. Please note that AIR will continue to maintain a waiting list up to a certain date (to be determined). Most importantly, please remember that registration for the AIR/NCES workshop does not mean acceptance. Wait until you receive acceptance from AIR before making any travel arrangements. For additional information regarding this workshop see: www.airweb.org/SAIR2011ipedsws.

To view the abstracts of workshops prior to registering, follow this link to: http://louisianau.com/sair11/sair_program_list_workshop.php

Topics Include:

Free Newcomer's Workshop

Basic Statistics for the Non-Statistician (I and II)

Using the Delaware Study as an Introduction to MS Access Report Writing

Expanding the Horizon - Using Class Climate on Your Campus

Assessment of General Education

Building Surveys to Assess Student Learning

IR and the Information Superhighway: IR Websites, Social Media, Search Optimization and Basic Web Analytics

The Assessment Toolbox: Multiple Tools for Assessing Effectiveness in Higher Education

SAS Rapid Predictive Modeler

Advanced Excel for Institutional Researchers

The Art and Science of Communicating Data: Information Design + Data Visualization Trends and Practices

Applying Statistical Information to Institutional Research: A Workshop Using SPSS

Becoming an Academic Leader: Analytics, Information and Decisions for Career Management

Picking Up Where NRC Left Off. Where do We Go From Here?

Organizing and Managing Program Assessment

Peers Helping Peers Develop and Implement a Quality Enhancement Plan

Implementing Institutional Effectiveness Rubrics to Deepen the Culture of Assessment

Faculty Credential Guidelines

Forecasting College Enrollment Using Artificial Intelligence and Time Series Models

Preparing for SACSCOC Accreditation

Remember: Don't Be Left Out! Last fall half of SAIR members attended workshops in addition to the conference sessions! You are more than welcome to contact me to request further information.

Cara Mia Braswell (braswcm@auburn.edu), SAIR 2011 Conference Workshops Chair

Seeking all 2011 SAIR Newcomers

By: Lisa Lord

Chair, Newcomers Committee

The SAIR Board and Planning Committee invite you to participate in all of the exciting and informative events taking place at the 2011 SAIR Conference. There are several special opportunities designed to help you get acquainted with SAIR, the IR profession and your new SAIR colleagues: The Newcomers' Workshop and the Newcomers' Reception.

Saturday, October 8 – Newcomers/Early Arrivals Meet for President's Reception:

A complimentary reception for Newcomers and Early Arrivals will be hosted by SAIR President Ike Ikenberry from 6:00 – 7:00 p.m. Immediately following the reception, please join groups for dinner at one of the great Atlanta restaurants. This activity will be an opportunity for you to socialize and informally network with your new SAIR colleagues.

Sunday, October 9 – The Newcomers' Workshop:

SAIR is offering a free workshop to institutional researchers new to the wonderful profession of IR. Registration for the workshop is first come, first served. Seasoned IR professionals, Mary Harrington and Mitzy Johnson, will provide a vast array of presentations and hands-on exercises to assist newcomers in their professional activities. The workshop will address the issues such as the definition of IR and how IR offices work, identifying data sources and collecting data, developing Fact Books and peer comparisons, completing effective reports or presentations in a timely manner, and the role of IR in accountability/accreditation and strategic planning. The Newcomers' Workshop is a full day and will be held at the Hyatt Regency.

Sunday, October 9 – The Newcomers' Reception:

The Fun Begins!!! Newcomers are invited to join the SAIR Board of Directors, Dinosaurs (SAIR Past Presidents), Special Interest Group (SIG) representatives, and other SAIR members for the Newcomer's Reception at the Hyatt Regency from 5:00 – 5:45 p.m. This event will feature refreshments and an opportunity to meet some colleagues that will be happy to share lessons learned in the IR profession.



Last Call for Nominations for SAIR Awards — Deadline extended to September 8, 2011

SAIR encourages nominations of its outstanding members 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. Nominees must have been a SAIR member for over five years and cannot be a member of, nor a candidate for, the Board of Directors during the year nominated. In addition, two of the following criteria must be met:

- have been a member of the Board of Directors or a chair of a conference, or a presidentially appointed committee;
- have been an officer of, or a recognized leader in, the establishment of a state or special interest group which has been associated with SAIR;
- have made a professional contribution to SAIR by being actively involved in a combination of the following: presented papers at the SAIR conference; organized, offered, or acted as a primary participant in workshops at the SAIR conference or workshops sponsored by an affiliated SAIR organization or group; contributed in some other specific significant way that has advanced the professionalism of SAIR.

Distinguished Member Award

Distinguished Membership may be awarded to members or former members who have made distinguished contributions to institutional research. This award is a meaningful recognition of significant effort in the field of institutional research. The award is for the lifetime of the individual. (Persons retiring from active service in institutional research may be recognized through the award of emeritus membership rather than distinguished Membership).

A member or former member nominated for Distinguished Membership should meet the following qualifications: has been an active and contributing member of SAIR; has contributed substantially to the field of institutional research over an extended period of time, either in the practice of institutional research or in a supporting role (e.g. faculty, President); has influenced higher education policies and practices through work or research.

Special Recognition Unsung Hero Award

This award recognizes the ongoing contributions of a member to SAIR and the field of institutional research and planning in the broadest sense. This Award honors individuals whose effort and initiative might not otherwise receive public recognition. The types of effort to be considered include management assignments, innovative projects or ideas, development of new initiatives, or other ongoing service to SAIR, other than as an elected officer. [For purposes of this award, "officer" is defined as President, Secretary, or Treasurer.] Officers are excluded in order to encourage initiative in fields other than political office and to ensure that the award does not become an appreciation award for past presidents.

All members of SAIR are eligible to receive the award with the following exceptions: A person who has previously won the award. Officers of SAIR shall not be eligible for five years after leaving their last officership.

SAIR Awards Nomination Process

Send an e-mail attachment in Microsoft Word format by September 8, 2011 to Donald Cunningham at the following email address: hip@utk.edu. Please indicate "SAIR AWARD NOMINATION" in the subject line of the email. The attachment should include the following sections:

SAIR Award Name:

Nominator information: name, current position, company or institutional affiliation, address, phone, fax, and email.

Nominee information: name, current position, company or institutional affiliation, address, phone, fax, and email.

Has this nomination been discussed with the nominee? (Yes or No)

Provide a **brief summary** of the nominee's accomplishments in reference to the award for which they are nominated; Has this achievement been the basis of any other previously awarded SAIR Award? If yes, how does this nomination differ from previous body of work honored?

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. Questions regarding the awards process should be directed to Donald Cunningham via e-mail, hip@utk.edu, or phone 865.974.8666.



Conference Fact Book Competition

By Donald Cunningham, Member at Large
Chair, Awards Committee

The 2011 SAIR conference is a great place to showcase your Fact Book and Mini Fact Book. I would like to urge anyone who is interested in entering their institution's PRINT Fact Books for consideration in the annual competition to bring 3 copies of the documents to the conference. These can be dropped off at the registration desk. As in the past, we will have onsite judging for the following categories:

Best Fact Book
Best Mini Fact Book

Deadline for submission is noon, Monday October 10th. Winners for the two categories above and the previously judged electronic Fact Book and IR website will be announced at the breakfast meeting Tuesday, October 11th. Good luck to all!



Larry G. Jones Graduate Student Travel Grant **Deadline Extended to September 8**

Established in 2005 to honor past SAIR president and executive board member Larry G. Jones, the travel grant will be awarded annually to a deserving graduate student who meets the award criteria outlined below. A total of \$500 will be awarded to the successful applicant to defray travel expenses associated with the annual SAIR conference and the conference registration fee will be waived as well.

The applicant for the Larry G. Jones Graduate Student Travel Grant must be currently enrolled as a graduate student at either the master's or PhD level at an accredited institution of higher education. Enrollment must be verified via letter from the registrar of the home institution. The applicant must also have submitted a scholarly paper which has been accepted for presentation at the annual SAIR conference.

Applications are due September 8, 2011. For more information, please go to:
<http://www.sair.org/Conferences/larry-jones-travel-grant.asp>

SAIR Financial Statement
2nd Quarter of 2011

Assets as of April 1, 2011	Checking Account	Investment Account			Total
		SAIR	CMG*	PDCF**	
Bank balance	\$ 29,199.17	\$ -	\$ -	\$ -	\$ 29,199.17
Investment balance		\$ 57,922.19	\$ 5,028.69	\$ 5,345.51	\$ 68,296.39
Total	\$ 29,199.17	\$ 57,922.19	\$ 5,028.69	\$ 5,345.51	\$ 97,495.56
Income during the quarter:					
New and Renewed Membership	\$ 275.00	\$ -	\$ -	\$ -	\$ 275.00
2010 Conference Income	\$ 3,075.00	\$ -	\$ -	\$ -	\$ 3,075.00
CMG Contributions	\$ -	\$ -	\$ -	\$ -	\$ -
Checking Interest	\$ 5.68	\$ -	\$ -	\$ -	\$ 5.68
Investment Interest		\$ 1.44	\$ 0.13	\$ 0.13	\$ 1.70
Total Income	\$ 3,355.68	\$ 1.44	\$ 0.13	\$ 0.13	\$ 3,357.38
Expenditures during the quarter:					
2011 Conference	\$ 575.00	\$ -	\$ -	\$ -	\$ 575.00
2010 Conference Expense	\$ 55.00	\$ -	\$ -	\$ -	\$ 55.00
2011 Planning meeting Expense	\$ 249.40	\$ -	\$ -	\$ -	\$ 249.40
SAIR Best Paper Award	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Cvent Software Licensing Fee	\$ 2,400.00	\$ -	\$ -	\$ -	\$ 2,400.00
Elavon Merchant Account Fees	\$ 165.00	\$ -	\$ -	\$ -	\$ 165.00
Postage	\$ 25.57	\$ -	\$ -	\$ -	\$ 25.57
Total Expenditures	\$ 3,969.97	\$ -	\$ -	\$ -	\$ 3,969.97
Total net income during period	\$ (614.29)	\$ 1.44	\$ 0.13	\$ 0.13	\$ (612.59)
Assets as of June 30, 2011					
Bank balance	\$ 28,584.88	\$ 28,584.88	\$ -	\$ -	\$ 28,584.88
Investment balance		\$ 57,923.63	\$ 5,028.82	\$ 5,345.64	\$ 68,298.09
Total	\$ 28,584.88	\$ 86,508.51	\$ 5,028.82	\$ 5,345.64	\$ 96,882.97

* CMG: Committee on Mission and Goals

**PDCF: Professional Development Contingency Fund

Notes:

- 1) The SAIR account line includes both checking account funds and undesignated investment account funds. CMG (Committee on Mission and Goals) and PDCF (Professional Development Contingency Fund) includes funds designated for a specific purpose and deposited in an investment account. CMG funds donated in 2010 (\$150) were placed in SAIR checking as this account is earning more interest at this time than the investment account.
- 2) All values herein are based on bank statements.

Ruth Salter
SAIR Treasurer
August 25, 2011

A Word from Our Affiliates.....



MdAIR 25th Anniversary Conference

October 14, 2011

Hood College

Frederick, Maryland

*Moving from Silver to Gold: Innovations in Institutional Research,
Planning, and Assessment in the Next 25 Years*

Call for Proposals Deadline — September 2, 2011

Proposal submissions should be sent to
Sean Simone, MdAIR President (president@mdair.org)

GAIRPAQ Howls Again!

The **Georgia Association for Institutional Research, Planning, Assessment and Quality** (GAIRPAQ) is reorganizing under the leadership of Narendra Patel, President (Clark Atlanta University), Katherine McGuire, Vice President (Agnes Scott College), Patricia DeWitt, Secretary (Shorter University), Janet Maddox, Treasurer (Oglethorpe University), and Members-at-Large Patricia Gregg (Georgia Perimeter College) and Tiannan Zhou (Life University). The SIG meeting at SAIR will be used as a midyear business meeting, since no business meeting was held in the spring, and half-year dues of \$5 will be collected. That will put GAIRPAQ on track for a spring conference that will feature Advocacy for Higher Education Across the Spectrum of Public, Private, and Proprietary Institutions in Georgia. It will also include practical training opportunities such as an IPEDS workshop.

